SSE WILDCATS CENTRES
GUIDANCE FOR APPLICANTS 2018/2019

sse wildcats
• THE FA GIRLS' FOOTBALL CENTRES •

GUIDANCE FOR APPLICANTS 2018/2019

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INTRODUCTION

Welcome to SSE Wildcats Girls' Football Centres

We believe that every young girl should have the opportunity to experience our great game. To achieve that goal, we need to develop accessible and universal participation opportunities For All. Our SSE Wildcats Girls' Football Centres are a national network that will make a significant contribution to achieving the Doubling Female Participation ambition, set out in The FA's strategy (Game Plan for Growth) by 2020.

SSE Wildcats Girls' Football Centres provide girls ages 5-11 years old with the opportunity to Have Fun, Make Friends and Play Football. This fun, friendly environment will develop young girls' physical & social skills by encouraging a healthy lifestyle and inspiring them to develop a lifelong love of the game. It could also be the starting point for a future international player, referee/official or coach.

The SSE Wildcats programme has been developed and designed through research, as we know girls have many motivations to play; for fun, friendship, fitness and family. We need to ensure this programme embraces difference, through its delivery and that our SSE Wildcats Centres welcome girls of all abilities, backgrounds and experiences. Football has a unique power to change lives and unite our communities in ways little else can. There has never been a more important time for football to play its part in bringing our communities together and supporting girls to become physically active through football.

So much has been achieved in progressing women and girls' football at this exciting time. We are delighted with the progress that we are making across the women's game on every front. Yet we recognise this game has so much more potential, which can only be achieved if we all work together as one team, with one clear overarching plan. Every single SSE Wildcats Girls' Football Centre is so important in not only transforming the women and girls' game in England, but also changing these young girls'lives.

With the FIFA Women's World Cup scheduled throughout June and July 2019 in France, we hope the journey of our Lionesses in this global tournament will inspire more young girls to try & play football. We will be signposting all young girls to our SSE Wildcats Girls' Football Centres, so what better time to be a part of this exciting programme!

We hope you are able to support our goal to double female participation in England, by submitting an application to become an SSE Wildcats Girls' Football Centre. We wish you the best of luck with your application and look forward to working with you.

Best Wishes
Baroness Sue Campbell CBE

WHAT IS SSE WILDCATS?

THE VISION

CREATE & DELIVER A SUSTAINABLE FOOTBALL OFFER FOR 5-11 YEAR OLD GIRLS, PROVIDING OPPORTUNITIES TO EXPERIENCE FOOTBALL FOR THE FIRST TIME IN A FUN & SAFE ENVIRONMENT

WHY WE CREATED SSE WILDCATS

ONLY 3% Of mini teams are girls only

JUST 41% Just 41% of girls aged under 10 play football (compared to 95% boys)

The majority of girls want girls only football

More informal opportunities needed for girls to gain confidence in football at an early age

To give girls aged 5-11 the opportunity to experience football in a fun and safe environment

ONLY 65% Only 65% of current female footballers started playing before they were 10 years old

BY 2020 To support The FA's strategic objective to double female participation by 2020

BY 2021 To support our objective to make football the number one sport of choice for women and girls by 2021

WHAT IS SSE WILDCATS?

IN SPRING 2017, THE FOOTBALL ASSOCIATION AND SSE TEAMED UP TO LAUNCH A NEW INITIATIVE, SSE WILDCATS, DESIGNED TO INSPIRE GIRLS AGED BETWEEN 5-11 TO GET INVOLVED IN FOOTBALL.

SSE Wildcats provide regular opportunities for girls to play football and take part in organised sessions in a fun and engaging environment.

The centres are accessible for all, running on a weekly basis either after school or at weekends, utilising qualified coaches and local facilities. They provide a safe environment where girls with no football experience can have fun whilst engaging with the sport, developing fundamental skills and meeting new friends along the way.

SSE WILDCATS VALUES

• THE FA GIRLS' FOOTBALL CENTRES •

HAVE FUN

MAKE FRIENDS

PLAY FOOTBALL

"WILDCATS MAKES ME FEEL FANTASTIC!"

RUBY AGE 9

"I JOINED WILDCATS TO MAKE NEW FRIENDS"

EMILY AGE 6

"I JOINED WILDCATS BECAUSE I WANTED TO PLAY FOOTBALL WITH OTHER GIRLS"

ALICE AGE 7

WHERE SSE WILDCATS FITS ON THE FEMALE PATHWAY

The graph above shows the different pillars that we as The FA categorise women & girls football into. As you can see SSE Wildcats sits under 'Football For Fun' as a recreational community session. SSE Wildcats is a first introduction to football for the novice girl. Naturally girls will transition through the pathway into competitive teams, however it is important that centres remain a permanent opportunity for girls to try football for the first time.

OBJECTIVES

- AGES 5 - 11
- GIRLS ONLY
- BEGINNER GIRL
- PERMANENT OPPORTUNITY
- HAVE FUN
- MAKE FRIENDS
- PLAY FOOTBALL
- TURN UP & PLAY

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IMPACT OF SSE WILDCATS

SSE Wildcats Girls' Football Centres are changing the culture of girls football in England and are growing year on year, see the results below from Year 2.

GREW TO **878** CENTRES UP **439%**

GREW TO **OVER 16,000** PARTICIPANTS UP **301%**

GREW TO **OVER 10,000** SESSIONS UP **313%**

22 GIRLS
AVERAGE ATTENDANCE PER CENTRE

966 NEW COACHES & VOLUNTEERS
INDUCTED ONTO THE PROGRAMME

WHAT OUR PARENTS SAY!

CAROL – Parent

"I just wanted to say a big thank you to you all for helping Katie learn some fantastic football skills and how to play football, she has really enjoyed all the sessions."

MARTYN – Parent

"Thanks for all your hard work at Wildcats, it's great to have a girls-only football session that's so well run."

EMMA – Parent

"Just wanted to say that we've been really impressed with the sessions so far, really well run, enthusiastic coaches and lovely to see both our girls developing a love of football! Husband is happy with this coinciding with the World Cup too!"

RAJINDAR – Parent

"Thank you for yesterday evening's session - my daughter was left on a real high by the end of the evening despite her hesitant start - she doesn't stop asking when the next session will be!"

SOPHIE – Parent

"The sessions have been brilliant and its such a great way to encourage girls and build their self esteem, confidence and work as teams! I am happy to help out and train as a coach! I have a little football knowledge as I now live and grew up in a rugby household but am keen to learn!!"

BARBARA – Parent

"Isabelle is loving it she's only 5 but its really improved her coordination and fitness levels. The coaches are all lovely but Chloe is her favourite and is a great positive role model. Thanks for setting up the scheme and offering girls this opportunity, some of the older girls are fantastic players!!!!"

ROSIE – Parent

"Dear Wildcats, firstly a huge, huge thank you to all involved in Wildcats. My daughter has absolutely loved it and it has been a great introduction eye opener to her that girls can play football!! It's been a great course, good value easily accessible and brilliantly taught. Thank you."

PROGRAMME OVERVIEW

WHO CAN APPLY?

Applications are welcome from any organisation that meets the SSE Wildcats criteria.

Organisations that delivered SSE Wildcats in either 2016/2017 or 2017/2018 can apply to run additional centres, in doing so they must continue running the original centre(s) they have set up. Organisations will not be funded to deliver new centres that replace existing centres.

Additional SSE Wildcats Centres must run at a different time and must have new/different players.

TIMELINE

CENTRE	2018			2019											
	OCT	NOV	DEC	JAN	FEB	MAR	APR	MAY	JUN	JULY	AUG	SEP	OCT	NOV	DEC
NEW SSE WILDCATS CENTRE		APPLICATION & APPROVAL				INDUCTION	FLEXIBLE DELIVERY – MINIMUM 16 WEEKS								

NEW CENTRES

Application window for new centres	1st November – 4th December 2018
CFAs Assessment & Approval window	4th December - 20th December 2018
Induction Training	March 2019
Centre Delivery Dates	Centres must begin activity in April 2019 following induction training
Renew application	January 2020

DELIVERY TIME

Prior to and throughout the SSE Wildcats programme we conduct research to find out what the girls want to ensure we provide. Here is what they tell us:

- WEEKLY & WARM
- SAFE & FUN
- FITNESS
- GIRLS ONLY

To achieve maximum engagement and participation for the 'Beginner Girl' we must listen to the girls themselves and apply these 4 key elements to the delivery of SSE Wildcats centres to achieve maximum success and reach.

We recommend that SSE Wildcats centres begin delivery during Spring and Summer months, these are the warmest months and the best time of year to engage with the beginner girl. If centres wish to continue their delivery into Autumn and Winter then we recommend you use an indoor facility to deliver your sessions.

The SSE Wildcats Centre launch will take place in April 2019, therefore centres must begin delivery during this month.

PROGRAMME STRUCTURE

BENEFITS

- Use of National Branding
- National Marketing & Promotion
- Kit, Equipment & Resources
- £900 Start Up Fund
- Supports the Development & Growth of Teams
- Money Can't Buy Experiences
- Staff Induction Training
- SSE Wildcats Specific CPD Training
- Support Development of Volunteers
- FA Coach Mentor Support

WHAT YOU WILL RECEIVE

New SSE Wildcats Girls' Football Centres will receive:

FUNDING

- Organisations will be able to access a start up grant of £900

CENTRE SUPPORT

- Staff Induction Training
- FA Coach Mentor Support
- National Search Engine
- Access to HIVE Learning

KIT & EQUIPMENT

- 30 Nike Footballs
- SSE Wildcats Bibs
- SSE Wildcats Banner
- Cone Stickers

RESOURCES

- Branded Marketing Assets
- 30 x My Great Adventure Booklets
- Access to online merchandise shop
- Session Resources

- Access to SSE Wildcats CPD Sessions

FUNDING

Start-up funding will be provided by the FA for NEW SSE Wildcats Centres ONLY. Reach and supply of opportunity are paramount to the delivery of SSE Wildcats centres nationally therefore the following funding model applies for delivery organisations:

SSE WILDCATS CENTRES OPERATING IN THE COMMUNITY	
DEFINITION	AN OPEN ACCESS CENTRE THAT ANY GIRL CAN ACCESS
DISTRIBUTION	YEAR 1 DELIVERY IN 2019 - £600 / YEAR 2 DELIVERY IN 2020 - £300
TOTAL FUNDING AVAILABLE	£900

WHAT CAN FUNDING BE USED FOR?

FUNDING CAN BE USED FOR:

YES!

- Cover staff costs
- Hire facilities
- Promote SSE Wildcats centres

FUNDING CANNOT BE USED FOR:

NO!

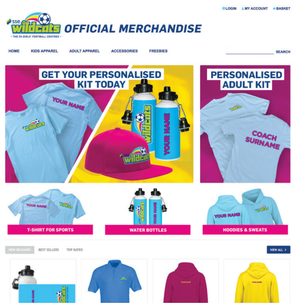
- Covering existing girls football activity
- Purchase additional kit and equipment
- Staff qualifications

BRANDING & MERCHANDISE

Centres will receive branding and marketing material that can be used to promote sessions and will be provided with branding guidelines that must be adhered to.

Centres will have access to an online SSE Wildcats Shop, allowing you to purchase exclusive branded SSE Wildcats merchandise which can be personalised to your centre!

The shop has a range of clothing available such as t-shirts and hoodies as well as additional accessories including branded water bottles.

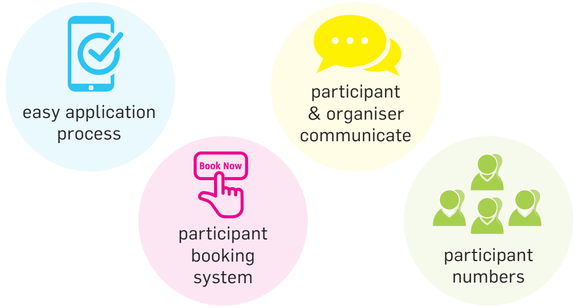


TECHNOLOGY

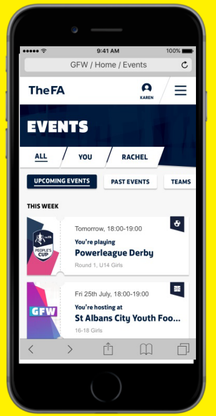
The FA has released a new digital platform that makes it easy for organisations to apply for and organise their SSE Wildcats Centre. The platform will also enable parents and participants to search for and find their local SSE Wildcats Centre.

There will be a participant booking system as well as areas for organisers to take attendance.

The platform will enable participants to book onto a SSE Wildcats session and keep informed about session details.



The platform will enable organisers to communicate with participants by sharing updates, capture user information to understand participation numbers and streamline the process of organising and facilitating sessions.



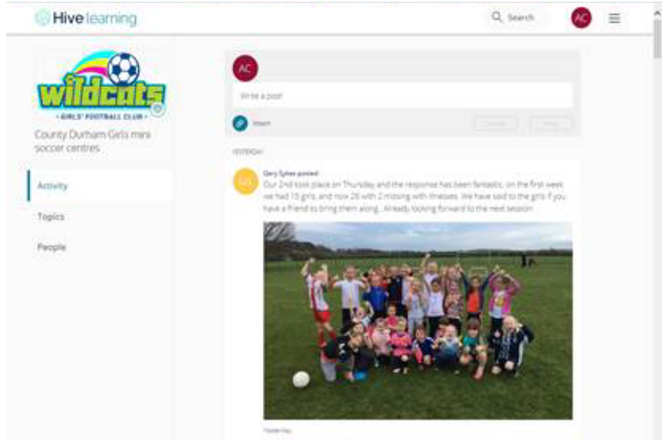
SUPPORT

WHAT IS HIVE LEARNING?

A digital platform where SSE Wildcats Centres can share good practice, ask questions and access resources. This will be overseen by FA Staff.

All SSE Wildcats Centre coaches & volunteers will be invited to join this Network. Please refer to the following guidance when using digital platforms:

http://www.thefa.com/football-rules-governance/safeguarding/best-practice-downloads

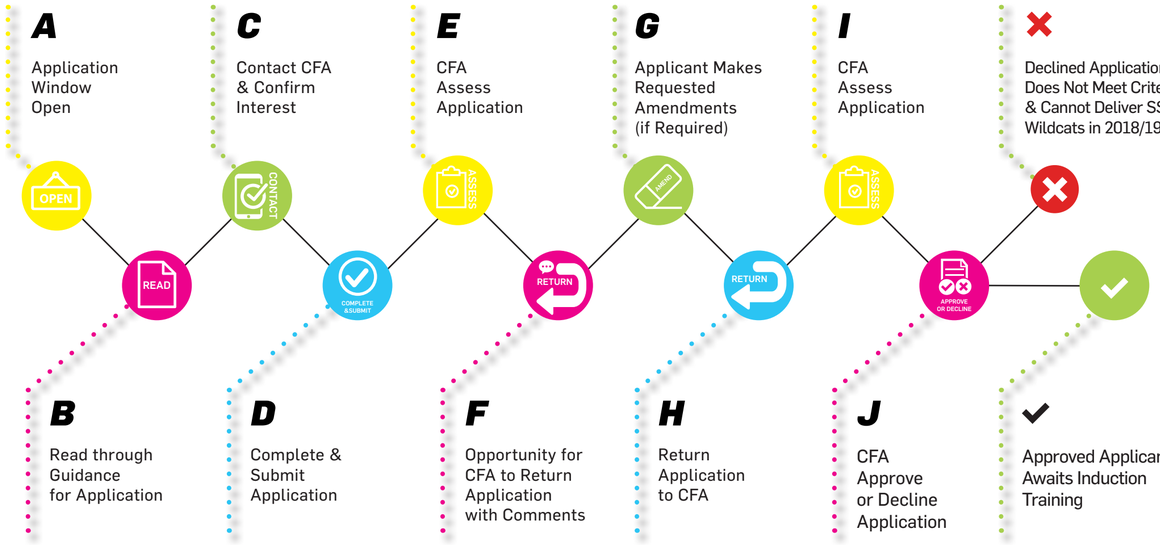


MONEY CANT BUY EXPERIENCES

SSE, the official Wildcats sponsor contribute funding to the SSE Wildcats initiative and have supported the programme through marketing initiatives and campaigns rewarding both volunteers and centres, here are two examples of rewarding our workforce. There will be many incentives running throughout 2018/2019 to reward our amazing workforce!

- Volunteer Tina Hamilton presented the SSE Women's FA Cup Trophy at Wembley Stadium
- Pen Mill Ladies SSE Wildcats Centre received an all expenses trip to the Women's FA Final at Wembley Stadium

APPLICATION PROCESS



A

Application Window Open

B

Read through Guidance for Application

C

Contact CFA & Confirm Interest

D

Complete & Submit Application

E

CFA Assess Application

F

Opportunity for CFA to Return Application with Comments

G

Applicant Makes Requested Amendments (if Required)

H

Return Application to CFA

I

CFA Assess Application

J

CFA Approve or Decline Application

✖

Declined Application Does Not Meet Criteria & Cannot Deliver SSE Wildcats in 2018/19

✔

Approved Applicant Awaits Induction Training

CRITERIA

1. Centres must have capacity for a minimum of 30 participants
2. Centres must operate within community hours, to allow accessibility for all
3. Centres must enter a service level agreement with the CFA on application, and must operate within the parameters of this agreement
4. Centres must be inclusive
5. Centres must attend SSE Wildcats Introduction training
6. SSE Wildcats Centres must demonstrate entry and exit routes for participants into the programme
7. Centres must commit to a minimum of 2 year delivery
8. Centres must evidence a safeguarding policy
9. Centres must evidence a Health and Safety policy
10. Centres must have public liability insurance
11. Centres must meet and adhere to the staffing criteria throughout delivery of the programme
12. SSE Wildcats Centres must be able to evidence the sustainability of the programme post funding

CRITERIA *1. DELIVERY*

To become an SSE Wildcats centre applicants must commit to a minimum of 2 year delivery. This is to ensure the sustainability of the programme and make sure that we retain the fun offer for girls to try football for the first time.

Delivery must consist of the following:

1 A MINIMUM OF 16 WEEKS IN YEAR 1 (2019)

2 A MINIMUM OF 16 WEEKS IN YEAR 2 (2020)

16 weeks is the minimum number of weeks delivery and we encourage applicants to deliver for as many weeks as possible during the year.

CRITERIA *2. SAFEGUARDING*

SAFEGUARDING IS EVERYONE'S RESPONSIBILITY

The delivery of all SSE Wildcats Centre activities must have appropriate safeguards embedded in line with the FA safeguarding policies and procedures. This will allow centres to maximise enjoyment and minimise risk.

All SSE Wildcats Centres must be able to evidence the following:

- A Safeguarding Children Policy

If you do not currently have a policy you can download the FA policy here:
http://www.thefa.com/football-rules-governance/safeguarding/policy-downloads

Safeguarding Children Policy

The FA's Safeguarding Children Policy principles must be adhered to by SSE Wildcats Centres and all of its related activities. When working in partnership to deliver football activity it must be clear as to how these principles will be adhered to and the process for recognising and responding to concerns about a child.

The FA Safeguarding Children Policy principles are that:

- the child's welfare is, and must always be, the paramount consideration;
- all children and young people have a right to be protected from abuse regardless of their age, gender, disability, culture, language, racial origin, faith or sexual orientation;
- all suspicions and allegations of abuse will be taken seriously and responded to swiftly and appropriately; and
- working in partnership with other organisations, children and young people and their parents and carers is essential.

The safeguarding policy must be clear about the following requirements:

- The referral process via The FA Case Management Team Safeguarding@TheFA.com or 0800 0835 902
- A named Designated Safeguarding Officer at each activity/event
- Safer recruitment including DBS checks; via The FA CRB (checks completed via the Premier League and/or PL Club should make use of The FA portability agreement to comply with the requirement for an FA accepted DBS check)
- Safeguarding training; completion of The FA Safeguarding Children Training e.g. SCW/WOW (NB - EFL and PL Club DSOs may evidence training provided for their role as DSO rather than complete the FA WOW)

REPORTING CONCERNS

The reporting of concerns should be made as easy as possible. There must be a designated safeguarding officer for each activity who is clear about The FA referral and whistleblowing processes.

PREVENTION

Implementing preventative safeguarding measures to help create safe and enjoyable environments for each aspect of the proposed activities is essential.

PLANNING, DELIVERY AND COMPLIANCE

All parties must be clear about the safeguarding requirements for SSE Wildcats Centres and who is responsible for what safeguards during i) planning, ii) delivery and iii) compliance monitoring.

CRITERIA *3 & 4. HEALTH, SAFETY & INSURANCE*

Centres must evidence the following:

A health and safety policy that states the venue's commitment to health and safety, clearly stating who does what, when and how. Further guidance available at HSE Health and Safety Made Simple.
http://www.hse.gov.uk/simple-health-safety/write.htm

- An emergency arrangements policy covering Fire and First Aid procedures.
- A completed FA SSE Wildcats H&S Guidance and Venue Checklist. (distributed with centre application guidance document)
- A copy of the venues Public liability Insurance certificate with a minimum limit of indemnity of GBP 5 million.
- A copy of the delivery organisations Public liability Insurance certificate with a minimum limit of indemnity of GBP 5 million ensuring that the insurance covers participants from the age of 5 years upwards.

CRITERIA *5. STAFFING*

There must always be a minimum of two adults (18+) available at any one time, one of which must be a level 1 coach, and there must be a minimum of 1 staff member (18+) to every 16 children (1:16).

Where the children are aged 8 or younger you will require more staff and a minimum of two adults (18+) should always be present (ratio 1:8). If the children have additional needs e.g. learning needs or a disability the ratio should be higher than 1:16 to ensure you can meet the specific needs of any given group.

STAFF	DESCRIPTION
1 X FA LEVEL 1 COACH	Must hold a minimum of FA Level 1 (age 18+) with an in date FA CRC, FA Safeguarding training and FA Emergency aid qualification. (checks completed via the Premier League and/or PL Club should make use of The FA portability agreement to comply with the requirement for an FA accepted DBS check)
VOLUNTEERS	The minimum age for a volunteer is 14, where the volunteer is under 16 they must have parental consent to volunteer, volunteers under the age of 18 must be supervised at all times. If volunteers are 18 or over they must hold an in date FA CRC.
1X DESIGNATED SAFEGUARDING OFFICER (DSO)	The DSO must have attended FA Welfare Officer Workshop (WOW) or PL/EFL equivalent DSO training. The DSO is responsible for ensuring safeguards are in place and maintained effectively. All staff, parents & carers and players must be made aware as to whom this person is and how to contact them.
FEMALE	To increase the number of role models within football and meet the demographic of participants, at least one volunteer/coach must be female.

Note: When submitting staff an automated check will take place to ensure the staff member has appropriate qualifications. U16s should not be registered on the system.

CRITERIA *6. SUSTAINABILITY*

SSE Wildcats Centres must be able to evidence within their application the sustainability of the programme following your initial start up fund:

Questions to consider in your sustainability plan:

- How will you work with the CFA?
- How much are they going to charge participants ensure all costs are covered?
- How are you going to recruit volunteers?
- How are you going to Involve parents?
- What links do you have to wider networks – local CS Clubs / College /Universities?

CRITERIA *7. ENTRY & EXIT ROUTES*

SSE Wildcats Centres must demonstrate on application transition of participants, when appropriate. This must consist of how and where players will be recruited from, and where participants will be signposted (when ready) to continue to play football in a team that shares the same values as SSE Wildcats.

5 - 11 YEAR OLD GIRL NEW TO FOOTBALL

SSE WILDCATS COMMUNITY

CHARTER STANDARD TEAMS

CRITERIA *8. INDUCTION TRAINING*

Centres must commit to SSE Wildcats Induction Training.

SSE Wildcats Induction Training will be delivered locally by the FA Coach Mentor Team in March of 2019. County FAs will be responsible for supporting the organisation and delivery of this training. Further guidance will follow.

The training will consist of:

- Theory
- Practical
- Administration
- Marketing support

CRITERIA *9. INCLUSIVE*

Centres must reflect the diversity of the population of the local area and organisations must be inclusive of disabled participants.

All the general principles of how to plan and deliver football sessions and activities are equally applicable when working with players with Special Educational Needs and Disabilities (SEND).

In addition, you will need to think carefully about the following:

- Whether additional safety checks are necessary
- The need for individual goals may be more important
- How to adapt the way you deliver and organise the session to accommodate everyone
- The length, intensity and frequency of sessions as well as the drills or activities within each session. For example, some players with SEND may tire more quickly, others may need regular rests, some have difficulty regulating temperature and need to rehydrate more frequently

You may also need to:

- Be creative in finding a variety of ways to explain or develop a particular skill
- Adapt drills and warm-ups to accommodate the needs of particular athletes
- Modify equipment and adapt rules to maximise opportunities for participation and ensure success

For further information and support on being an inclusive Wildcats centre, please contact your local CFA Disability Football Development Officer.

CRITERIA *10. SERVICE LEVEL AGREEMENT*

Centres must enter a service level agreement with the County FA, and must operate within the parameters of this agreement.

This agreement will be incorporated into the online application. Applicants that do not agree to the service level agreement will not be progressed to County FA assessment.

CRITERIA *11. ACCESSIBILITY*

SSE Wildcats is a community programme, which is designed to give every girl the opportunity to play football.

Organisations should select a venue and a start time that is accessible for participants.

Any organisation delivering a SSE Wildcats centre on a school site must ensure that the session is delivered at a suitable time for access for participants from surrounding schools, therefore centres must allow a minimum of 30 minutes following the school day before starting the session.

CRITERIA *12. PARTICIPANTS*

CENTRE CAPACITY

SSE Wildcats Centres must demonstrate that they have a minimum capacity of 30 participants and demonstrate entry and exit routes to and from the programme.
For example, centres must ensure they have the correct coach ratios for 30 participants and a playing area suitably sized to host 30 participants.

CENTRE TARGET

Centres should aspire to achieve 30 participants each week over each delivery year. Understandably this may take a number of weeks to achieve, and depends on each local community.

WHO TO CONTACT

County FAs oversee the SSE Wildcats Centre programme in their local area and are will be on hand to support you through the application process. You can find your local CFA contact here on the following link:

http://www.thefa.com/womens-girls-football/womens-county-contacts

Thank you for your interest in delivering SSE Wildcats in 2019 & good luck with your application!

SSE WILDCATS CENTRE TEAM

01/10/2018