**Overview**

To increase the number of women participating in football we have funding available for clubs, organisations, deliverers, individuals, and others to set up Just Play sessions that cater to women in Sheffield and Rotherham.

To apply for this funding the following must apply:

* Participants will be over 16
* It is a women’s only session
* It is a new session (we cannot fund currently running sessions)

Funding applications will be assessed on the need in your specified area for sessions, what you will be using the funding towards, how you have considered women and their needs in your session and the sustainability (for Development Fund) of the session. If you are not successful you will be given feedback as to why.

There are 2 funds available: Innovation Fund or Development Fund. Please see below for further details.

**Innovation Fund**

*What is the innovation fund?*

We are looking for new ideas on how to engage a variety of women in ‘play your way’ football, especially women that don’t feel connected to football or physical activity in general. We know that ‘traditional’ sessions or set ups might not work for these women and we’re keen to support you to try new and different things to engage.

*Criteria of the fund:*

* Must be a women’s session
* Must be predominantly aimed at 16+
* Initial delivery must last for at least 6 weeks
* Monitoring and evaluation of the sessions must be completed and submitted
* Must be working with women that have little to no experience of football or are inactive

*How much funding is available?*

There is up to £300 available per session, if the session is successful this will be topped up to ensure sustainability.

*What if the session is successful?*

Then we will support you with further funding and convert the session from an innovation session to a development session. This will enable you to apply for up to a further £450 to ensure the sustainability of the session.

*What is the session in unsuccessful?*

We will work with you to understand the learnings from the project and support any participants that want to carry on. Although the project won’t carry on, you will have made an impact!

**Development Fund**

*What is the development fund?*

This money is to help clubs, community groups, facilities and others that want to set up a long term and sustainable women’s recreational session.

*Criteria of the fund:*

* Women only session
* All participants are aged 16+
* Session must be registered as a Just Play session (more info here: <https://www.thefa.com/get-involved/player/justplay/become-a-fa-just-play-centre>)
* Monitoring and evaluation of the sessions must be completed and submitted
* At least 1 case study must be submitted
* The session must run for at least 32 weeks of the year
* Coach/leader of the session must be qualified as a lead Playmaker at minimum

*How much funding is available?*

There is up to £750 available per session, this will be funded as around 50% upfront and around 50% later in the project/session subject to meeting particular criteria.

We recommend that you ensure that you have done a taster session or two or have done some consultation with the women that you are running the session for, to ensure that the session is both viable and sustainable.

The more information that you can give us in this application form the better, we want to be able to see the work that you have done to understand the women that you are catering for, how the project or session puts the women and their needs at the heart of it and how your own skills will ensure the session is enjoyable, accessible and inclusive.

Please be aware that from point of submission to funds being received may take up to 4 weeks, please ensure that you have planned your start date accordingly.

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| Name of Applicant | **Date of Submission** |
| Applicant Contact Details |  |
| Address |  |
| If delivering this through a club, community group or other organisation please give us their information below (if you are individual setting the session up, leave this blank): | |
| Organisation name: |  |
| Organisation type: | Charter standard club/ club/ community group / private deliverer / Other (please specify) |
| Tell us about your organisation and its structure: |  |
| Organisation address: |  |
| Organisation website/social media pages: |  |
| Which fund are you applying for (delete as appropriate)? | Innovation / Development |
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**Tell us about your project/session:**

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| 1. **Why do you want to start a recreational session/project?** |
| *Consider:*   * *1a. Is there a need or want for this session in your area? If so, how do you know and what evidence do you have to support this?* * *1b. What do you want the impact of this session to be? This can be wider than getting women physically active if you’re project or session will have a social or wider impact.* * *1c. What type of women are you hoping will come to the session/project? Are you aiming it at a particular protected characteristic for example? (If you are unsure what a protected characteristic is, please check this link* [*https://www.equalityhumanrights.com/en/equality-act/protected-characteristics*](https://www.equalityhumanrights.com/en/equality-act/protected-characteristics)*)* |
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| 1. **How will you recruit participants to the session/project?** |
| *Consider:*   * *2a. How will you market the session? Where will you market it? What type of marketing is needed to reach the women you’re hoping to reach?* * *2b. Further along how will you ensure that current players bring friends/relatives* * *2c. How will you remove barriers for women to enable them to play (common barriers being distance, safety, confidence, lack of experience)* |
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| 1. **What will be the ethos of your session/project** |
| *In our research the ethos of the session has shown to be incredibly important. You should shape the ethos of the session around the women you are working with.*  *Consider:*   * *3a. How do you want participants to describe your session?* * *3b. Will your session be competitive? Stick to the specific rules of football? Will it be a closed ethos and invite only or open to all?* * *3c. What will the atmosphere be when a new person walks in?* * *3d. How will you create the ethos? What specific things will you put in place to ensure this ethos is there and stays there?* |
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| 1. **How will the session carry on once funding has run out?** |
| *Consider:*   * *4a. If applying for innovation pot - consider here what participants can move into if the session doesn’t carry on?* * *4b. Development pot:* * *4bi. What are the costs of the session and what measures will you put in place to cover these once the funding has run out? Be specific if you will charge participants, and how many participants you will need per session to ensure costs are covered.* * *4bii. How do you plan to ensure these types of numbers?* * *4biii. How will you identify leaders within the group and influence them to start to take a lead? They will need to be a lead playmaker to full take over the session.* * *4biv. How will you ensure participants keep coming back?* |
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| 1. **Have you run successful women’s projects/sessions around physical activity, football or health and wellbeing before? If so, tell us about it here:** |
| *Consider:*   * *5a. Describe how to session came about* * *5b. What did the session look to achieve?* * *5c. How long did the session run for?* * *5d. What were the successes from the session?* * *5e. What did you learn from the session?* |
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| 1. **What support do you need to get this project going?** |
| ***Consider:***   * *6a. Breakdown financial support here as a budget – what will you spend on facilities, staffing, marketing etc.* * *State any other support you may need e.g. linking with other local groups, social media and marketing etc.* |
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| 1. **What support will you be providing for the sessions and project?** |
| *Consider:*   * *7a. Are you able to provide funding for the session/project? If so, how much?* * *7b. Are you able to provide a facility/coach/equipment etc. in kind for the session/project? If so, detail it here.* * *7c. Do you have a network that you are able to call on to help promote the session? If so, tell us about it.* * *7d. Do you have a great reach on social media? Give us details here.* * *7e. Tell us about the skills that you and those supporting you have to make the session successful.* |
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| Type of Session (please delete as appropriate) | Walking football/turn up and play(coached)/turn up and play (games)/other (please specify) |
| Minimum Age |  |
| Max Age |  |
| Max number of participants |  |
| Minimum number of participants |  |
| Cost per session |  |
| Start Date (**Please be aware that from point of submission to funds being received may take up to 4 weeks, please ensure that you have planned your start date accordingly.)** |  |
| Day and time of session |  |
| Venue/facility name and address (please ensure to include postcode) |  |
| Type of playing surface |  |
| Name of coach (must be at least lead playmaker qualified) |  |
| Attach the following the your email:  (if you don’t have these yet, we can discuss) | □ Health & Safety Policy  □ Public Liability Insurance with a minimum of £5million indemnity  □ Safeguarding Policy (If your session is open to U18’s)  □ Risk Assessment of chosen venue |
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| **Thank you for your application – once you have completed the application form, health and safety checklist, risk assessment, and safeguarding policy (if session is open to U18’s) and attached your public liability document, please return to** [**sara.harnett@sheffieldfa.com**](mailto:sara.harnett@sheffieldfa.com) **. Your application will be reviewed and we will come back to you with next steps.**  **Please be aware that from point of submission to funds being received may take up to 4 weeks, please ensure that you have planned your start date accordingly.** |