



**INSPIRED
BY ENGLAND
2022**



Inspired By Initiative

Adult Women's Recreational Football



In partnership with



Milton Keynes





Introduction

Why the Inspired By Initiative?

Whilst the number of girls teams in Milton Keynes is increasing, we want to show adult women that football is brilliant way for them to improve their physical, mental and social wellbeing. The Inspired By Initiative aims to use the UEFA Women's EURO 2022 Tournament to inspire women to play and break down barriers for them to get involved.

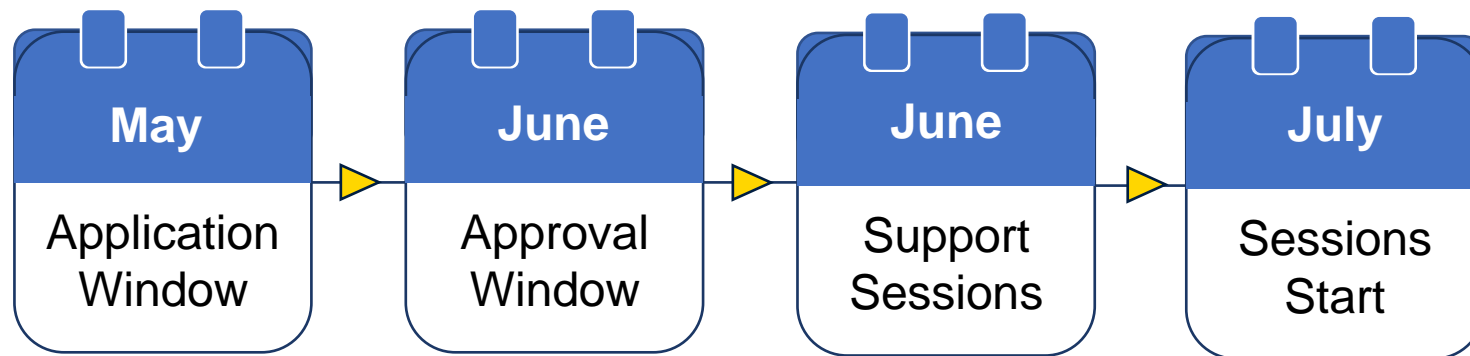
What is the Inspired By Initiative?

As part of the UEFA Women's EURO 2022 Legacy in Milton Keynes, MK Dons SET in partnership with Berks and Bucks FA are providing clubs and groups the opportunity to deliver Inspired By sessions. Following the success of MK Dons SET women's recreational programmes, these sessions will provide adult women the chance to try football for the very first time or the first time in a long time.

Sessions take place on a weekly basis and target (but not limited to) Mums, guardians, friends and family of youth players and are focused around fun, fitness and making new friends. The sessions are delivered in a safe and female friendly environment.

Timeline

Date	Activity
16 th May – 6 th June	Application Window
w/c 20 th June	Applicants notified of outcome, able to claim 50% of funding
28 th June + 7 th July	Getting Started Sessions (Top Tips and Q&A)
4 th – 17 th July	Taster Sessions
By 1 st August	Sessions Must Start



What could your session look like?



You could do
taster sessions
of each before
deciding which
to do!

Touchline Mums

A fun and inclusive session for females to play casual football, develop skills and do something for themselves. The session encourages those with a lack of experience and fitness to give football a go. Can include skills, drills and match play.



Walking Football

A growing adaptation of the game which is a great way for women to get outside, meet new people and do some exercise (all done at a slow pace!).



Soccercise

A fun variety of exercise class for women combining fitness with a football. A great way to try football for the first time or to get players more fit!



Who Can Apply?

We are opening Inspired By application to successful and sustainable Weetabix Wildcats & Squad Providers, and Clubs with a female section of at least 3 teams!

You've done a great job of delivering casual football for young Girls, we know you'll be great at turning your hand to the 16+.

With a diverse range of deliverers, some of you are from clubs, schools, private deliverers and others in between, we know you will be able to show that these sessions can be successful in a range of different environments.

What do Inspired By sessions look like?

They are an offer for the women in your environment and community that allows them to feel like football is their game and enjoy it how they want to enjoy. You can choose to keep the sessions open to 16+ or pick particular age groups in that selection i.e. 16-25, over 40s, 30s and above etc.

Sessions must be fun, casual and can be almost any style of football, e.g. walking football, Soccercise, beginners coached session, turn up and play small sided. The emphasis is on the women choosing what works for them as a collective. Throughout winter, sessions can go indoors where a mixture of Soccercise, fun games and matches can be played.





What do providers receive?



Funding

- Up to £500 in start-up funding, with 50% released at the beginning of the programme, and 50% released half way through. This funding must be invested into the Inspired By sessions.



Equipment

- An equipment pack containing 10 balls, 10 bibs (2 sets of 5) and a stack of cones, all provided with a carry bag.



Support

- With 2 online drop in sessions and on hand football development officer support from MK Dons SET and Berks and Bucks FA, either on the phone, over email or in person. These sessions will cover best practice, events platform usage, marketing tips, sustainability, community links and much more.



Marketing

- Deliverers will receive marketing assets and top tips on reaching their target audience. BBFA will also support with sharing social media from our account.



Coach Development

- Access to FA Coach Development provided by Berks and Bucks. This includes our FREE 'Female Coaches Community' CPD Group, our paid Coaches Network and bespoke sessions brought to your club, including Stepping Over the Sidelines & Stepping Onto the Grass, to encourage more females to get involved in Coaching

Delivery Requirements

Organisations will not be funded to deliver:

- An after school club – it must be accessible to all the community
- New programmes to replace existing programmes
- Additional sessions for existing players



Complete a health and safety activity checklist (template provided)



Complete a health and safety risk assessment (template provided)



Have public liability insurance with a minimum limit of indemnity of GBP 5 million



If sessions include 16-18 year olds and vulnerable adults, you must have a Safeguarding Children and Vulnerable Adults Policy



Must use the England Football Events Platform to create, manage and take attendance at each of your sessions. Attendance data must be reported back to MK Dons SET.



There must be at least one DBS checked Lead Playmaker or FA Level 1 coach (if U18's are involved there must be a minimum of 2 DBS checked adults) available at the session at all times.

Session Requirements

Sessions must be an offer for the women in your environment and community that allows them to feel like football is their game and enjoy it how they want to enjoy. You can choose to keep the sessions open to 16+ or pick particular age groups in that selection i.e. 16-25, over 40s, 30s and above etc.

- The programme must be delivered for a minimum of 20 weeks per year.
- Must have a sustainability plan for the programme.
- Have capacity to deliver for a minimum of 10 participants per session.
- Must use the marketing and promotional requirements stated.
- Must register session on England Football Events Platform.
- Monitoring and evaluation must be provided at the 6 week point including participation numbers and a case study.
- Sessions must be fun, casual and can be almost any style of football e.g. walking football, Soccercise, beginners coached session, turn up and play small sided. The emphasis is on the women choosing what works for them as a collective (participant centred)
- Sessions must be inclusive and reflect the local population in which they are situated.
- Sessions must be accessible and remove as many of the physical, economical and logistical barriers to participation.
- Any changes in times/dates/deliverers must be communicated to Women's Participation Officer at MK Dons SET.
- We recommend using grass pitches where possible to reduce costs especially over winter.



Marketing and Promotional Requirements

- MK Dons SET and 'Inspired By England 2022' logos must be used on any promotional or marketing materials.
- Where there is written information about the programme, 'as part of the UEFA Women's EURO 2022 legacy project' must be used'.
- A minimum of 1 social media post per week about session tagging @MKDonsSET and @BerkSandBucksFA.



Get In Touch

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