

## WELCOME

Welcome to the latest edition of the Norfolk County FA bulletin and the fifth of the 2021-22 season. As always, we aim to provide you with all the latest information as grassroots football continues to be played across the County.

## PHASE 2 OF £1.75M REDEVELOPMENT BEGINS AT THE FDC

Norfolk County Football Association has confirmed the start of building works at its Football Development Centre in Norwich, that will see the introduction of a full size 3G AGP (Artificial Grass Pitch) to the facility based in Bowthorpe.



Thanks to a £250,000 grant from Greater Norwich Growth Board in conjunction with Norwich City Council, and £646,040 funding from the Football Foundation, the local Governing Body's flagship facility and County Headquarters will boast a new state of the art all-weather pitch complete with new hospitality suite.

Read more about the redevelopments by [clicking here](#).



Key representatives of local football came together to witness the beginning of the build of The FDC Arena, Norfolk FA's new 3G stadia pitch opening in 2022.

Norfolk FA Chairman, Michael Banham joined Greg Rowland, Leisure Development Officer at Norwich City Council, to pose with the 'Spade in the Ground' at the event held by Norfolk FA at their flagship facility in Bowthorpe, Norwich on Monday 15 November. Norwich City Council are formally supporting the developments at The FDC which lies within the City Council boundary.

Read more about the works officially starting by [clicking here](#).

## COMMS4KIDS - OUR YOUTH COMMUNICATION STRATEGY

We were pleased to launch our new Youth Communication Strategy titled 'Comms4kids' earlier this month, ahead of National Safeguarding Weekend.

The aim of our strategy is to enhance and improve our safeguarding communications to those involved in Norfolk Football.



Through a series of actions to be completed between now and the end of the season we aim to modernise our safeguarding branding, increase awareness of safeguarding information, enhance our perception to U18's, and educate and empower individuals to report safeguarding concerns.

We are centring the 21/22 Comms4kids strategy around four key areas:

- Branding
- Awareness & Engagement
- Direct Communications
- Reporting

To read more about the Comms4Kids strategy please [click here](#).

## WE'RE BACKING PLAY SAFE

Norfolk County FA is lending its full support to Play Safe – a national FA-led campaign to raise awareness of the importance of safeguarding in football.



Play Safe is being run in partnership with the NSPCC and has the full backing of the Premier League, EFL, Barclays FA Women's Super League and the FA Women's Championship. It's also supported by every County FA and is being run across all grassroots leagues and clubs.

Read more about the Play Safe campaign by [clicking here](#).



## FOOTBALL LEADERSHIP DIVERSITY CODE: EXPANSION INTO WIDER ENGLISH GAME

The Football Association has launched a version of the Football Leadership Diversity Code tailored for the National League System, Women's pyramid and grassroots football, aiming to tackle inequality and improve representation of diverse groups across senior leadership positions, wider team operations and coaching roles.



The Football Leadership Diversity Code has been developed in collaboration with club leaders, community football representatives, County FA chief executives and others across the game to ensure English football at all levels better represents our modern and diverse society.

Recognising that off the pitch, club administration and support structures do not currently reflect the increasing diversity that we see on the pitch, the Code will increase accountability and transparency. To read more please [click here](#).

Training to support the launch is available and can be found by [clicking here](#).

## THE GAME YOU LOVE, AT A PACE TO SUIT YOU

If you've got the game in you, Walking Football sets you free. Walking Football is the perfect fit for everyone who wants to play football for longer, make new friends, get out of the house and stay active.



With no running, jogging or heading – and tackling with reduced physical contact – Walking Football is a fun and safe way for players to enjoy football and socialise together.

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

## A DISCUSSION ON INCLUSION WITHIN NORFOLK FOOTBALL

Our Head of Marketing & Communications, Rebecca Burton sat down with the following people to discuss inclusion within Norfolk football, the barriers faced and what more can be done, as part of Nimesh Patel's recent visit to the county.

- **Ken D'Rosario**, Norfolk County FA Designated Safeguarding Officer & Chairperson of Norfolk FA's Inclusion Strategy Advisory Group
- **Rachel Cossey**, Norfolk County FA's Football Development Manager
- **Gabriel Evbota**, Chairperson of the Norwich & District Sunday League & member of Norfolk FA's Inclusion Strategy Advisory Group
- **Nimesh Patel**, The FA's Regional Coach Development Officer | Diversity & Inclusion (East Region)



Read more by [clicking here](#).

## FOOTBALL FOUNDATION TO POWER UP GRASS PITCHES ACROSS ENGLAND

The Premier League, The FA and Government's Football Foundation has announced the launch of its 'Power Up Your Grass Pitch' campaign, which will revolutionise the state of grass football pitches in England.



The country's biggest sports charity is on a mission to improve over 7,000 grass pitches by 2024 and 20,000 by 2030, to ensure the 12 million grassroots football players across the country have great places to play.

Improving facilities means that more people across England will get to enjoy playing the nation's favourite sport, transforming people's physical and mental wellbeing, as well as supporting local communities and economies.

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



# Norfolk County FA Bulletin

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## TALK TO US

As part of National Safeguarding Weekend, we were pleased to launch our new reporting initiative – 'Talk to us!'

The scheme, developed locally to work in tandem with The FA's nationwide Play Safe campaign, is a new reporting mechanism aimed at both adults and children.

'Talk to us!' is an overarching brand to highlight reporting avenues to participants and individuals involved in Norfolk Football, designed to make it easier for people to express their concerns.



A 'Talk to us!' 'button' is now positioned on our website under the 'Talk to us' section of our main menu, and QR codes to the reporting form are now positioned on posters across our FDC facilities. Anybody can scan the QR code with their mobile phone and report (anonymously if desired) anything they feel worried or apprehensive about. To read more please [click here](#).

## RESPECT THE REF

Every match. Every league. Every championship. It's the referees who are integral to a smooth-running game.

They work hard, train hard, show up and play hard – all to keep the game beautiful. They give their time and yet face negative attention and abuse in almost every match. Enough is enough. We can all play our part to show the ref some respect, to help make the game the best it can be.



Norfolk FA are committed to nurturing and developing new referees, developing the skills and experience of existing referees and supporting the mental health of all match officials.

To read more about the Respect the Ref campaign, [click here](#).

## INTRODUCING... THE SAFE SQUAD

Norfolk FA are pleased to introduce the newest members of our Safeguarding Team – Leo, Laura and Logan.

Developed to support safeguarding in Norfolk Football, and communicate important messages to our youth footballers, our three lion cubs are on a mission to ensure everybody in our county feels safe playing the game they love.



The mascots will feature across our youth communications moving forward and their presence will encourage youth footballers in Norfolk to speak up about playing safe.

Chief Executive and Senior Safeguarding Lead, Matt Carpenter said: "We're delighted to introduce Leo, Laura and Logan to the Norfolk Football community, with their help we hope to really improve our engagement with Norfolk's youth footballers."

To find out more about The Safe Squad, please [click here](#).

## RAINBOW LACES RETURNS TO NORFOLK FOOTBALL

Each year we support the important messages behind the Rainbow Laces campaign. This year's campaign runs from Thursday 25 November to Sunday 12 December, and we want you to get involved, once again.



This season's theme is "Lace up and Speak Up" and focuses on starting conversations around LGBTQ+ inclusion. By focusing on a simple action, we hope we can make it as clear as possible what we want people to learn, feel and do as a result of engaging with the Rainbow Laces campaign, whether they are interacting with their football club on social media, following coverage of the campaign on TV or getting involved in the campaign with their teammates.

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



## HARROD SPORT AT SALTEX 2021

One of our lead partners, Harrod Sport, were at Saltex earlier this month displaying the high-quality products they offer. Saltex is Europe's biggest annual grounds management event with 300 exhibitors, over 8000 visitors and 3 seminar theatres held at the NEC Birmingham.



Harrod Sport's new patented Portaball Pro goal is the latest in football innovation, allowing easy movement on playing surfaces without relying on the use of wheels. The system uses a unique and patented spherical ball system which moves smoothly and effortlessly in any direction with a double pivot handle, allowing the goal to be raised and lowered without the need of excessive or heavy force.



The goal will be available to purchase from April 2022, you can find out more information by [clicking here](#).

## THE NORFOLK FA NOTICEBOARD

The Norfolk FA Noticeboard is where you can post content related to #NorfolkFootball such as advertising for players, coaches or volunteers.

You are now able to post opportunities or advertisements on the noticeboard without the need to contact Norfolk FA directly. Posts can include hyperlinks such as email addresses and websites, not to mention graphics and photos.

Noticeboard posts require approval from Norfolk FA and will be regularly monitored by Norfolk FA staff. Your post should appear on the Noticeboard within 3-5 working days and we reserve the right to remove unsuitable or inappropriate posts.

## NORFOLK FA & PITCHBOOKING

Pitchbooking is a trusted and user-friendly scheduling and payments system for sports facilities. Pitchbooking's online software helps customers across the UK, Ireland and the US save admin time, increase revenue, and provide a smooth booking process. Discover how facility managers use our software features to make the end-to-end booking process easier. From instant payment processing to customer communication, we provide bespoke and easily configurable booking software that can be applied to any type of space or facility. [Find out more](#).



Pitchbooking also offers a booking / allocation solution for larger clubs who need support in organising fixtures and training across multiple sites. We are hosting a club webinar with Pitchbooking for teams to find out more about this on January 20th at 7pm. Find out more by emailing [Marketing@NorfolkFA.com](mailto:Marketing@NorfolkFA.com).

## WORKPLACE TIPS WITH MIND



Mindfulness can help us all keep things in perspective and deal with stress. Three tips to make your workday more mindful:

1. Set a timer for a Mindful Minute – either checking in with physical sensations or checking on your breathing
2. Micro Practices: (breathe for 3 breaths and ask, "What is important right now?")
3. Stapling it to other activities – making tea, firing up your laptop, walking to the loo or while stuck in the Zoom waiting room

## AND FINALLY

We will continue to do our best to offer support and guidance while grassroots football is being played, and we ask that everybody continues to pull together and support one another as much as possible.

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