

# The FA RESPECT AND FAIR PLAY AWARDS 2011/2012



**Respect**





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## WHAT ARE THE RESPECT AND FAIR PLAY AWARDS?

The FA is once again delighted to welcome you to Wembley Stadium for the Respect Awards.

The Respect programme was launched in 2008/2009 as a response to widespread concern that – at all levels of football – poor behaviour was damaging our great game.

The FA, with the full support of the football family, saw Respect as a way of challenging those forces which are damaging the game and restating how we want our sport to be played – still with passion and commitment, but also with fairness, decency and honesty. Old-fashioned values still needed in a modern game.

The Respect and Fair Play Awards allow us to celebrate individuals, clubs, leagues and organisations at all levels of football that have committed themselves to seeing the game played in a way which enriches the experience for all involved.

Dermot Collins  
Respect Manager  
The FA



## CHIEF GUEST JIMMY ARMFIELD CBE

We're delighted that Jimmy is our Chief Guest today. If anyone is Respect personified, then it's Jimmy Armfield.

A one club man, he played 568 league games for Blackpool and captained the team from right back for a decade. He also led England on 15 occasions, winning 43 caps.

He went on to manage Bolton and Leeds before moving into journalism with the Daily Express and the BBC.

His calm, measured tones have been a part of football listening for over 30 years. During that time he has also helped The FA recruit England managers, had a stand at his beloved Blackpool's Bloomfield Road named after him and a life-size statue of him unveiled outside the ground's main entrance.

Jimmy's presence at football is all the more welcome now since his 2007 enforced break from the game through illness.

At 76 Jimmy is, without doubt, one of football's national treasures.



## AWARD WINNERS



The winners of the Premier and Football League will not be decided until the conclusion of fixtures in these competitions.



The clubs which win the awards, however, will be only too aware of the influence they have, and the importance of ensuring Respect is not only talked about but seen in action in the professional game.

## 2010/2011 WINNERS

**PREMIER LEAGUE** Chelsea FC

**SPECTATOR AWARD** Sunderland AFC

### FOOTBALL LEAGUE

Championship	Watford FC
League One	Rochdale AFC
League Two	Crewe Alexandra FC



## NATIONAL LEAGUE SYSTEM STEPS 1 TO 4 LEAGUE AWARD

### The Isthmian Football League



Integrating Respect into numerous aspects of the league has seen a reduction in dissent cautions across all three of their divisions and a 20% reduction in the Premier Division. Cash rewards, Respect tables and ensuring captains take responsibility on the field have all helped the Isthmian League succeed in the target they set themselves: winning The FA's Respect award.

## NATIONAL LEAGUE SYSTEM STEPS 5 TO 7 LEAGUE AWARD

### David Wilson Homes Gloucestershire County Football League



This league received the highest commendation from The FA's National Leagues Officer. In their Fair Play table all teams start with 45 points then face deductions for yellow and red cards. Teams remaining above zero at the end of the season share cash rewards. In every block of five games bonuses are also provided, ensuring Respect is embedded throughout the campaign.



## NATIONAL LEAGUE SYSTEM STEPS 1 TO 4 CLUB AWARD

### AFC Fylde



An outstanding dissent record was only one reason why AFC Fylde has been recognised. Seeking feedback from officials was another – with the club ensuring this is sought only after a time lapse to diffuse heated situations. Not a single ‘poor’ mark for their technical area performances is evidence of leading from the top: the Chairman and President ensured Respect was a factor when appointing their new manager.

## NATIONAL LEAGUE SYSTEM STEPS 5 TO 7 CLUB AWARD

### Harborough Town FC



Harborough Town is proud of its 76 volunteers and 600 playing members. With 36 teams across boys, girls and adult football, Harborough have lived and breathed the Respect principles. The club has been an outstanding role model and, as one of Leicestershire’s flagship clubs, Harborough often pilot schemes for the County FA. Underpinning all activity is a simple ethos: making football fun and enjoyable.



## WOMEN'S FOOTBALL PYRAMID CLUB AWARD

### Yeovil Town Ladies FC



The introduction of a Fans' Bill of Rights sets apart Yeovil Town Ladies and their basic belief that Respect must be more than a tick in a box. The Bill sets out exactly what fans, officials and players can expect from the club. Widely publicised at its launch the principles are still embedded in the club's culture. Taking an early lead on social media, the club also monitor contributions and insist all comments adhere to Respect.

## GRASSROOTS ADULT LEAGUE AWARD

### Amateur Football Combination



The Amateur Football Combination (AFC) is one of the country's largest adult leagues with 28 divisions. Their Spirit of Football campaign was launched in 2005 and runs alongside Respect. The AFC has taken the conventions of old boys football and instilled them into all competitions, combining the Spirit of Football and Respect promotion with rules and a monitoring programme that incentivises the maintenance of high standards.



## GRASSROOTS YOUTH LEAGUE AWARD

### Leicester and District Sunday Juniors Football League (joint winners)

The introduction of Respect Marshalls at every game was pioneered by the Leicester and District Sunday League and has been an outstanding success. The Marshall, who could be a club officer, relative or friend, is then responsible for all Respect activity at the match – from welcoming the opposition to caring for the match officials.

### East Manchester Junior Football League (joint winners)



Replacing the end of season presentation with a celebratory tournament, recognising and rewarding Respect, is only one of the initiatives from the East Manchester JFL. Technical areas for coaches have also helped make the league a safe, secure and enjoyable environment with limited touchline involvement.

## GRASSROOTS CLUB AWARD

### Abraham Moss Warriors JFC



After being named Manchester FA's Respect Club of the Year there's been a determination to raise standards further. Working in a challenging area of Manchester, Abraham Moss Warriors have demonstrated the power of football to educate, set standards and offer a positive outlet for the energy of a diverse group of young people. They've attracted a great deal of attention for their commitment, and deservedly so.

## THE FA PROFESSIONAL GAME AWARD

### Leicester City Football Club



Leicester City have demonstrated a commitment over three seasons to support the Respect programme. Working willingly and enthusiastically with the local youth leagues and County FA, the club has provided high profile fixtures to promote Respect and recognise those that have made it possible. The influence professional clubs can have on their communities cannot be overstated and Leicester City have embraced responsibility and action.

## THE BOBBY MOORE FUND



The Bobby Moore Fund for Cancer Research UK raises vital funds for research into bowel cancer and increases public awareness of the disease.

The Fund was set up by Stephanie Moore MBE in memory of her husband, footballer Bobby Moore, after his death from bowel cancer in 1993 aged just 51, and over £18.8 million has been raised to date.

Funds are spent on cutting-edge bowel cancer research. To date we have funded 37 research fellowships and bowel cancer projects across the UK.

There are many ways to get involved with the Bobby Moore Fund and help tackle bowel cancer.

- Attend our flagship event, the London Celebrity Sports Quiz, on Thursday 29th November
- Visit [www.ebay.co.uk/bobbymoorefund](http://www.ebay.co.uk/bobbymoorefund) from 18th - 27th May to bid in our online auction
- Raise £5000 to take part in Project Brazil – take the trip of a lifetime to build a school, helping to save lives at home and safeguard education overseas.

For more information please visit:  
[www.bobbymoorefund.org](http://www.bobbymoorefund.org)

## BOBBY MOORE INDIVIDUAL AWARD



### Phil Bradley

Phil has been the driving force behind the enormous strides made by the Northern Premier League (NPL) in achieving an impressive reduction in dissent and, at the same time, greatly improving Technical Area behaviour and reducing player dismissals for offensive, insulting or abusive language.

Phil has used the model that he has evolved for the NPL to assist other leagues in dealing with their behavioural problems and his practical no-nonsense approach always strikes a chord.

Phil knows this is still a work in progress. Achievements have been impressive and other leagues are picking up on his work.

But as Phil says, “Statistics are useful but meaningless if the people at the sharp end of things have not noticed any improvement.”

Thanks to Phil, people are noticing.

The background of the left side of the image shows a blurred banner with the word "Respect" repeated in a serif font, accompanied by the FA crest. A thin blue diagonal line runs from the top left towards the bottom right.

**The FA  
RESPECT  
AND  
FAIR PLAY  
AWARDS  
2011/2012**

The FA Cup Final  
Chelsea v Liverpool  
Wembley Stadium  
Saturday 5 May 2012