

# MATCHDAY ENVIRONMENT CLUB SUPPORT PACK

Creating a united grassroots environment  
which delivers football opportunity For All.



**#PlayYourPart**

# MATCHDAY ENVIRONMENT CLUB SUPPORT PACK



## #PlayYourPart

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Dear Club,

The grassroots game in Essex is thriving with over 1000 clubs and 5000+ teams affiliating and playing football across the county in the 2021-22 season, continuing Essex's role as one of the largest counties in the country for football participation. This is hugely positive and credit to the grassroots football workforce, particularly given the challenges that have been faced with Covid-19 in recent seasons. To continue to build on, and sustain, this brilliant foundation we have developed some local resources for clubs in Essex to be able to utilise to help ensure the best and most inclusive environment continues to be created.

Football brings people together. It provides an outlet and escape to our busy lives. Whatever our role in grassroots football we have a role to play in allowing everyone to enjoy their respective role in the game. This pack has been developed to support our affiliated Clubs to establish the best possible environment. Hopefully these resources are useful in supporting Club Committees to promote processes and messages within their respective club to set standards on and off the pitch and create a safe, inclusive and positive environment.

Our Football Development team are on hand to discuss any of the resources and advise on how to implement them [www.essexfa.com/about/contact-us](http://www.essexfa.com/about/contact-us)

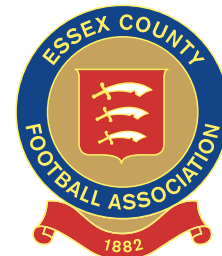
We hope the resources are of use and we look forward to working with you in the 2022-23 season.

Brendan Walshe  
Essex County FA  
Chief Executive

Hafiza Patel  
Essex County FA  
Chair of Inclusion Advisory Group



# CONTENTS



## Top Tip:

Share the **#PlayYourPart Players/Coaches/Spectators** documents within your club membership. e.g. In Clubhouse, via Whatsapp groups, on Club Website, via Social Media or even hyperlink as a banner on existing club communication documents!



### #PlayYourPart Clubs

This infographic will guide and make suggestions how you as a club can #PlayYourPart in ensuring your matchday environment is the best it can be.

Internal committee use only



### #PlayYourPart Players

This infographic can be used as a reference point and reminder to Players of their role in having positive impact on the matchday environment when representing the club.

To be shared with membership (e.g. via whatsapp groups or club noticeboards)



### #PlayYourPart Coaches

This infographic can be used as a reference point and reminder to Coaches of their role in having positive impact on the matchday environment when representing the club.

To be shared with membership (e.g. via whatsapp groups or club noticeboards)



### #PlayYourPart Spectators

This infographic can be used as a reference point and reminder to Spectators of their role in having positive impact on the matchday environment when representing the club.

To be shared with membership (e.g. via whatsapp groups or clubs noticeboards)



### Guide to Coaches Workshop

This infographic will provide tips and advice on when, how and why it is important to hold an annual coaches workshop for those representing the club.

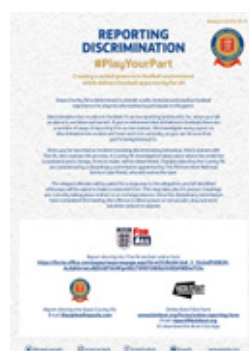
Internal committee use only



### Guide to Spectators Workshop

This infographic will highlight the importance of annual spectator workshops and how to deliver them internally within a club.

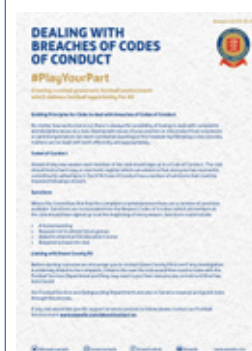
Internal committee use only



### Reporting Discrimination Information Sheet

This infographic outlines the importance of reporting discrimination and the process that will then be taken.

To be shared with membership



### Guidance on dealing with breaches of Codes of Conduct

This infographic will provide process guidance on dealing with breaches of Codes of Conduct.

Internal committee use only



# CLUBS

## #PlayYourPart



**Creating a united grassroots football environment  
which delivers football opportunity For All**

**Clubs** play a key part in supporting players of all ages and abilities to fall in love with football and learn about the game. It's important that everyone enjoys the experience.

Remember, the matchday belongs to the players and it's another opportunity for them to enjoy playing the game. Clubs can play a pivotal role in setting standards for their members (players, coaches, committee and spectators).

#PlayYourPart by considering:

### **Are you an England Accredited Club?**

Being an England accredited club means you will adopt and embed FA policies as well as committing to minimum coaching operating standards.  
[www.essexfa.com/leagues-and-clubs/englandfootball-accreditation](http://www.essexfa.com/leagues-and-clubs/englandfootball-accreditation)

### **How do you communicate key messages to your club members?**

Our Essex FA Club Welcome Pack template is designed to give all the information about the club to all members, starting from the clubs vision, mission & values as well as key contacts and information about training & matchday.

[www.essexfa.com/leagues-and-clubs](http://www.essexfa.com/leagues-and-clubs)

### **Do you hold a pre-season Coaches workshop?**

This is an opportunity to share your key messages to your coaching workforce ahead of the new season. The link below contains a one pager 'Guide to a coaches workshop' template presentation as well as a template Coaches code of conduct you can use as a club.

[www.essexfa.com/leagues-and-clubs/matchday-environment](http://www.essexfa.com/leagues-and-clubs/matchday-environment)

### **Do you hold a pre-season Spectators workshop?**

This is an opportunity to share your key messages as a club and get your spectators working together. The link below contains a one pager 'Guide to a coaches workshop' template presentation as well as a template Coaches code of conduct you can use as a club.

[www.essexfa.com/leagues-and-clubs/matchday-environment](http://www.essexfa.com/leagues-and-clubs/matchday-environment)

### **Does your club embrace the Respect Programme on match days?**

Coaches, Managers & Volunteers play a huge part in how players act on the pitch. By setting a good example you can help build a supportive environment in which everyone can enjoy themselves.

[www.essexfa.com/about/respect](http://www.essexfa.com/about/respect)

**For further information and support please contact your local Football Development Officer as a start point:**

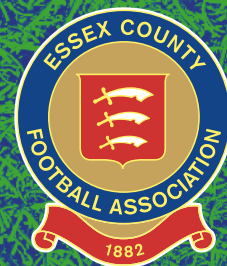
[www.essexfa.com/about/contact-us](http://www.essexfa.com/about/contact-us)





# PLAYERS

## #PlayYourPart



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As a Player, you can play your part and help to ensure that you, and everyone around you, has a positive experience on the pitch.

Playing for and helping the team to do their best is important, but not winning at any cost. You should try to demonstrate positive behaviour at all times.



- Treat everyone equally
- Set a good example to others
- Play fair and within the spirit of the game
- Respect the referee, opposition and all involved
- Enjoy the experience



- Challenging or insulting the referee
- Arguing with others
- Engaging in foul play
- Losing your temper or using bad language
- Breaking the rules

### **Be Respectful to all involved**

The FA's Respect Programme has a host of resources that can help you.

**[www.essexfa.com/about/respect](http://www.essexfa.com/about/respect)**

For more information or support please contact your local Football Development Officer in the first instance:

**[www.essexfa.com/about/contact-us](http://www.essexfa.com/about/contact-us)**

**[www.essexfa.com/leagues-and-clubs/matchday-environment](http://www.essexfa.com/leagues-and-clubs/matchday-environment)**



# COACHES

## #PlayYourPart



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As a coach, you can play your part to ensure that everyone has a positive experience on and off the pitch.

Put the players first, consider the environment that you create,  
and role model positive behaviours.



- Take time to understand individuals in the team – everyone is different
- Value learning & development over the scoreline – consider the player's motivations for taking part
- Try to provide fair playing time – give all players opportunities to reach their potential
- Be clear, consistent, and positive with the information you give to players
- Be consistent with your behaviours – do you act differently at training and matchdays?
- **BE THE REASON THAT A PLAYER STAYS IN THE GAME!**



- Keep control of your emotions – managers & coaches are responsible for creating a positive environment
- Players leave the game if the environment is negative, hostile, or intimidating
- Try not to focus solely on the scoreline – this is not always a reflection of a team or individual's performance
- Your words, actions and behaviours will impact enjoyment of the game
- Negativity is unhelpful for everyone
- **DON'T BE THE REASON WHY A PLAYER LEAVES THE GAME!**

### Be Respectful to all involved

The FA's Respect Programme has a host of resources that can help you.

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For more information or support please contact your local  
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# SPECTATORS

## #PlayYourPart

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As a spectator, you can play your part to ensure that everyone has a positive experience on and off the pitch.

Consider your interactions with the players, coaches and match officials.



- Always keep interactions positive – provide praise and encouragement to all
- Mistakes will happen – remember that the players, referees and coaches are all trying their best
- Acknowledge that the coach is likely to be a volunteer and is giving up their free time
- You can support by: helping the coach with setting up, communicating important information to others, or volunteering to officiate
- Do you know what the players are working on? Is there a specific focus for that week?
- Do you know the laws of the game (relevant to the format being played)?
- **BE THE REASON THAT A PLAYER STAYS IN THE GAME!**



- Keep control of your emotions – your words, actions and behaviours will impact enjoyment of the game
- Players leave the game if the environment is negative, hostile, or intimidating
- Manage your expectations – the game should and does look very different to the professional game
- Avoid coaching the players – this is the role of the coach - your communications could be conflicting
- Don't challenge referee decisions, regardless of whether or not you agree
- Negativity is unhelpful for everyone
- **DON'T BE THE REASON WHY A PLAYER LEAVES THE GAME!**

### Be Respectful to all involved

The FA's Respect Programme has a host of resources that can help you.

[www.essexfa.com/about/respect](http://www.essexfa.com/about/respect)

For more information or support please contact your local Football Development Officer in the first instance:

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[www.essexfa.com/leagues-and-clubs/matchday-environment](http://www.essexfa.com/leagues-and-clubs/matchday-environment)



# GUIDE TO A COACHES WORKSHOP

## #PlayYourPart

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### WHY HOLD A COACHES WORKSHOP?

- Align coaches with the club's Mission, Vision & Values
- To introduce key club committee members and meet other coaches
- To prepare for the season ahead

### WHAT COULD BE INCLUDED?

- Highlight positive coaching behaviours
- Signpost to learning and support opportunities
- Promote good practice and share coaching ideas
- We have created a template presentation which you can personalise for your club – downloadable from our website [www.essexfa.com/leagues-and-clubs/matchday-environment](http://www.essexfa.com/leagues-and-clubs/matchday-environment)

### WHEN IS THE BEST TIME TO HOLD A WORKSHOP?

- Ideally before the season starts
- You could also arrange a mid-season & end of season get together
- Consult with the coaches, in order to maximise attendance

### WHERE COULD YOU HOLD THE WORKSHOP?

- Club venue
- Local school hall
- Community centre

### HOW COULD THE WORKSHOP BE DELIVERED?

- It could be led by your club's Chairperson, Secretary & Welfare Officer
- Keep it brief – no more than one hour
- Try to engage coaches with a mixture of information giving & engaging discussion

Many clubs have fed back that this is a great way to kick-off the season, with coaches feeling more confident and supported in their roles.

We'd love to hear from Clubs that host a Coaches Workshop.

**Please tweet @essexcountyfa @clubname have hosted our Coaches Workshop #PlayYourPart**

For more information or support please contact your local Coach Development Team in the first instance: [www.essexfa.com/about/contact-us](http://www.essexfa.com/about/contact-us)

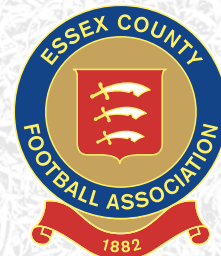




# GUIDE TO SPECTATORS WORKSHOP

## #PlayYourPart

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### WHY HOLD A SPECTATORS WORKSHOP?

- This is an opportunity to welcome everyone to your club and the new season ahead
- Share the clubs Vision, Mission & Value's
- An opportunity to set expectations for the season – what can they expect from you? What do you expect from them?
- Spectators to sign a code of conduct”

### WHAT COULD BE INCLUDED?

We have created a template presentation which you can personalise for your club – downloadable from our website

[www.essexfa.com/leagues-and-clubs/matchday-environment](http://www.essexfa.com/leagues-and-clubs/matchday-environment)

### WHEN IS THE BEST TIME TO HOLD A WORKSHOP?

- Ideally before the season starts
- You could combine it with player registration day or a club social
- Consider a time that would suit the majority of your members

### WHERE COULD YOU HOLD THE WORKSHOP?

- Club venue
- Local school hall
- Community centre

### HOW COULD THE WORKSHOP BE DELIVERED?

- The workshop should be delivered by the Club Committee - so that key club messages are shared by those running the club
- Keep it brief – no more than one hour
- Some clubs have made it compulsory for one parent/guardian per child to attend before player reg is signed off
- Having refreshments available on the day can be helpful

Many clubs have fed back that this is a great way to kick off the season. Spectators leave with more clarity regarding the part they play and the expectations of them.

We'd love to hear from Clubs that host a Spectators Workshop.

**Please tweet @essexcountyfa @clubname have hosted our Spectators Workshop #PlayYourPart**

For more information or support please contact your local Football Development Officer in the first instance: [www.essexfa.com/about/contact-us](http://www.essexfa.com/about/contact-us)





# REPORTING DISCRIMINATION

## #PlayYourPart



**Creating a united grassroots football environment  
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Essex County FA is determined to provide a safe, inclusive and positive football experience for anyone who wishes to participate in the game.

Discrimination has no place in football. It can be upsetting and hurtful. So, when you tell us about it, we listen and we act. If you've witnessed discrimination in football, there are a number of ways of reporting it to us (see below). We investigate every report on discrimination we receive and treat each one seriously, so you can be sure that you're being listened to.

Once you've reported an incident involving discriminatory behaviour, this is shared with The FA, who oversee the process. A County FA investigation takes place where the evidence is reviewed and a charge, if one is made, will be determined. Charges raised by the County FA are considered by a disciplinary commission appointed by The FA from their National Serious Case Panel, who will review the case.

The alleged offender will be asked for a response to the allegation, and all identified witnesses will be asked to make a statement too. This may take place in person (hearings are currently taking place online) or on correspondence. Once the disciplinary commission have completed the hearing, the offence is either proven or not proven. Any outcome would be subject to appeal.



Report directly into The FA via their online form

[https://forms.office.com/pages/responsepage.aspx?id=kCXJRcbM-UaA\\_5\\_I2e3e0TrOR24i-AzJljAGvtwLuBZhUQThUNFgxOEIJT0VOTUIKRzU5VEQ4WDlwTC4u](https://forms.office.com/pages/responsepage.aspx?id=kCXJRcbM-UaA_5_I2e3e0TrOR24i-AzJljAGvtwLuBZhUQThUNFgxOEIJT0VOTUIKRzU5VEQ4WDlwTC4u)



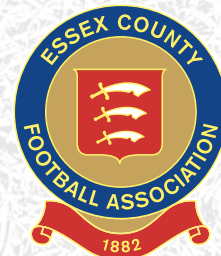
Report directly into Essex County FA:  
Email: [Discipline@essexfa.com](mailto:Discipline@essexfa.com)



Online Kick it Out Form  
[www.kickitout.org/forms/online-reporting-form](http://www.kickitout.org/forms/online-reporting-form)  
Email: [report@kickitout.org](mailto:report@kickitout.org)  
Or download the Kick it Out App



# DEALING WITH BREACHES OF CODES OF CONDUCT



## #PlayYourPart

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### Guiding Principles for Clubs to deal with breaches of Codes of Conduct

No matter how well a club is run there is always the possibility of having to deal with complaints and discipline issues at a club. Dealing with issues of poor practice or misconduct from volunteers or parents/spectators can seem somewhat daunting at first however by following a clear process, matters can be dealt with both efficiently and appropriately.

### Codes of Conduct

Ahead of any new season each member of the club should sign up to a Code of Conduct. The club should hold a hard copy or electronic register which can evidence that everyone has read and is committed to adhering to it. Each FA Code of Conduct has a number of sanctions that could be imposed following a breach.

### Sanctions

Where the Committee find that the complaint is upheld/proven there are a number of sanctions available. Sanctions are incorporated into the Respect Codes of Conduct which all members at the club should have signed up to at the beginning of every season. Sanctions could include:

- A formal warning
- Request not to attend future games
- Asked to attend an FA Education Course
- Required to leave the club

### Liaising with Essex County FA

Before starting a process we encourage you to contact Essex County FA to see if any investigation is underway linked to the complaint, if that is the case the club would then need to liaise with the Football Services Department and they may need to put their own process on hold until that has been heard.

Our Football Services and Safeguarding Departments are also on hand to reassure and guide clubs through the process.

If any club would like specific support around a process to follow please contact our Football Services team [www.essexfa.com/about/contact-us](http://www.essexfa.com/about/contact-us)



## Essex County Football Association

The County Office,  
Springfield Lyons Approach,  
Chelmsford, Essex,  
CM2 5LB.

[www.essexfa.com](http://www.essexfa.com)



Incorporated in Cardiff. No. 3843186

