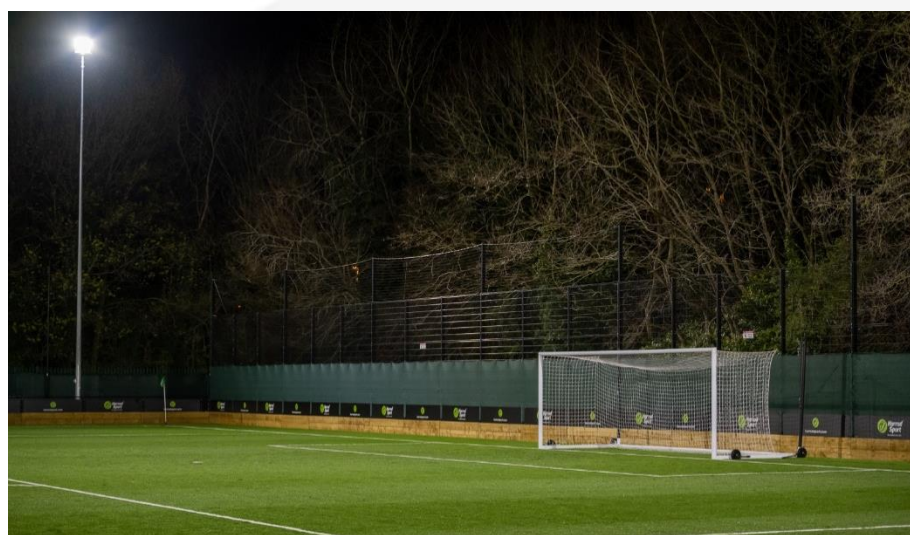


## WELCOME

Welcome to the latest edition of the Norfolk County FA bulletin. It's an exciting time for the grassroots game as we enter into the 'business end' of the 21/22 season with League Cup finals well underway and all the County Cup finals taking place throughout May.

## NORFOLK FA ANNOUNCES 'HARROD SPORT ARENA' IN NEW LONG-TERM PARTNERSHIP

Norfolk County FA is delighted to announce a new, five-year agreement with lead partner Harrod Sport. The agreement through to 2027 will see the global manufacturer become the exclusive equipment partner to Norfolk FA's FDC facilities, as well as acquire the naming rights to the Governing Body's new 3G stadia pitch.



With over 60 years of UK manufacturing experience, Harrod Sport has been trusted on huge projects over the years including the London, Rio and Tokyo Olympics; the Japan Rugby World Cup; multiple UEFA Champions League Finals; UEFA Euro 2020; and the NFL London Games.



The biggest development of the new agreement will see Harrod Sport acquire the naming rights to Norfolk FA's new 3G stadia pitch based at its flagship football facility, The FDC in Norwich. 'Harrod Sport Arena', as it will be called moving forward, will host training sessions and fixtures all year round. Norfolk Football Clubs continue to receive 35% off Harrod Sport products as well as free carriage, please direct purchase enquiries to [Kate@Harrod.uk.com](mailto:Kate@Harrod.uk.com).

To read more about Harrod Sport and the partnership, please [click here](#).

## HARROD SPORT ARENA OFFICIALLY OPENED

Earlier this month the sun was shining as The FDC welcomed Norfolk FA partners and distinguished guests to the official opening of Harrod Sport Arena. The event celebrated the exceptional facility and recognised the hard work of all involved in developing the state-of-the-art 3G Arena pitch. Harrod Sport Arena is based at Norfolk County FA's flagship facility, The FDC, in Bowthorpe.



Speeches on the day by Norfolk County FA Chairman, Michael Banham and Chief Executive, Matt Carpenter highlighted the exceptional work of all those involved in the journey of creating Harrod Sport Arena. These included, but are not limited to, Arena sponsors and exclusive equipment partner, Harrod Sport, pitch contractors, Charles Lawrence, and staff at Norfolk FA.

To read more about the opening, please [click here](#).

## HARROD SPORT ARENA SUMMER BOOKINGS

Booking availability for the short term is extremely limited due to the additional redevelopment works on our small-sided pitches, however we are currently accepting bookings for pre-season friendlies and casual training blocks throughout June and July.



Hire rates include access to the Arena changing rooms, while use of our new Hospitality Suite can be added into your booking.

Whether you have a one-off fixture you wish to play at a special venue, feel your team could do with a pre-season training camp for a few days, or would like to secure a block of summer sessions, speak to us now to play on the newest pitch in Norfolk.

Get in touch and to discuss our available dates by emailing [TheFDC@NorfolkFA.com](mailto:TheFDC@NorfolkFA.com) or calling 01603 704050 (Ext. 2).



## NORFOLK COUNTY FA'S SECOND EVER WOMEN'S WALKING FOOTBALL FESTIVAL

We are delighted to announce that we will be running our second ever Women's Walking Football Festival on Sunday 12th June between 11am-2pm at The FDC.



The festival will be a relaxed, fun environment to enjoy a new adapted version of the game with a group of friends or established Women's Walking Football groups.

The games will be 7-a-side and played on the 3G enclosed pitches. The festival will be a Women's Euro theme, and each entered team will be allocated a Country who is competing in this summer's competition.

To find out more information, please [click here](#).

## BLACK AND ASIAN FESTIVAL OF FOOTBALL AT THE NEW HARROD SPORT ARENA

Norfolk FA are hosting a festival of football for 11-16 year olds from Black and Asian heritage on Monday 30th May at the FDC, Norwich, between 11-2pm.

The festival will be held on the new Harrod Sport Arena pitch with free refreshments for players and parent's/guardians throughout the day in the hospitality area.



We would like to also invite Black and Asian coaches to come and support on the day. We will have the FA Regional Coach Development Officer for diversity and inclusion (East region), Nimesh Patel, attending on the day. He will be around to chat and offer mentoring opportunities to coaches.

To find out more, please [click here](#).

## NORFOLK FA LONG SERVICE AWARDS

If within your respective club, league, or association you have a person that deserves recognition of the long service they have given then nominate them for a Norfolk County FA Long Service Award.



Please complete the online Form no later than 1 July for the nomination to be considered by the Board of Directors at the July Board Meeting.

To read more and nominate please [click here](#).

## GRASSROOTS FOOTBALL AWARDS 2022

The England Football and McDonald's Grassroots Football Awards are to recognise and celebrate the people who put their heart and soul into the grassroots game across England, and to say a huge thank you to the incredible volunteers who inspire us all.



So, what does it take to win a Grassroots Football Award? You tell us because it's down to you to tell us the people who deserve to win by nominating them. The closing date for nomination is 16 May 2022.

The Awards are split into ten categories. You nominate the people you think deserve national recognition. The categories can be seen below:

- Grassroots Coach of the Year for Youth
- Grassroots Coach of the Year for Adults
- Grassroots Club of the Year
- Grassroots League of the Year
- Grassroots Volunteer of the Year
- Rising Star of the Year
- Grassroots Grounds Team of the Year
- Grassroots Project of the Year
- Grassroots Match Official of the Year
- The Spirit of Grassroots Football Award

To nominate and read more, please [click here](#).



## THE COUNTY CUP FINALS ARE HERE

The end of the season is approaching once again and with it comes cup finals galore!

After a great season where we've seen 11 County Cup Competitions flourish, we are excited to once again be approaching Cup Final season.



We will have 22 teams competing to lift our prestigious trophies in finals over the coming months and the majority will be taking place on the new Harrod Sport Arena at The FDC. Both the Ashtons Legal Senior Cup and Harrod Sport Women's Cup will be taking place at the home of Norwich City, Carrow Road.

All the County Cup Final dates can be seen below:

- Sunday 1 May, 10:30am, Harrod Sport Arena – Wensum Print Sunday Junior Cup; Young Boys Vs Jubilee
- Sunday 1 May, 2:30pm, Harrod Sport Arena – One Broker Veterans' Cup; Costessey Sports Vs Thetford Town
- Sunday 15 May, 10:30am, Harrod Sport Arena – John Savage Cup; North Walsham Town Vs Fakenham Town
- Sunday 15 May, 2:30pm, Harrod Sport Arena – Stuart Dracup Cup; Wymondham Town United Vs Blofield United
- Monday 16 May, 7:30pm, Harrod Sport Arena – 4Work Primary Cup; AFC Lynn Napier Reserves Vs Sprowston 'A'
- Saturday 21 May, 2:30pm, Harrod Sport Arena – Norfolk Intermediate Cup; UEA 'A' Vs Celt Rangers Reserves
- Saturday 21 May, 7:30pm, Harrod Sport Arena – Norfolk Junior Cup
- Sunday 22 May, 10:30am, Harrod Sport Arena – Norfolk Sunday Senior Cup; Easton Vs Long Stratton
- Monday 23 May, 7:45pm, Carrow Road – Ashtons Legal Senior Cup; Mulbarton Wanderers Vs Dereham Town
- Wednesday 25 May, 7:45pm, Carrow Road – Harrod Sport Women's Cup; Mulbarton Wanderers Vs Wymondham Town
- Friday 27 May, 7:30pm, Harrod Sport Arena – Norfolk U12s Cup



## SUMMER 11EVENS IS BACK

Summer 11EVENS will again be returning to TheFDC@OpenAcademy this year.

Summer 11EVENS is our flexible adult 11v11 league run exclusively over the Summer months, when traditional football takes a break. It's the ideal way to get a head start on your pre-season or to just enjoy a summer kick about with your mates.

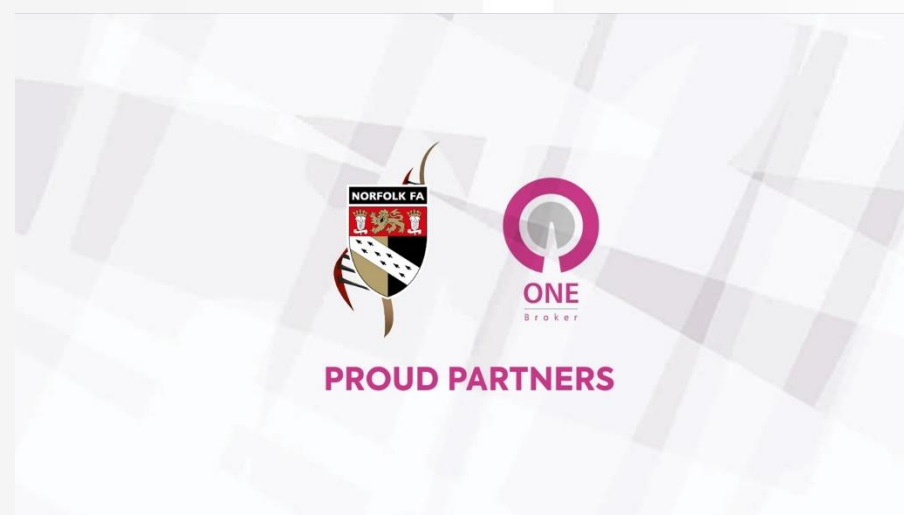


Fixtures start on Thursday 9 June and will be 50 minutes, costing £50 – so less than £5 per player. For that, you'll get the chance to compete for the bragging rights of winning the division and lifting silverware.

To enter a team or find out more, please [click here](#).

## ONE BROKER PARTNERSHIP RENEWED

Norfolk FA is delighted to confirm the three year renewal of its successful partnership with independent insurance firm One Broker.



The relationship, which began in January 2020, saw the East Anglian insurance group become the primary sponsor of the Norfolk FA Veterans League, as well as the Association's official insurance partner. This was followed by the announcement that the company was to become the title sponsor of the Norfolk Veterans Cup in 2021, cementing its commitment to local sport.

The renewal comes after One Broker revealed that it will also be sponsoring Soham Town Rangers FC in Cambridgeshire for the coming season, in addition to their ongoing sponsorship of Cambridge City FC.

To find out more about One Broker and the partnership renewal, please [click here](#).



## WE NEED YOUR HELP - ENCOURAGE MEMBERS OF YOUR CLUB TO 'TALK TO US!'

Earlier this season we launched the new 'Talk to us!' initiative which encourages both adults and children to report any potential concerns regarding safeguarding and poor practice.

By streamlining the reporting process through providing a quick and easy online form (which can be filled in anonymously) we have aimed to give people more confidence when it comes to reporting and empower them to whistle blow if they see something that doesn't seem right.

We have also utilised our new child friendly mascots 'The Safe Squad' to spread this important message to Norfolk's youth footballers in a new, dedicated section of the website known as '[The Cub House](#)'.



Click on the image above to visit the new page on our website which enables people to access the form at the touch of a button.

In addition, we have created several marketing assets featuring scannable QR codes to highlight our new safeguarding promotion, promote The FA's 'Play Safe' message and for people to access the form with their smartphone or tablet.

The 'Talk to us!' initiative has proven successful so far, and we are now asking Norfolk clubs and leagues to support the 'Talk to us!' message by promoting it to their members.



### Here's what you can do to help:

- Add a link to the '[Talk to us!](#)' page on your website
- Promote the 'Talk to us!' link on your social media
- Have a conversation with your members about the 'Talk to us!' initiative and the importance of reporting concerns
- Encourage youth footballers to visit 'The Cub House' section of our website to learn more about playing safe
- Download our selection of marketing materials and share to your members digitally
- Print our selection of marketing materials and display in your clubhouse or matchday facilities

For more information about ensuring your club is doing all it can to promote Safeguarding and good practice, please email [Safeguarding@NorfolkFA.com](mailto:Safeguarding@NorfolkFA.com).

For support in promoting Safeguarding messaging to your members, please email [Marketing@NorfolkFA.com](mailto:Marketing@NorfolkFA.com).

## NEW LOOK NORFOLK COUNTY CUPS

We are delighted to launch a new Norfolk FA Cups and Competitions brand.

For 2022, the finals of the competitions will be visible in a new light by the thousands of people that spectate, coach, referee and compete in the fixtures, as we introduce a new brand collection to promote each of our cups.



The Norfolk County Cups brand collection represents a front facing, umbrella identity to highlight and promote the Cups and Competitions strand of Norfolk County Football Association.



Find out more about the County Cup rebrand by [clicking here](#). To follow the new Twitter Channel, please [click here](#).



## COSTESSEY SPORTS TO CALL THE FDC HOME

Costessey Sports FC, one of Norfolk's largest grassroots Football Clubs, have become a Partner Club of The FDC and Harrod Sport Arena.

The session held at The FDC in Norwich focused on Coach support after the club requested a bespoke workshop to offer advice and assistance to their youth coaches.

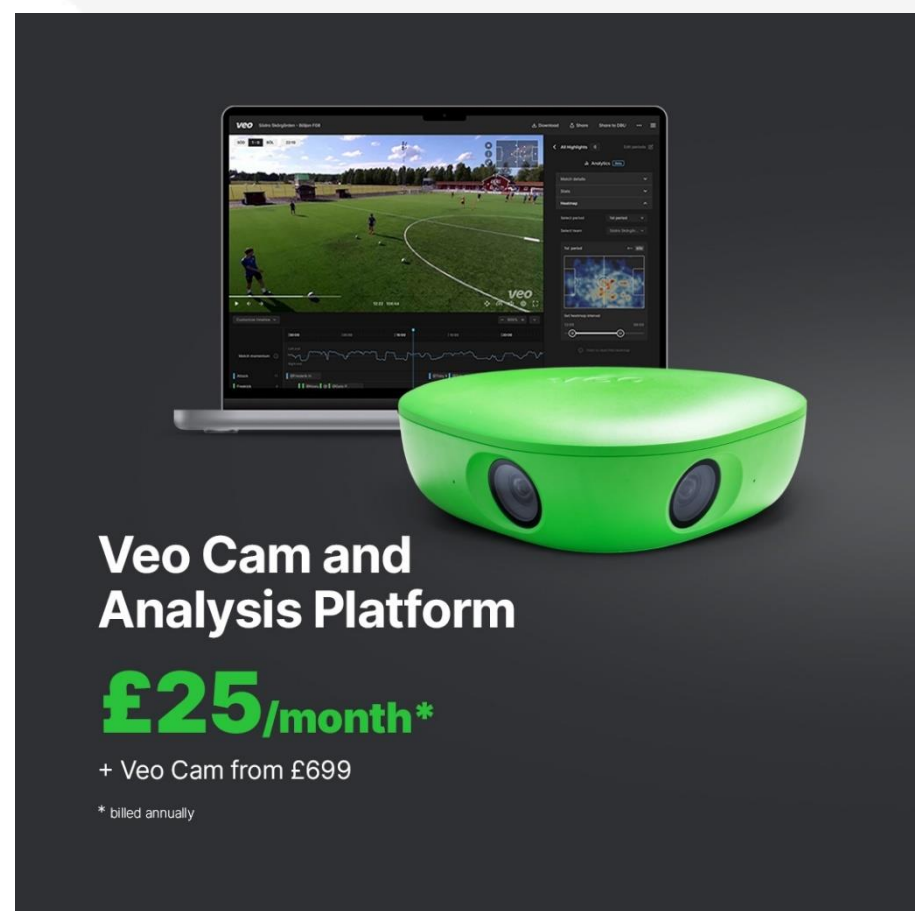


The renovated main FDC building, and newly opened Harrod Sport Arena will mean that The FDC is perfectly suited to host both youth and adult football.

To read more, please [click here](#).

## VEO CAMERA DISCOUNTS AND OFFERS

With the football season drawing to a close our partners Veo are already getting ready for next season!



**Veo Cam and Analysis Platform**

**£25/month\***

+ Veo Cam from £699

\* billed annually

Veo are launching a new lower cost subscription as well as offering £200 off the camera for any new customers and a whopping 50% off for current users.

Find out more about Veo and the current offers by [clicking here](#).

## JOB VACANCY: FDC OPERATIONS ASSISTANT

**So, You Want A Career In Football? Well Now's Your Chance!**

Work with a great group of people in an exciting and fast paced environment that has the development of the beautiful game at its core.



An exciting opportunity has become available for a passionate and driven individual to join the team at our flagship facility, The FDC.

Our new FDC Operations Assistant will be expected to:

- confirm bookings and complete payment procedures for FDC core initiatives
- support the administration and delivery of key FDC events
- work toward achieving the agreed annual financial targets for The FDC
- exhibit excellent customer relations when concerning reception, bar and kitchen service
- contribute to Norfolk FA's commitment to Safeguarding

The successful individual will have experience in a fast-paced, customer focused role, with excellent communication and problem solving skills. We are looking for somebody who thrives in a team environment and can work toward departmental targets, as well as having the initiative and discipline to work independently.

Do you have what it takes to make a difference and play your part in changing lives through the power of grassroots football? If so, we'd welcome your application.

To view the full job description and more information, please [click here](#).

## AND FINALLY

As always, we will continue to do our best to offer support and guidance as we approach the end of 21/22 and prepare for 22/23, if you need us, do not hesitate to get in touch using the relevant channels provided.

*Best wishes,*  
**Norfolk County FA**