JUST PLAY!

The FA Mars

Just Play - Becoming a Centre

The FA Mars ADULT FOOTBALL PARTNER

SPORT ENGLAND

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The Football Association and Mars are looking for delivery partners to support our continued delivery of the Just Play football programme aimed at adults. Through delivering informal kick-about sessions for men and women this is your chance to be part of this emerging programme increasing participation in grassroots football.

Developed by The FA and supported by Adult Football Partner Mars, FA Mars Just Play! is an easy and informal opportunity for adults to play football in an enjoyable environment. Men and women can choose how and when they want to play by just turning up or signing up on the website to an FA Mars Just Play! Centre, where an Organiser will co-ordinate games chosen by the players.

FA Mars Just Play! is designed for all adult footballers, regardless of experience, ability or fitness. It will help the novice, part-timer or lapsed player to gain experience, rediscover their touch, develop fitness and enjoy playing in a non competitive environment. The games at FA Mars Just Play! centres will be informal and fun. Those players looking for a route back into affiliated football will be signposted to local 5-a-side or 11-a-side competition.

The flexible format allows FA Mars Just Play! Centres to be adapted to suit the needs of the local population. It can be run anywhere from a local park, leisure centres, colleges or universities. Centres are run by FA Mars Just Play! Organisers who will facilitate the activities and give support to all participants.

Interested in hosting an FA Mars just Play! Centre? Then read on to find out more on FA Mars Just Play! and how you can get involved.

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Why set up FA Mars Just Play!?

FA Mars Just Play! is a key part of The FA's National Game Strategy, to support the growth of the game as well as raising standards. The FA and Sport England, with the support of Mars, are working together to attract new adults into football and we hope that upwards of 250 FA Mars Just Play! Centres delivered with our partners will help us achieve this.

For some players affiliated football is not an option, because of the lack of desire, time commitment, ability or simply that they don't want to play competitive football. For these players, FA Mars Just Play! offers a viable alternative to allow them to engage with the game in an organised, but informal way – something that hasn't been on offer before.

Who will deliver FA Mars Just Play!?

Pay and play sessions will be delivered across the country at FA Mars Just Play! Centres in association with The FA, County FAs and other partners with the aim of encouraging adults to re-engage with the game.

FA Mars Just Play! Centres will host sessions on a weekly basis. Players will know they can turn up as often as

they want for a game to fit in with their lifestyle.Those who run the Centres will play a key role in educating participants about other football opportunities available to them should they wish to progress along the player pathway. Participants will choose what they play and the Organisers will facilitate these games for them.

Centres will provide the means for adults to get into or return to football, by providing the facility and the organisation of the games. This will, for many adults, be the first step on their pathway to playing affiliated football.

FA Mars Just Play! Centres can be delivered in a wide range of settings including:

- Sports Centre
- Multi Use Games Area
- Football pitches
- Five-a-side centre
- Workplace
- Community centre
- College and University
- Anywhere!

We want to continue to deliver this project at the heart of communities reducing further barriers around travel and ensuring the programme is accessible.

Who will play?

FA Mars Just Play! Centres will be open to anybody, male or female who is over 16 years of age. Sessions will be mixed however some games will be run for men or women only as mixed football is against FA regulations for adult football.

The attendees may be lapsed players or may never have progressed to affiliated football competition. Research shows that the factors behind drop-out or not signing up to a team include:

- Work or other time commitments
- They have been turned off sport during school or further education
- Perceived ability level
- Not knowing about clubs within their locality
- Low levels of fitness
- Felt too much pressure or abuse from coaches or peers
- A lack of interest in competitive participation.

Through fun and informal sessions, our delivery partners will welcome participants at our network of FA Mars Just Play! Centres and create an environment that will help us to eliminate these barriers.

Who can run a FA Mars Just Play! Centre?

In addition to The FA's current network of County Football Associations, FA Mars Just Play! Centres allow us to engage with a wider range of partners. We will provide resources that will enhance local delivery and support organisations with small revenue generation opportunities.

We hope to work with the following partners to set up Centres:

- County Sport Partnerships
- Colleges and Universities
- Local Authority sports development units
- Leisure centre providers
- Community groups
- Other providers of community sport
- FA Charter Standard Clubs
- Employers
- Health promotion agencies
- Small-Sided football providers.

This is a fantastic opportunity for your organisation to engage with The FA, new audiences and established grassroots football clubs. It is also a revenue generation opportunity and will help support your organisation in delivering activities that contribute to a wide range of agendas, whether this be health and wellbeing or social exclusion.

How will The FA help get players to FA Mars Just Play!?

The FA and Mars will continue to promote the program through varied channels including social media to drive awareness of FA Mars Just Play! and direct participants to your Centre. This includes a range of local marketing materials and access for your organisation to the Just Play website which allows participants to input their postcode and get details of their local FA Mars Just Play! Centre, so your Centre will have direct support to ensure it is well attended.

Marketing
- Player sees Just Play online
- Player spots poster in local shop

Register
- Player registers for local centre online
- Player turns up at kickabout and registers online for next session

Attend
- Player involved in various games
- Player attendance incentivised by opportunity for prizes and rewards

Progress
- Player interested in moving on to 11 a side or 5 a side football
- Player happy to 'Just Play' and supports delivery of sessions

Outcome
- Player progresses to signposted opportunities
- Player become a Just Play maker by organising their own informal kickabout

What resources are available to FA Mars Just Play! Centres?

You will have access to a County Co-ordinator who will support you with the development and delivery of your centre and we will provide you with the resources you require to deliver this programme.
Below is a list of benefits available to your organisation if it is appointed as a Delivery Partner:

- Revenue generation through the collection of session fees from participants;
- Kit & Equipment;
- Free place on Workshop supporting the engagement and retention of participants in a recreational environment;
- Dedicated presence on Just Play web site;
- Branding for your centre;
- Training Guides to Local marketing and Engaging and supporting participants
- Administration packs;
- Session planning materials;
- Local Marketing materials
- Electronic registration and recording system;
- Delivery Partners may be contributing to local, regional and national agendas in a way that could unlock funding (i.e.Volunteer development, Health, community cohesion and drop off in participation of 16 to 19 year olds);
- Opportunities to purchase additional resources at reduced rates.
- Access to additional FA funding to deliver other activity dependent on success and track record with delivery of Just Play

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What do I have to commit?

In return for the resource packs and support on offer, below is a list of requirements we will expect all Delivery Partners to adhere to. Should your application be successful, these will be outlined in greater detail through a Delivery Partner Appointment Agreement which each Delivery Partner will be required to enter into with The FA. This Agreement will be monitored by The FA with additional Quality assurance from a County Co-ordinator at your local County FA.

- Delivery of a minimum of one session per week for a minimum of 1 hour;
- Delivery of a minimum of 32 weekly sessions in the 12 months following commencement of your Just Play centre;
- Provision of an adequately stocked First Aid kit at all sessions;
- Work to mutually agreed participation targets and delivery schedules;
- Submission of accurate attendance records on the Just Play website within 4 weeks of the date of the session
- A commitment for the lead organiser to attend and complete the workshop for supporting the engagement and retention of participants in a recreational environment
- Creation and maintenance of a link with your local Charter Standard Adult club
- Use of provided branding and branded equipment at every session;
- Use of specific administration resources (e.g. return of review form and use of database);
- Quality assurance and consistency of delivery;
- Monitoring and evaluation of the Just Play centre and its staff and of participation data;
- Ensure that appropriate policies and procedures are in place (including insurance, Health & Safety Policy, Equal Opportunities Policy and Safeguarding Children and Vulnerable Adults Policy);

We are keen to see all Delivery Partners succeed with their individual project so in addition to monitoring, each Delivery Partner can also expect to receive support from both the relevant County Co-ordinator and/or through training and development opportunities provided centrally by The FA.

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How do I get involved?

We will be rolling out additional centres from April 2013.

If you are interested in helping us to deliver ‘FA Mars Just Play!’ or would like to request any additional information please e-mail JustPlay@TheFA.com.

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