

Kent FA



CREATING A NEW ADULT TEAM GUIDE



@kentFA
www.kentfa.com

CREATING A NEW ADULT TEAM

Guide overview

The Kent FA aims to establish safe and structured football opportunities for the benefit of all.

Football remains the most popular sport in Kent with 4,500 teams and 45,000 players competing each week across the county.

We hope that this guide will help you in your quest to set-up a new adult football team.

The guide includes helpful information from setting up the team to increasing awareness; so should you be setting up a team in a brand new club, or if you are an established club introducing a new adult team, we hope you find the guide of use.



Getting started

This is the time where you can confirm everyone is on-board and you have the numbers and commitment to start the team.

All clubs must act within the rules of The Football Association. One of the rules requires the club to write a constitution and appoint club officials. All Clubs need to appoint a chair person, treasurer and secretary as well as someone to manage the team.

Club Officials

Club Secretary

The club secretary role is the most important role in the club and is the official contact between the club and the Kent FA, leagues, competitions and opposition teams. The Secretary role may include affiliation to the Kent FA and competitions as well as league membership, all correspondence, accurate club records, player registration and dealing with disciplinary correspondence.

On match-days, the secretary must ensure that team members, opponents and match officials know the date, venue, colours and timings of home matches. The secretary must confirm the appointment of match officials in advance, including paying their match fee. Results must be telephoned in to the league or competition as per the rules of that competition.

Team Manager

Managers and coaches are essential for supporting players at every level of football. The main purpose of this job is to ensure that the club provides a team to compete in the league and competitions. Team activities on match-day will, depending on the venue for the game, take up approximately four hours. Duties associated with this role may include communication with players, team selection, team kit and equipment, reporting results to club secretary as well as adhering to the rules and codes of the club and The Football Association.

Treasurer

The treasurer must manage and administer the clubs finances while maintaining an income and expenditure record and balance sheet, which must be presented at the clubs AGM. Records must be maintained for two seasons including financial statement and management of the clubs bank account.

Chair Person

The chair person may not have any specific duties but will oversee the club and work carried out by the other officials. The chair person will be responsible for overseeing and arranging meetings including the Annual General Meeting.

Getting started

Club name and colours

If you are a brand new club, choosing your name and colours is really important as this is something that others will use to identify who you are and help develop your brand. Once you have chosen a name and colours, it is important you contact the Kent FA to confirm that the name is acceptable and is not already being used by another club.

Adopting a Club Constitution

A club constitution is a simple document that outlines the functions and the rules under which the club will operate. Having a constitution will help to clarify how club procedures work. The constitution, together with your clubs policies and procedures, will help to protect your club members and officers and make your club run more smoothly.

Additional policies and procedures to consider may include a club equality policy and a club safeguarding policy.



Did you know?

One person can be named in more than one key role, although for workload and succession planning we encourage clubs to share responsibility.



More information:

You can find some really good resources by typing 'FA Charter Standard downloads' into your search engine.



Who can help?

info@kentfa.com



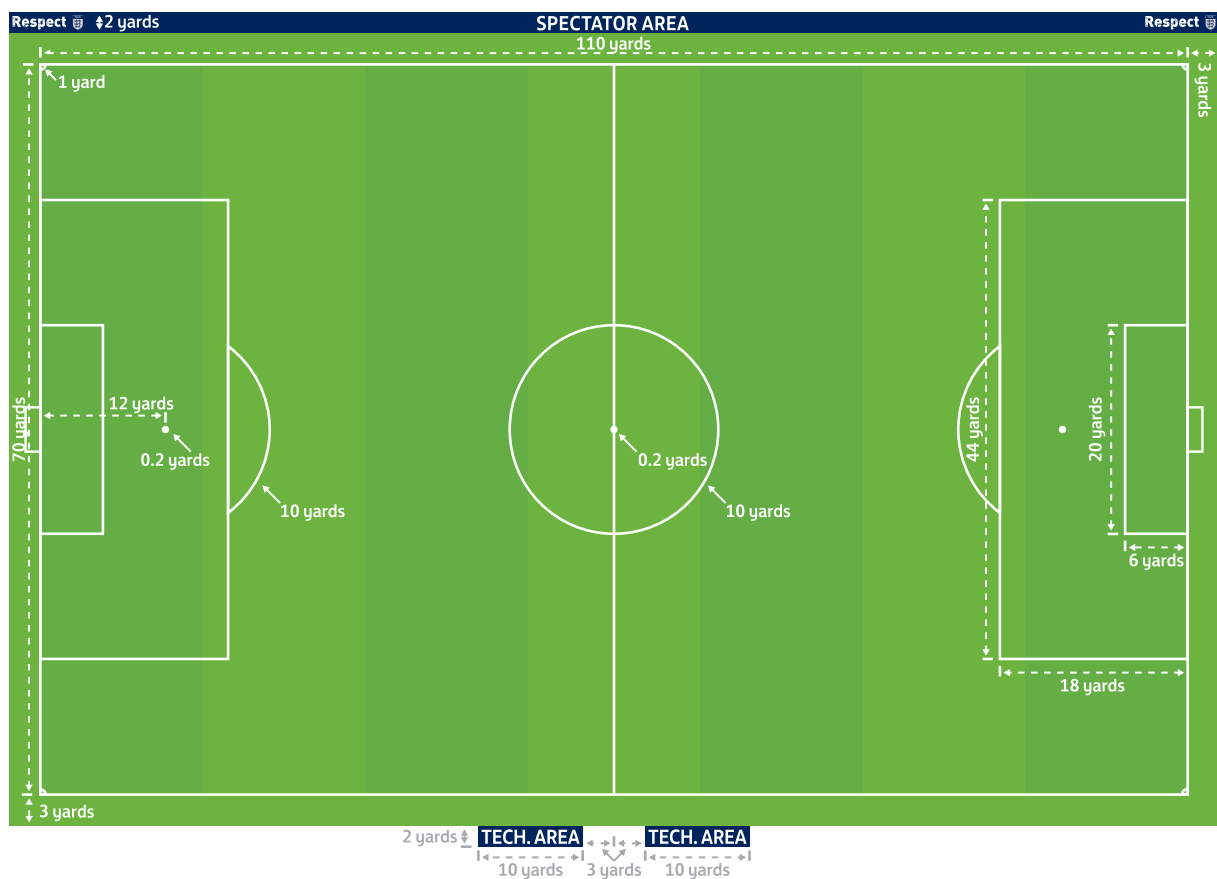
Pitches and facilities

Before you get too far down the process it is important to secure a pitch which meets the requirements of the league and competitions you wish to enter.

Many leagues and competitions have minimum requirements for pitches and changing facilities so ensure you know what is required before you commit to hiring facilities. In addition, some leagues and competitions will be responsible for booking and hiring facilities to clubs.

If you have an idea of the pitch you would like to use, it is important you find out whose responsibility the facility falls under. This may be a local authority, parish council or privately owned. When speaking to the responsible person or organisation it is important you understand all costs involved as well as any agreement you may commit to.

It is important you follow the FA's recommend pitch and goalpost sizes as per the diagram below.



Over 18 and Adult Football

Recommended pitch size: 110 x 70 yards

Recommended goalpost size: 8 x 24 feet

Pitches and facilities

If you looking to update, renovate or build a facility for your football club or team, the key to developing any facility project is to work with the Kent FA.

Kent FA has a key role to support any facilities project by guiding you through the funding that is available and most appropriate through the Football Foundation, Sport England or local authorities.

Kent FA recognises the importance of high quality facilities for football. We work in partnership with local authorities to understand the demand for facilities, protect playing fields and to address any issues with the loss of facilities.

The emergence of Artificial Grass Pitches (AGPs) and in particular 3G Football Turf Pitches (FTP) has impacted significantly on the way football is played and delivered. Providing a FTP has been tested and appears on The FA FTP register it will be allowed to be used for affiliated match play in all competitions outside the National League System (NLS) i.e. Step 7 and below including Women's and Youth Football.



Did you know?

By visiting <http://3g.thefa.me.uk> you can check to see if a 3G Football Turf Pitch features on The FA FTP register.



More information:

www.kentfa.com/clubs/funding-and-facilities



Who can help?

Darryl.Haden@kentfa.com



League and competitions you wish to enter

Registering with a league and paying any fees may come earlier in the process and it is important you get off on the right foot and ensure you get fees and forms in on time. When you make your first contact with a league make sure you have a list of questions and concerns you have so the league officers can help you.

You may be required to attend the league AGM so they can formally accept your application and welcome you into the league.

Fixtures and results are administered by the competition committee and it is important you understand what is expected of you and the club for each game.

For home matches, the club secretary must arrange pitch hire and notify opponents and officials of the kick-off time, venue and any other details such as colour of the kit. For away games, tell your players the kick-off time, location and arrange transport if necessary. Clubs should understand the rules of the competition they enter to avoid disciplinary action including communication and deadlines.

The league and cup competitions you enter will have rules regarding player registration. These rules should be provided to you on entering the competition. Some leagues are currently piloting and introducing online player registration which will be in full operation from 2017/18 season.

In addition to the league competitions you will enter it is also worth noting the Kent FA run over twenty County cups, which includes the Kent Reliance Junior cups and Sunday cups which all grassroots adult teams can enter. Entry into these cups is minimal (£8 for the 2016/17 season) and the deadline is usually the first week in August. Kent FA cups are split into 3 sections decided on playing strength and are regionalised up to the last 16 then it is countywide. All 6 finals are played at the Kent FA Grassroots Finals Weekend. Entry for the Kent FA cups is completed when you affiliate with the Kent FA.



Did you know?

When registering a player with the league ensure they have no outstanding debts or suspension to a league, competition or Kent FA.



More information:

www.kentfa.com/leagues

www.kentfa.com/cups



Who can help?

Dwayne.Ellikentfa.com

Affiliate with the Kent FA

All clubs should affiliate to their respective county football association each season. Affiliation acts as a quality assurance and a safety net to help protect players, clubs, officials and administrators. The Kent FA can advise on suitable leagues or competitions for your team to enter including our Kent FA cup competitions.

Before you start the affiliation process, we encourage clubs to contact the league they wish to enter to ensure that vacancies exist and to determine key deadlines relating to registration and fees.

Below is an example of how much affiliation to the Kent FA might cost a club with one adult team.

Item	2016/17 Season Affiliation Fees
Senior adult club affiliation fee	£32.50
Team levy	£2.50
Public Liability Insurance	£29.00
Personal Accident Insurance Scale 1	£67.59
Total Cost of Affiliation	£131.59

**an additional £70.09 for each additional adult team.

On successfully affiliating to the Kent FA you will be provided with a unique affiliation number which you will need to keep. Often leagues require evidence of your affiliation to complete your registration.



Did you know?

The rule: All outstanding fees a club may owe the Kent FA which relate to the previous season must be cleared at the point affiliation.



More information:

www.kentfa.com/clubs/affiliation-process



Who can help?

info@kentfa.com



Obtain adequate insurance

It is important to organise adequate insurance for players in case of accident or injury. Kent FA requires our clubs to have £10m Public Liability Cover in order to affiliate. We also offer affiliated clubs different levels of cover to ensure the club has appropriate insurance cover.

It is compulsory for all adult clubs to have personal accident insurance for each tea they run. This is detailed in the FA's Standard Code of Rules. Through our partner, UKGLOBAL, clubs can select from a range of benefit options, as well as weekly benefits for those players who are injured and are unable to carry out their usual occupation.

The entry level weekly benefit for adult teams is £25, however it is vital that each team is aware of the importance of selecting the right level of cover as very often this doesn't come to light until an injured player needs to make a claim. Players who are self-employed need to consider opting for the higher benefit levels or look at tailoring an individual policy suited for their circumstances. UKGLOBAL can assist with this.

Weekly benefits start at £25 and increase with the level of cover selected. It is, therefore, imperative that players are involved in the decision about which weekly level of benefit is selected by the club secretary.

Cover is purchased when you affiliate to the Kent FA and full details are shown on the affiliation form.



Did you know?

If you need to make a claim you should contact our insurance partner, UKGLOBAL, on 01252 734 539. You will need to provide your affiliation number as part of this process.



More information:

www.kentfa.com/clubs/insurance



Kent FA Benevolent Fund

The benevolent fund is the charitable arm of the Kent FA and makes donations to support local football. It relies solely on generous donations from the football family to help those in need.

The benevolent fund provides financial support to;

- Footballers and other members or officials of affiliated bodies under the jurisdiction of the Kent FA who have suffered injury while playing football or become incapacitated by any illness attributable to participation in the game.
- Any others who have in the opinion of Kent FA rendered service to the game of football in the county.
- The dependents of any such persons above.



More information:
info@kentfa.com



Discipline and administration

All player discipline is administered by the Kent FA and the club secretary is responsible for ensuring all players are eligible to play.

During the football season, one of the key responsibilities for an adult football team will be dealing with discipline, i.e. the cautions and dismissals that a club receive during fixtures. Kent FA will send these out to the club secretary, and the main thing to note is that there are two elements on a discipline case: the response to the case, and the payment of the invoice. Both elements may have different deadlines, due to case information being sent to clubs when it is received from the referee, while invoices are generated on a weekly cycle on a specific day, and both elements need to be responded to in the stipulated time frames.

Failure to do so will result in a £20.00 late fee being added to the case and if that is not cleared then a suspension is imposed on both the player and the team concerned. The response time for a red card is 7 days, for a caution it's 14 days, and for payment of the invoice it's 14 days regardless of the offence. If you receive a red card which you feel the referee made a clear and obvious error in the application of the laws of the game, a claim for wrongful dismissal can be lodged with Kent FA if we are contacted noting intention to claim within 2 working days of the game (so by 5pm on Tuesday for a weekend fixture).

All suspensions for dismissals begin 14 days **(THIS IS NOW 7 DAYS)** after the fixture, regardless of when the information is submitted by the referee. Kent FA advise that if you had a caution or dismissal in a fixture, and have not received any notification of this within 7 days of the fixture, you should contact Kent FA's discipline department on discipline@kentfa.com or 01622 791850.

Clubs will also receive misconduct charges, these would occur in the case of situations where there is no automatic sanction for the offence such as players playing whilst under suspension, or where a referee cannot take any further action, such as if a player is sent off and then commits a further offence afterwards, or incidents where multiple people are involved and charges are raised against the club as a whole rather than, or in addition to, any individuals. Misconduct charges require a response from the club, and the club can choose to appeal against these charges, either in writing or via attending a hearing at Kent FA, at which point a commission made up of members of Kent FA's Discipline Panel will decide on an appropriate sanction.



Did you know?

Clubs discipline can be managed 24/7 online via the FA Whole Game System.



More information:

www.kentfa.com/leagues/discipline



Who can help?

discipline@kentfa.com

Finding a Referee

The league you enter may have a referee co-ordinator who will be responsible for appointing a referee to your matches.

If you need to appoint a referee for a friendly or a match where no official has been appointed, you can use our 'Find a Referee' tool which offers clubs and leagues the opportunity to contact registered referees.

The tool can be found at <http://library.kentfa.com/findreferee.aspx>

Please note when looking to appoint a referee consider the different levels of referee below:

- Mini Soccer Only ● Qualified to Referee Mini Soccer Format Only
- Level 9 ● Trainee Referee
(currently completing the necessary qualification).
- Level 7 ● Junior County Referee (Grassroots)
- Level 6 ● County Referee (Grassroots)
- Level 5 ● Senior County Referee (Grassroots)
- Level 4 ● Supply League Referee (SCEFL and equivalent)
& Contributory League Assistant
- Level 3 ● Contributory League Referee
(Isthmian League and equivalent) & Conference South /
Conference Premier /
Football League or Premier League Assistant
- Level 2b ● Conference North /
South Referee & Football League
or Premier League Assistant
- Level 2a ● Panel League Referee (Conference Premier)
- Level 1 ● Football League / Premier League Referee

Referee fees can vary depending on the fixture so it is important you confirm this with the organisers and referee prior the match. The fee will be stipulated in the rules of the league and competition so also check this prior the game.

Finding a Referee



Did you know?

Trainee referees are mentored through the qualification process and you can help them with the development by creating a welcoming and positive environment on and off the pitch.



More information:

<http://library.kentfa.com/findreferee.aspx>



Who can help?

Nick.Dunn@kentfa.com



Purchase suitable kit and equipment

Making sure you have the right kit and equipment is really important not only to ensure you can play the game, but making your players and volunteers feel they are part of something.

It is also worth looking into what colour kits teams in the league and competition already play in. The rules of the league and competition may involve you wearing an alternative kit should there be a colour clash.

Here is a suggested list of kit and equipment you might need on a match day;

- Football kit including shirt, shorts and socks
- Footballs (training and match day)
- Bibs for substitutes
- Water bottles
- Goal nets
- Corner flags
- Pump and needle
- Kit bag
- RESPECT barrier or cones for spectators' area.



The Kent FA has teamed up with our 'Kit & Equipment Partner' Europa Sports to offer Kent FA affiliated clubs up to 25% off the recommended retail price of Nike products.

For more details please visit www.europa-sports.com/kentfa



Did you know?

Teams are not permitted to play in black kit due to clashing with the colours worn by the match officials.



More information:

www.europa-sports.com/kentfa



Who can help?

alan@europa-sports.com

Running costs

Running your club in an efficient way will help you make the most of your finances, even on a limited budget. Whatever the size of your income and expenditure, focussing on these areas will help keep your club on the right track.

As a new club, it will be important to raise funds quickly to cover the essential expenditure such as affiliation fees, league membership fees, pitch hire charges and kit. You will also need to decide on the fee for annual player membership and set up a bank account in the club name.

Implementing a short and long term financial plan for your club will keep you focussed on building and maintaining a strong financial future. Producing a budget will allow you to gain a better understanding of your cash-flow and areas in which you need to generate income such as player fees, fundraising and sponsorship.

Use our expenditure template to help calculate the costs associated with running a club.

Revenue Expenditure	Description of Item(s)	Cost
Kit		
Workshops and courses i.e. First Aid		
Travel costs		
Equipment		
Kent FA fees		
League and other competition fees		
Facility fees		
Referee fees		
Other costs		
Total Expenditure		

Every club should produce a set of annual accounts. This should show opening balance, income, expenditure and closing balance. These accounts should be signed off by the club committee at its Annual General Meeting.

At the end of the season, the club should hold an Annual General Meeting at which the annual accounts should be agreed.

Running costs



Did you know?

A bank account shall be opened and maintained in the name of the club. Designated account signatories shall be the club chairperson, the club secretary and the treasurer.



More information:

www.sportenglandclubmatters.com/club-finance



Funding, Fundraising and Sponsorship

There are a variety of funding resources to support the club and we encourage you to make use of the internet and search for the specific funding you are looking for.

It is worth noting some funding pots are only available certain times of the year and to select groups, so we would encourage you to check some of the suggested websites listed below on a regular basis.

FA Grant finder:

www.adfootballacademy.co.uk

Football Foundation:

www.footballfoundation.org.uk/funding-schemes

Kent Sport and Physical Activity Service:

www.kentsport.org/funding_index.asp

Sport England:

www.sportengland.org/



Fundraising

Raising money from fundraising and sponsorship can be a great way of generating income as well being an excellent way to bring people together and raising the club's profile. By involving players and volunteers you can give them the opportunity to feel they are doing their bit to support the club be it supporting events or finding sponsors.

A list of fundraising ideas is endless and often the more imaginative the better - here are some of our ideas.

- All players tasked with finding individual sponsorship
- Auction
- Club merchandise
- Club race night
- Fun day
- Grant funding
- Local authorities
- Raffles
- Sponsored events such as a team bike ride



More information:

www.sportenglandclubmatters.com/club-finances

Funding, Fundraising and Sponsorship

Sponsorship

Getting a local sponsor can be a huge bonus for the club, but it can be difficult to know where to start. The team and volunteers will have contacts so make sure you utilise their local knowledge. Sponsorship does not always have to be in the form of cash - it could be donations for prizes to raise money or equipment for match days.

If you are looking for sponsorship, you'll need to consider what you have to offer them. Is it increased customer traffic, website exposure or publicity on kit?



More information:

www.sportenglandclubmatters.com/club-finances



Codes of Conduct

The club should introduce clear codes of conduct for officials, players and spectators to abide by and take responsibility of their actions. Setting out what is expecting can set the standard for your club.

It is important for clubs to be clear about what it expects from its members and to educate people when guidance is required. Should this guidance be disregarded then the management of a club has the right to implement sanctions against offenders per the codes.

Kent FA can raise disciplinary charges based on the behaviour of spectators which could see the club being fined regardless of the relationship between the spectator and the club.

Examples of codes of conduct and some really useful resources can be found at www.thefa.com/respect



Did you know?

The club is considered responsible for all spectator behaviour and actions.



More information:

www.thefa.com/respect



Who can help?

Natalie.Curtis@kentfa.com



First Aid

It is highly recommended that each team appoints at least one official who has completed an emergency aid course which has provided participants with the knowledge, practical skills and confidence to be able to attend to a conscious or unconscious casualty, ensuring that appropriate care is given until the emergency medical services arrive and takeover, or until an alternative healthcare professional(s), assumes responsibility for the casualty.



We recommend The FA Emergency Aid course which is a three hour workshop and offers basic advice on how to limit the effects of injury and promote recovery. The qualification is valid for 3 years.

The course is for individuals, e.g. team managers, coaches, teachers, parents, volunteers and others, who have the responsibility for the provision of basic life support.



Did you know? Kent FA is delighted to announce our partnership with Koolpak, the UK's leading supplier of first aid and sports injury equipment. As Kent FA's Official Medical Equipment Partner, Koolpak are able to extend offers via Kent FA on medical supplies to all Kent clubs and leagues at a discounted price.
Read more at <http://www.kentfa.com/clubs/koolpak>.



More information:
<http://library.kentfa.com/findreferee.aspx>



Who can help?
info@Kentfa.com



Safeguarding in Football

Familiarise yourself with safeguarding policies and procedures



This topic can be unfamiliar for many adult teams but safeguarding children, young people and vulnerable adults is everyone's responsibility. Creating a safe environment and promoting clear systems to deal with any concerns is important should your club have any under-18s or vulnerable adults.

It is recognised that clubs will use different facilities throughout the country, some with toilets, changing and showering facilities and some without. However, it is important you think about how your club can effectively meet the needs of all its members, taking into account the facilities that are available to them, the number of people accessing them and the activities they are undertaking. It may also be worth contacting the home team when you have an away fixture so you are aware of any regulations or stipulations relating to the facilities you will be using.

Where facilities are used by both adults and children at the same time there must be access to separate changing, showering and toilet areas. Adult staff/volunteers must not change or shower at the same time as children and young people.

Kent FA and The FA recognise that not all clubs have their own private facilities and may use those owned by the community, local authority, schools and private business. These facilities may already have their own policy on the use of changing and showering areas to which a club may have to adhere as part of a facilities usage agreement.

Kent FA work closely with the FA to ensure that all the relevant safeguarding children policies and practices are being adopted by all our youth leagues and clubs throughout the county in order to protect children and protect the interests of our clubs.

- Getting the right people involved - carrying out references and CRB checks.
- Creating a safe environment - codes of conduct, education and best practice.
- Promoting clear systems to deal with any concerns, policy and procedures.



More information:

www.thefa.com/football-rules-governance/safeguarding



Who can help?

Val.Hajialexandrou@kentfa.com

Marketing your club

Promoting your club is a great way of letting people know the latest news, events and successes. Social media platforms such as Facebook and Twitter are great ways of getting the club some free promotion. In addition having a club website offers the club an opportunity to promote itself throughout Kent football, which means the better it looks, and more and up-to-date it is, the better impression it will make on visitors, as well as giving your players and volunteers a digital home.



If done right, marketing the club can lead to an increase in players and volunteers as well as sponsorship opportunities. It is worth being mindful that club websites and social media accounts are in the public domain and therefore you should exercise caution and responsibility when using these platforms.

Kent FA have teamed up with MyClubPro™, which is the first website product created solely for grassroots football clubs. It's easy to use, full of powerful essential features, and looks fantastic! For more details visit <http://myclubpro.co.uk>



Did you know?

Threatening or abusive comments on social media can lead to disciplinary sanctions against the club.

Volunteer and Player Recruitment

Kent FA is delighted to offer an interactive website aimed to match up clubs, leagues, volunteers and players.

Our unique 'perfect match' tool gives affiliated clubs and leagues the opportunity to advertise for players and volunteers at <http://library.kentfa.com/advert.aspx>



More information:

www.sportenglandclubmatters.com/home/club-promotion/



Who can help?

Amy.Rutland@kentfa.com

Online Help

Online Library and resources

Following feedback from referees, coaches and club officials regarding the future format of the official handbook, Kent FA has an online library to replace the traditional publication.



The online resource is free of charge and unlike the traditional paper version of the handbook it can be updated throughout the season. The resource is also supported by the 'Find a Referee' and a 'Find a Club' tool which provides up to date contact details for referees and club secretaries and has proven to be extremely popular.

- <http://library.kentfa.com/documents.aspx>
- www.kentfa.com/findaclub

Extra time service

Kent FA is committed to sustaining and growing adult 11v11 football in the county and a new initiative aims to support teams before they fold.

The 'Extra time' service gives leagues, clubs and volunteers the ability to make Kent FA aware of any teams that may fold and the opportunity to seek help and advice.

Teams may get into difficulty throughout the season be it through finances, lack of volunteers and/or players.

This is where we can all help!

Kent FA has a wide range of programmes and expertise which can support teams through these challenging times. Kent FA offers a number of funding schemes, marketing opportunities and training for coaches and volunteers throughout the season.

So if you know of a team which could do with some help visit:

www.kentfa.com/clubs/extra-time-service to complete a short questionnaire.

We are also encouraging leagues to place the 'Extra time' help button on their website and promote to member clubs.

Mobile app

Kent FA is pleased to announce that we have launched a new mobile phone application.

The app has been developed to help solve the problem of clubs, leagues or referees not having access to information while at matches. Along with sharing news and being able to directly access Kent FA staff details, the app also works as a palm-of-the-hand, responsive county handbook.

The new Kent FA app is available to download on all Android and Apple phones by searching 'Kent FA'.

Kent FA is here to help

Kent FA aims to establish safe and structured football opportunities for the benefit of all.

Football remains the most popular sport in Kent with 4,500 teams and 45,000 players competing each week across the county.

We are really proud of our clubs, players and volunteers and we are happy to help you get the most from your football experience in Kent.



Here are some of the key people who work for us who can help:

Paul Dolan - Chief Executive Officer

Paul.Dolan@KentFA.com

Paul is responsible and accountable for the day to day running of the Kent FA and ensuring the effective delivery of its business plan. He is also accountable to the board of directors on matters relating to the Kent FA business plan including workforce, legal and financial matters, football development, football governance and administration, marketing, communications and public relations and risk management.

Richard Judd - Football Services Manager

Richard.Judd@KentFA.com

Richard manages and leads the Disciplinary Department at the Kent FA he also supports the Football Services team by way of completing duties and responsibilities indicative of the traditional areas of the game including disciplinary, membership, refereeing, safeguarding children, competitions and finance. Richard also leads on the club affiliation process alongside the Football Services team.

Darryl Haden - Football Development Manager

Darryl.Haden@KentFA.com

Darryl's role is to lead and manage the Football Development Team, protect existing pitches and facilities, increase investment into football facilities and support the delivery of the FA National Game Strategy in partnership with key stakeholders.

Paula Lippett - Finance Officer

Paula.Lippett@KentFA.com

Paula's role is to ensure that information relating to the Kent FA's accounts is up to date and report accordingly to the finance director on a weekly basis. She also provides secretarial support to the chief executive.

Kent FA is here to help

Amy Rutland - Marketing and Communications Officer

Amy.Rutland@KentFA.com

As Marketing and Communications Officer at the Kent FA Amy's job is to promote the organisation's on going major priorities which include increasing participation, raising standards, creating better players, running the game and investing in the football workforce. She is always happy to support Kent FA clubs, leagues and volunteers should they require support and expertise.

Nick Dunn - Referee Development Officer

Nick.Dunn@KentFA.com

Nick is responsible for the recruitment of new referees, retaining their services as a match official and developing their skill sets to enhance the experience for all participants of the game.

Val Hajialexandrou - County Welfare Officer

Val.Hajialexandrou@KentFA.com

Val is responsible for all day-to-day aspects relating to safeguarding children and vulnerable adults within the county in line with legislation and FA policy, regulations and guidance.

Liz Symons - Football Development Officer (Participation)

Liz.Symons@KentFA.com

Liz delivers and supports the FA Charter Standard Club programme and strategically identifies and supports new FA Charter Standard Clubs. Liz also oversees the FA Coach Mentor programme and other club services to support our volunteer workforce.

Natalie Curtis - Football Development Officer (Inclusion and Respect)

Natalie.Curtis@KentFA.com

Natalie is the lead contact on the Respect programme and can provide resources, links to funding and support workshop delivery. She also works with different inclusion groups such as women and girls, BAME groups as well as LGBT groups and organisations to help create a welcoming and safe environment at all levels.

Lee Suter - Football Development Officer (Clubs and Leagues)

Lee.Suter@KentFA.com

Lee oversees all football participation in the adult male and female grassroots 11v11 game. He also delivers and supports the FA Charter Standard Club and League programmes and strategically identifies and supports new adult FA Charter Standard Clubs and Leagues. This also includes a comprehensive in service and funding programme for coaches.

Kent FA is here to help

Lauren Cundy - Football Development Officer (Disability)

Lauren.Cundy@KentFA.com

Lauren strategically coordinates all disability football provision locally, ensuring provision is aligned and positively impacts the priority areas, thereby sustaining and increasing participation levels. This also includes enhancing a number of the Kent FA's major priorities which include player development, raising standards and running the game.

Luke Baker - Football Development Administrator

Luke.Baker@KentFA.com

Luke provides administration support for the Football Development Team. He also administrates and organises of FA Safeguarding Children, Welfare Officers and referee workshops. In addition, Luke appoints referees to the county cups and supports the offer to children and young people throughout Kent.

Mark Bright - Football Services Officer (Discipline)

Mark.Bright@KentFA.com

Mark processes and manages all aspects of discipline including; Cautions, Standard Charges, Misconduct Charges and cases of discrimination.

Christopher Mearns / Megan Simmons - Football Services Officer (Coaching)

Christopher.Mearns@kentFA.com / Megan.Simmons@KentFA.com

Christopher's / Megan's role is to assist in the efficient running of the Football Services department and manage the administration of the Kent FA coach education programme.

Dwayne Ellis - Football Services Officer (Competitions)

Dwayne.Ellis@KentFA.com

Dwayne organises and runs all county cup competitions. Anything county cup related (not including league cups) Dwayne can assist with. He also is in charge of the county's representative sides which include boys under 18s and 16s and a ladies side.

Matt Dixon - Football Services Administrator

Matthew.Dixon@KentFA.com

Matt provides administration support for the Football Services Team. Matt is the first point of contact for all Kent FA telephone enquiries and people coming into the office with queries.

Simon Millington - County Coach Developer

Simon.Millington@TheFA.com

Simon's role is to plan, organise, deliver and assess all FA Coaching qualifications and provide on going support for all candidates throughout the county.

Notes

A series of horizontal dotted lines for writing notes.

DISCOUNTED KIT AND EQUIPMENT

The Kent FA has teamed up with our 'Kit & Equipment Partner' Europa Sports to exclusively offer Kent affiliated clubs up to 25% off the recommended retail price of Nike products.

For more details please visit:
www.europa-sports.com/kentfa



HOLD UP YOU FO

FUNDING

There is variety of funding resources to support the club and we encourage you to make use of the internet and search for the specific funding you are looking for.

It is worth noting some funding pots are only available certain times of the year and to select groups, so we would encourage you to check some of the suggested websites listed below on a regular basis.



FA Grant finder:

www.j4bgrants.co.uk

Football Foundation:

www.footballfoundation.org.uk/funding-schemes

Kent Sport and Physical Activity Service:

www.kentsport.org/funding_index.asp

Sport England:

www.sportengland.org/

CARRY OUT REVIEW

Identifying the areas where the club is spending the most can help you to identify where to focus your efforts.

Getting all the income and expenditure on paper can help you highlight areas for improvement.

The costs of running a club can be a real burden and some clubs are no longer being able to sustain them.

Before you go down this path, consider alternatives and make us aware of your situation or call us on 01892 555555.

SPEAK TO THE LEAGUE



It is really important that you make your league aware that you are struggling as soon as possible. The league has a wealth of knowledge which they can share. The league may then consider alternatives such as rearranging fixtures.

FUNDRAISING

A list of fundraising ideas is available on the website - often the more imaginative the better - here are some of our favourites:

Auction - **Club Meeting**

Club Race Night - **Club Quiz**

Grant Funding - **Raffle**

Sponsored events - **Sponsored players**

BEFORE OLD UP

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via info@kentfa.com
01622 792 140

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NOT JUST YOUR PROBLEM

Once you have identified the problem it is time to take action. Is it the players not paying subs or costing the team money through fines? The players need to take responsibility by paying subs before playing and being accountable for fines occurred for discipline.

A problem shared is a problem halved!
Making the players aware of the financial situation of the club will give them an opportunity to understand the why's and how's and what actions are required to get out of the red and back in the black!



COST OF FACILITIES THE ISSUE?

Get in touch with us as well as those who are responsible for the hire of the facility. There maybe an opportunity to renegotiate the rates or make them aware you are having issues so you do not get additional fees for late payment or cancellation.



APPROACH LOCAL BUSINESSES FOR SPONSORSHIP

Getting a local sponsor can be a huge bonus for the team, but it can be difficult to know where to start. The team and volunteers will have contacts so make sure you utilise their local knowledge. Sponsorship does not always have to be in the form of cash - it could be donations for prizes to raise money or equipment for match days.



Rather than search for one sponsor, why not ask each of your players to find a sponsor for a smaller amount?

All the sponsors are then put in a raffle with the winning sponsor selected to feature on the front of the team shirt! You can then mention the others on social media and your website!



CAN YOUR PLAYERS HELP?

Need help collecting the subs or completing paperwork?

Sharing the work can help ease the pressures on those one or two who do it all.

Don't be afraid to ask your players if they can help or have a family member who has an interest in football and can spare some time to help the team.



HOLD UP YOU FO

PERFECT MATCH

The Kent FA is delighted to offer a tool aimed to match up clubs, leagues and volunteers. Our unique 'perfect match' tool gives clubs and leagues the opportunity to access a pool of volunteers at <http://library.kentfa.org>

FIND YOUR LOCAL VOLUNTEER CENTRE

Your local Volunteer Centre is a local voluntary project existing to promote and support volunteering. The Volunteer Centre actively recruits potential volunteers from all sections of the community and places them with local voluntary organisations who are seeking volunteers to help with their work.



The reasons for not playing football are our beautiful game is great, but the family, other commitments and a lack of players and money can really affect a team.

A lack of players and money can really affect a team.

If this is your team please let us know and make us aware via email or phone.

Do-it.org

You can advertise for volunteers for free using do-it.org. Before you can recruit, you'll need to Sign Up and then follow these simple steps. Simply visit <https://do-it.org>



LIAISE WITH OTHER TEAMS AND LEAGUES'

Are local teams facing the same issues? Can a end of season amalgamation produce one strong squad then seeing two teams struggling? Speak to other teams - is it just your team struggling? Do others teams have a surplus of players?

BEFORE OLD UP

an interactive website
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advertise for players and
kentfa.com/advert.aspx

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help running the team
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lease get in touch and
info@kentfa.com



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SPLIT THE ROLES

Identifying the areas of work where the team is spending the most time can help you identify where to focus your energy.

Having clear roles and responsibilities can not only share the workload but support succession planning for the future of the team



SPREADING THE WORD

Football can sometimes be more about who you know than what you know so make use of your contacts.



SOCIAL MEDIA

Social media platforms such as Facebook and Twitter are great ways of getting the club some free promotion. Setting up a club page or getting players to share the request for new players and volunteers can really spread the word and fast.




BE PART OF SOMETHING BIGGER?

Being a one or two team club can really put pressure on the volunteers and players to ensure the club run efficiently.

By approaching a larger club with an established structure, committee and financial regulations can secure the future of your teams. Some FA Charter Standard Youth teams see the addition of an adult team as the final piece in the puzzle with players having the opportunity to move from youth to adult football without leaving the club.





Photos:
Julie Hoare, Kent County Football League - <http://kentcountyfootballleague.co.uk/>
Paul Roth and David Terry

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