**Press Release**

**Wednesday 31st January 2018**

**Lees Brook School named as key pilot for**

**Brand new FA Respect initiative**

Lees Brook School in Derbyhas been named as one of several grassroots football facilities across the country set to pilot an innovative initiative as part of The FA’s flagship behavioural campaign, Respect.

It is hoped that regular exposure to Respect messaging whilst at the facility will positively reinforce good behaviour and create an inclusive environment for all on matchdays.

One grassroots site across many County FA regions has been chosen as an FA Respect ‘Champion’ site, which will pilot an increased level of Respect messaging. Players, coaches, officials and spectators at Lees Brook School will be exposed a greater level of Respect messaging throughout their time at the facility, encouraging them to evaluate their behaviours whilst on-site.

The FA’s Respect scheme, delivered by the Football Foundation, aims to ensure that football – both on and off the pitch – continues to be an enjoyable experience for all. If the pilot scheme at the 43 ‘Champion’ sites proves successful, similar Respect messaging could be installed at every new, Football Foundation facility, with a view to installing at existing sites also.

Darren Norwood, Managing Director at Facilities For All, said: “It will remind players, spectators and officials from the moment they enter the site about the expectations that they are required to follow in order to make the game more enjoyable for all involved. The banners, posters and promotional material promote the respect agenda and this will hopefully further improve the football being played.”

Cath Morton, County Welfare Officer and Respect Lead Officer, said: “It is wonderful news that Lees Brook will be a Respect Champion site, a key venue that provides a safe and positive environment for many people to play football on a weekly basis. The new signage, resource package and benefits of Respect can only boost the great work taking place within the football family to create a greater and more inclusive grassroots game.”

Nathan French, The FA’s National Respect Project Manager, said: “It is fantastic news that Lees Brook has been selected as one of our ‘Champion’ Respect sites. The Respect scheme aims to create a positive matchday environment at all grassroots football facilities.

“Through the support of Lees Brook and similar sites up and down the country, we are continuing to work towards a more inclusive, greater grassroots game for all.”

ENDS

For more information contact:

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NOTES TO EDITORS

**About The FA’s Respect campaign**

Respect came about through concern from the grassroots game as to the damage arising from abuse towards referees, a lack of referees in the grassroots game and poor sideline behaviour – particularly in youth football.

Through Respect, The FA aims to achieve:

* A better experience For ALL
* Zero tolerance for assaults on referees
* An improvement in on-field player discipline, in particular reducing dissent to referees and in competitions that have an established record of poor discipline
* A step change in youth football as to what is acceptable and unacceptable behaviour from parents and spectators
* Educate Parents, Coaches & Match Officials on how to play their part in creating positive environments
* An enjoyable learning environment in youth football.

The FA’s Respect programme provides a series of tools for leagues, clubs, coaches, referees, players and parents from grassroots to elite football – to help ensure a safe, positive environment in which to play the game.

The FA and Football Foundation’s Respect barriers and Respect packs are made up of captains’ armbands, marshals’ bibs and Respect Signage. They are available to football leagues and clubs to ensure there is good behaviour by players and parents alike in the grassroots game, with money provided by The FA and vouchers supplied by the Foundation.

Any clubs, league or schools that want to receive 50% off the Respect equipment packs can do so by visiting [www.footballfoundation.org.uk/funding-schemes/respect](http://www.footballfoundation.org.uk/funding-schemes/respect).