



# THE GRASSROOTS BULLETIN AUTUMN 2018

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The start of a new season is always a time of anticipation and fleeting optimism that this year might be better than the last. This issue of The Grassroots Bulletin provides updates on a range of offers and initiatives that will assist clubs and teams with the demands of the next eight or nine months: funding; player recruitment; match organisation; Adult Charter Standard; new kit and equipment. What many of these initiatives have in common is a recognition

that the requirements of running a grassroots club or team are changing and require a fresh approach. Good luck for the new season.

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# CONTENTS

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**750 adult clubs receive support to do what they do best**



**Supporting adult football clubs**



**Spending time in the bin**



**Extra Time  
The joy of football**



**New faces for  
the coming season**



**Sunday Cup – Gym FC**

# 750 ADULT CLUBS RECEIVE SUPPORT TO DO WHAT THEY DO BEST

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This year The FA introduced a new funding scheme to offer retention funding to established clubs. Rather than requiring an adult club to establish a new team Retain the Game is designed to assist hardworking established clubs to carry on doing what they do best. This scheme will benefit 750 clubs with a grant of £750 part of which can be taken in kit vouchers that will allow recipients to buy a new set of shirts or other match day essentials. Alternatively the club can use these funds to pay for its pitch hire or use of a training venue. For this first year eligibility was focused on adult male clubs with two or more teams but the criteria is reviewed each year and the 2019 scheme is likely to be accessible for established one team clubs. Details of the new scheme will be available from February 2019.



# SUPPORTING ADULT FOOTBALL CLUBS

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An all too common story in many adult leagues is the loss of a division due to the withdrawal of teams. There are challenges to running an adult club but the difficulties many experience relate to the instability of running a single team supported by few volunteers upon whom the existence of the team is entirely dependent. To try and help more clubs become resilient, The FA is keen to see an increase in the number that hold Adult Charter Standard status. Adult Charter Standard seeks to confirm that a club has the basic requirements to run and operate itself in a safe, responsible and sustainable manner. Research undertaken by The FA has demonstrated that clubs retaining Adult Charter Standard:

- Are much more likely to remain in operation than those that have not
- Are more sustainable and attract additional teams, players and volunteers
- Have a better idea of how to develop and sustain themselves and an enhanced commitment to drive up standards



Gaining Adult Charter Standard status is not a long, drawn out or difficult process. Many County Football Associations (CFAs) will offer individual or group support to clubs and talk them through the application form in an evening. Many CFAs will also offer free First Aid training to participants in order to fulfill this important award criterion.

Adult Charter Standard status will be renewed for the 2018/19 season, so that criteria encourages the retention of clubs and the benefit package for new or renewing clubs is significantly improved. From September 2018, clubs will be offered:

- Nike Match Balls – 10 for new or renewing clubs
- A £100 kit voucher that can be spent at a dedicated e-shop either on some pre-selected bundles of shorts, socks, match balls, manager jackets, roller bags waterbottles or First Aid Kits or as part of a larger purchase of kit and equipment.

Having achieved Adult Charter Standard status, clubs will also be able to apply for The FA and Football Foundation ‘Retain the Game’ funding scheme, which offers grants to sustain the activity of existing clubs.

In 2018, 750 adult teams benefited from this scheme. If you’re interested in applying as a club or league for Charter Standard status, please contact your local CFA.



# SPENDING TIME IN THE BIN

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In the 2017/2018 season The FA piloted the use of 'sin bins' as a way of dealing with dissent on the pitch. 31 leagues took part across various levels of the game in the pilot and as a consequence dissent decreased by 38% when compared to the previous season. As with any new initiative there was some initial uncertainty but the experience soon changed attitudes with a survey demonstrating that 72% of players, 77% of managers and 84 % of referees wanted to see the permanent introduction of 'sin bins'.

This response is understandable - referees appreciated the additional option of dealing with disgruntled players that a 'sin bin' offers, whilst many clubs welcomed not having to chase players to repay admin charges. The fall in the volume of dissent seems to arise as a consequence of teams self-policing dissent to a greater extent knowing that a team mate mouthing off to an official is likely to disadvantage the team whilst they spend time in the 'sin bin'.



The success of the pilot scheme has led to an extension during the 2018/19 season with 62 leagues and numerous County Cup competitions using 'sin bins'. From 2019/20, all leagues at Step 7 and below in the men's game and Tier 5 and below of the Women's Pyramid of Football will adopt 'sin bins'.

The 'sin bins' – so long discussed and debated – will finally become part of The FA's efforts to create a fairer, safer and more enjoyable environment for the game.



# EXTRA TIME - THE JOY OF FOOTBALL

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The World Cup in Russia was a resounding success.

The England team gave us much to be proud about and around the world the power of football to bring joy to people was illustrated again and again ;

Uruguayan school children celebrate a last minute winner

<https://twitter.com/worldcuphq/status/1007949496117026816?lang=en>

## The England Beer Shower

<https://www.independent.co.uk/sport/football/world-cup/world-cup-2018-england-pint-throwing-beer-box-park-croydon-hyde-park-celebration-videos-a8444651.htm>

## Mexico's Victory Over Germany is an Act of God

<http://www.dailymail.co.uk/news/article-5858921/Gran-ensures-beloved-Mexico-defeat-Germany-blessing-player.html>



# NEW FACES FOR THE NEW SEASON

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To help clubs recruit adult male players for a new season The FA will be running a Facebook recruitment campaign from the start of August to encourage unattached players to find a team and sign up. Adverts and videos on Facebook will encourage viewers to research their local clubs on The FA's search engine <http://www.thefa.com/play-football>

Clubs can improve their chances of attracting the interest of new players by providing a brief club profile so that someone researching your club has an idea of what to expect. Completing a club profile is a job that can be done in minutes but could make all the difference in swaying new players to come in your direction. To provide a club profile just follow the instructions below;

## GROW YOUR SQUAD

Filling all positions on your team can sometimes prove to be a challenge as the season goes on.

That's why we've added a new club profile section on the Whole Game platform. Here you can add details that will make picking the right club easier for players and help your club stand out from the crowd.

Give players looking to join a club a rundown on who you are and what you offer – from coaching opportunities to club facilities – and make their next search a match.



**Log on to  
Whole Game  
System**



**Click  
'Details'**



**Add your  
text to  
'Club Profile'**

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**BACK TO CONTENTS**

# SUNDAY CUP – GYM FC

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For some Sunday morning teams being top dogs in a local league is not enough. These teams want to test themselves against the best that the country has to offer and so enter themselves in The FA Sunday Cup.

The Sunday Cup is an annual competition that was introduced by The FA in 1964. Only non-contract players are permitted to take part and this has ensured that the competition is keenly contested by teams from all parts of the country.

In the 2018 Final Hardwick Town beat Gym United 2-0 at Bramall Lane and so retained the trophy for a second year. The standard of the Hardwick team was indicated by the fact that most of the same players then represented Stockton Town in the FA Vase Final at Wembley a few weeks later. Gym United their defeated opponents In the 2018 Final were founded, in 2001 and the core of the team is based on a group of friends that had played youth football together and then Step 5 Saturday football.

Life started out tough for the club, struggling in the bottom division of the Bury and District Sunday Football League and success was not achieved until 2003/04 when the club won the Division 4 League and Cup double. Since then the club has gone from strength to strength, Gym United have held the Division 1 title for 8 consecutive seasons and target the Sunday Cup as a way of testing themselves on a national stage. With a club slogan of 'Not arrogant - Just better' Gym United will be seeking to pit themselves against the best the country has to offer again in 2019.



[BACK TO CONTENTS](#)

Gym United – Celebrate their Semi Final Success

# FEEDBACK

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If you want to follow up on anything featured in this bulletin or contribute to a future issue please contact The FA's Adult Participation Manager [Dermot.Collins@TheFA.com](mailto:Dermot.Collins@TheFA.com) you can also speak to the County Development Manager of your local County Football Association.



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