Weetabix Wildcats Applicant Guidance

2021/2022

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Contents

Introduction 03

Programme Overview 05

Programme Criteria 12

Contact 27





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Introduction

Introduction

What is Weetabix Wildcats?

Weetabix Wildcats is an offer for every girl aged 5-11, regardless of ability, disability, impairment or health condition, to try football for the first time in a fun, safe environment.

Sessions take place on a weekly basis, either evenings or at weekends, and are focused on helping girls make friends, have fun and be active through football.

All sessions are delivered by FA qualified coaches, providing a safe place for girls to try football for the first time and develop key skills.

Why have we created Weetabix Wildcats?

The Weetabix Wildcats Programme was introduced to address the findings that only 3% of all mini soccer teams cater exclusively for girls and as such only 41% of girls (compared to 95% of boys) under the age of 10 regularly play football.

'Therefore we wanted to create a sustainable Weetabix Wildcats network where girls can regularly attend fun and engaging sessions.'

We strive to ensure girls:

Make Friends

Have Fun!

Play Football

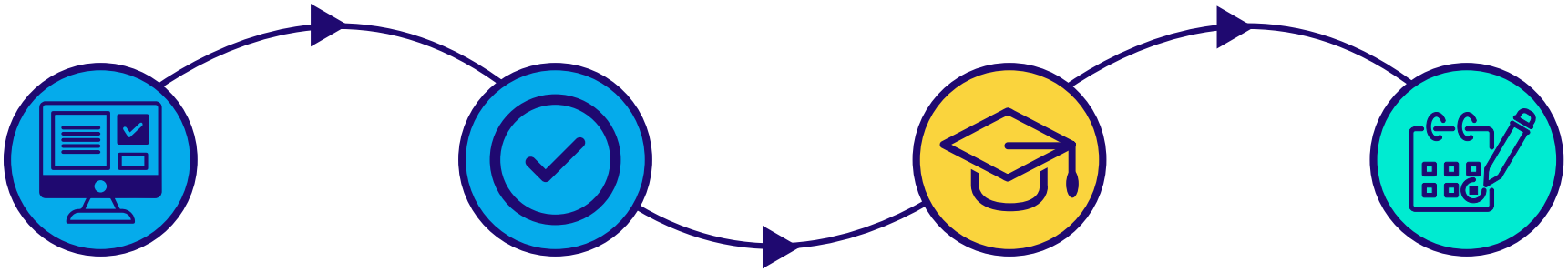




Programme Overview

Timeline





Application Window
November – 31st January 2022

CFAs Assessment & Approval Window
November – 7th February 2022

Weetabix Wildcats Training
March – May 2022

Session delivery dates
April – December 2022

Who can apply?

Who Can Apply?

Applications are welcomed from any organisation that meets the Weetabix Wildcats criteria. Organisations that have previously delivered Weetabix Wildcats can apply to run additional programmes. In doing so they must continue running the original sessions they have set up.

What are Weetabix Wildcats sessions?

A unique offer of Weetabix Wildcats sessions at a particular location and time, attracting a particular cohort/group of young girls.

- The programme must be delivered for a minimum of 16 weeks per year
- It must operate for at least two years (i.e. a minimum of 16 weeks in EACH year)
- Have capacity to deliver for a minimum of 30 girls/participants per session
- Each session must be a minimum of one hour duration
- Staffing ratios appropriate to the group must be maintained (see Page 18)
- Each provider must use the England Football Events Platform to create sessions and take attendance weekly

Additional Weetabix Wildcats programmes must run at a different time, location and must be engaging different participants.

Organisations will NOT be funded to deliver:

- New programmes to replace existing programmes
- Additional sessions for existing players



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What new providers will receive?

Funding



Start up grant of £900

Distributed in the following format:

Year 1 – £600

Year 2 – £300

Support



Training



Delivery Support



National search engine & online booking tool



Access to Weetabix Wildcats online community network

Kit & Equipment



Nike Footballs



Weetabix Wildcats Bibs



Weetabix Wildcats Banner

Resources



Branded Marketing Assets



Access to online activity pack



Session Resources



Access to online Weetabix Wildcats Store

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Delivery – what is needed?

Our research tells us that girls 5-11 want sessions which are:



Weekly & Warm | Safe & Fun | Fitness | Girls Only

Timing of delivery:

Greatest demand for Weetabix Wildcats is over Spring and Summer (as they are the warmest months and best time of year to engage with the beginner girl). If providers wish to continue with delivery into Autumn and Winter, then we recommend they use an indoor facility to deliver their sessions.

Delivery must be for a minimum of 16 weeks per year.



Online Register

Each provider must use England Football Events Platform to create sessions and take attendance weekly.



England Football Events Platform

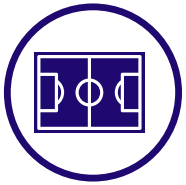
Your sessions cannot be promoted nationally unless you create your sessions via the England Football Events Platform which your CFA can support you with.

Type of delivery:

Sessions can be delivered outside or inside, as long as this remains a safe environment to host Weetabix Wildcats, and that they comply with all health and safety requirements.

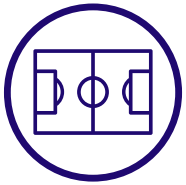


Outside
e.g grass, multi use games area, artificial grass



Indoor
Sports hall, school hall

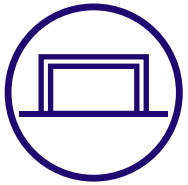
Weetabix Wildcats sessions can offer futsal as well as, or instead of football, as long as they follow the basic principles below:



Use a surface with a hard court



Play with a Futsal ball



Where possible use Futsal Goals

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Funding

Only new Wildcats providers will receive a start up grant of £900 which will be distributed in the following format;

Year 1 delivery – £600

Year 2 delivery – £300

When do you receive the funding?

Once approved, funding will be distributed to CFA's.

Please contact CFAs directly to access your funding post approval & training.

What can I use my funding on?

This funding is for you to be creative with your delivery, however this must be invested into your Weetabix Wildcats sessions.
You can contact your local CFA for support and ideas on how to best utilise this funding.

Below are some examples of how you could utilise the funding;



Support

Additional kit & equipment, facilities & staff costs



Player Recruitment

School delivery, festivals, assemblies



Staff Support

Upskilling and recruiting staff (administration, marketing, coaches, volunteers).



Rewards

Bespoke prizes & Weetabix Wildcats awards

Participant funding

Research shows people value sessions more if there is a small charge; plus programme delivery must be self-sustaining after 2 years; therefore there is a charge for participants of up to £3 each for each session.

Those that wish to increase this charge must submit a rationale in writing to the CFA. It is up to the CFAs discretion to allow this.

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MONEY CAN'T BUY EXPERIENCES

Being part of Weetabix Wildcats gives you the opportunity to access unique 'money can't buy experiences' which are exclusively for those involved with Weetabix Wildcats.

Throughout the year there will be a number of initiatives and campaigns rewarding participants coaches and volunteers. Below are some of the incredible opportunities we have provided in the past for our Weetabix Wildcats network:

- Visit to St George's Park to meet the Lionesses
- Pitch parade at the Women's FA Cup Final
- BBC filming at a Weetabix Wildcats session
- Free kit and equipment for session delivery.

Make sure you keep in touch with your local CFA throughout the programme to be in with a chance to access these money can't buy experiences-you wont want to miss out



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Programme Criteria

Criteria

01. Delivery

Commit to 2 years operation, each with a minimum of 16 weeks delivery. Sessions must be listed via the England Football Events Platform.



02. Safeguarding

Evidence a safeguarding policy



03. Health and safety

Evidence a risk assessment and activity check list



04. Insurance

Evidence public liability insurance



05. Staff

Meet and adhere to the staffing criteria throughout delivery of the programme



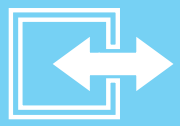
06. Sustainability

Be able to describe plans for ensuring sustainability of sessions post funding



07. Entry & Exit routes

Demonstrate entry and exit routes for participants



08. Training

Attend Weetabix Wildcats training



09. Inclusive

Be inclusive for all girls to participate regardless of ability, disability, impairment or health condition



10. Accessibility

Operate within community hours, to allow accessibility for all



11. Participants

Have capacity for a minimum of 30 participants and all participants must be booked on by their parent/carer prior to taking part in a session



12. FA Terms & Conditions

Agree to the FA Terms & Conditions on application, and must operate within the parameters of this agreement



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Criteria
01. Delivery

Providers must commit to a minimum of two years operation. Weetabix Wildcats is an opportunity for girls to try football for the first time and we must have as many of these opportunities as possible!

Delivery must consist of a minimum of 16 weeks in year 1 (2022) and a minimum of 16 weeks in year two (2023). After two years of delivery we hope that all providers are able to be self sustainable to ensure girls provision remains within the local area.

16 weeks is the minimum requirement, however, delivery can run all year round, the more weeks delivering the better!

It is mandatory for Weetabix Wildcats providers to use England Football Events Platform to create, manage and take attendance at each of their sessions.

Online Register

England Football Events Platform



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Criteria
02. Safeguarding (1/2)

All those involved with Weetabix Wildcats delivery must be able to evidence a Safeguarding Children Policy.

If they do not have a Safeguarding Children Policy they can download The FA's club template 1.4 by visiting; The FA Safeguarding Children Policy and Procedures: Templates

The FA's Safeguarding Children Policy principles must be adhered to by those involved with the delivery of Weetabix Wildcats and all of its related activities. When working in partnership to deliver football activity, it must be clear how Safeguarding Children Policy principles will be adhered to, and what the process is for recognising and responding to concerns about a child.

The FA Safeguarding Children Policy principles are that:

- The child's welfare is, and must always be, the paramount consideration;
- All children and young people have a right to be protected from abuse regardless of their age, gender, disability, culture, language, racial origin, faith or sexual orientation;
- All suspicions and allegations of abuse will be taken seriously and responded to swiftly and appropriately;
- And working in partnership with other organisations, children and young people and their parents and carers is essential.

The safeguarding policy must be clear about the following requirements:

The Referral Process

Includes The FA Case Management Team (Safeguarding@TheFA.com).

Named Designated Safeguarding Officer

Responsible for ensuring safeguards are in place and maintained effectively. All staff, parents/carers and players must be made aware as to who this person is and how to contact them. Providers are responsible for messaging the name of DSO & contact info to parents/carers.

Safer Recruitment

Including DBS checks; via The FA DBS Unit (checks completed via the Premier League and/or PL Club should make use of The FA portability agreement to comply with the requirement for an FA accepted DBS check).

Safeguarding Training

Completion of The FA's Safeguarding Children Training e.g. SSC/WOC. EFL and PL Club DSOs must be up to date with their respective leagues DSO safeguarding training requirements or complete The FA's WOW.

Reporting concerns

Concerns should be reported as quickly and easily as possible. Each provider must have a Designated Safeguarding Officer who is clear about the FA referral and whistleblowing procedures.

Prevention

It is essential that every Weetabix Wildcats provider implements preventative safeguarding measures to help create safe and enjoyable environments for every aspect of the proposed activities.

Planning, delivery and compliance

All parties must be clear about the safeguarding requirements for Weetabix Wildcats including who is responsible for what safeguards during i) planning, ii) delivery and iii) compliance monitoring.

Please involve the Designated Safeguarding Officer at your CFA, and ensure they are available to provide advice and guidance to new providers.

Criteria

02. Safeguarding (2/2)

Safeguarding DBS FAQs

Q1: How do I get an FA DBS Check? (previously referred to as FA CRC)

A: Contact your County FA Designated Safeguarding Officer (DSO) or PL/ EFL DSO for advice and guidance. Or reach out to The FA DBS Unit (0115 969 4618 or FAChecks@TheFA.com) for more information.

Q2: I already have a check via my PL Club can I use this?

A: Yes, but only if your check is for the child workforce, was completed through your PL Club account with 'First Advantage', and there's no content on your DBS Check.

You'll need to contact First Advantage 0115 969 4618 or FAChecks@ TheFA.com, who will be able to port this over to The FA. You'll need to give your name, DOB, the address you used to complete your check and give consent for First Advantage to port your DBS Check to The FA.

Q3: I have registered with the DBS Update Service – do I still have to do an FA DBS Check?

A: If your check is for the child workforce and was completed through your PL Club account with 'First Advantage', follow our guidance in Q2.

If your DBS Check is for the child workforce and you have registered with the DBS Update service see the answer to Q3.

Q4: I already have a DBS Check via another organisation – can I use this?

A: If your DBS Check was carried out by any other organisation e.g. a school, church group, or volunteering organisation, you'll need to complete an FA DBS Check (Children's workforce).

Q5: How long will it take for my DBS Check to be completed?

A: It generally takes around 7 working days to carry out a DBS check. But if you sent off a paper application vs online, it could take longer. Other factors can also cause delays, such as if you have a complex address history, a common name, whether your local police force is busy, and the ease of accessing local records.

Criteria

03. Health & Safety

04. Insurance

Weetabix Wildcats is all about having fun and making friends – in a safe environment. Therefore to ensure sessions are operating safely, programme organisers must evidence the following:

- H&S Activity Checklist (FA Template provided)
- H&S Risk Assessment (FA Template provided)
- Public liability Insurance
  (minimum limit of indemnity of GBP 5 million)

The County FA cannot approve applications until they have evidence of these documents.



ENGLAND FOOTBALL

Criteria
05. Staff

Requirement

1. There must always be a minimum of two DBS checked adults with a clear role available at all times when U18s are involved in the activity. One of these adults (18+) must be a Lead Playmaker or FA Level 1 coach.
2. Please refer to the following guidance document 5.5 Ratios of adults to children to understand the number of staff members your Weetabix Wildcats session will require.

STAFF ROLES & REQUIREMENTS

Applicant

This role is responsible for completing the application process. This person cannot be directly involved in the delivery of football activity unless they meet the criteria of another specified role namely; lead coach, coach/volunteer or DSO. In this instance they must also provide their details under the relevant role.

Lead Coach

- In date accepted FA DBS Check
- Must be 18+
- Minimum of The FA Lead Playmaker (including FA Safeguarding & FA Emergency Aid)

or

Minimum FA level 1 course FA Emergency Aid qualification FA Safeguarding Children course.

Coaches/Volunteers

You must include a minimum of one adult (18+) who holds an in date accepted FA DBS Check

- Any Coach or Volunteer aged 16 and above must have an in date accepted FA DBS check
- Coaches U18 – coaches aged 16 & 17 can be registered – but they cannot be considered as part of the staffing ratio for the sessions, as they are not 18+ (you must have parental consent for them to volunteer and must be supervised at all times).

Designated Safeguarding Officer

- In date accepted FA DBS Check
- Responsible for ensuring safeguards are in place and maintained effectively
- Must have attended FA Welfare Officer Course (WOC) or PL/EFL relevant DSO training
- All staff, parents/carers and players must be made aware as to whom this person is and how to contact them

Note - this person can also be the administrator, lead coach or coach/volunteer only if they meet the requirements for the role.

Volunteers (U18)

- Volunteers must be supervised at all times by the Lead Coach
- Volunteers aged 16 and above must have an in date accepted FA DBS check
- Minimum age for volunteer is 14
- You must have informed parent/carer consent for the volunteer to take on a role
- The appointing of an U18 Volunteer must be covered within your Safeguarding risk assessment.

Female Role Model

To increase the number of role models within football and meet the demographic of participants, at least one member of staff should be female, you can recruit this person at any time during year.

To successfully submit your online application you will be required to input the following fields which meet the above requirements for each of their roles:

- ✓ Applicant
- ✓ Lead coach
- ✓ Coach/Volunteer
- ✓ DSO

Criteria
06. Sustainability

Weetabix Wildcats is a great opportunity to welcome new girls into the game, and we want to retain and grow these opportunities as much as possible!

Applicants must be able to evidence how they will sustain their Weetabix Wildcats programme, following the initial start up fund.

What does sustainability mean?

Weetabix Wildcats programmes are:

RELEVANT, RELIABLE and FINANCIALLY VIABLE

Relevant
Is continuing to offer a programme which is appealing to the target audiences, evidenced by a high number of returning players.

Reliable
Running a sufficient number of weeks to ensure it builds a reputation for being open, running and delivering to a high and consistent standard; with sufficient staff to ensure it can accommodate holidays / illness etc.

Financially Viable
Genuinely covering its costs, including those relating to delivery, facilities, marketing, upskilling staff and administration.

Questions to consider your sustainability plan

- How much are you going to charge participants?
- How are you going to recruit staff?
- How are you going to involve your parent network?
- What links do you have to wider networks? Clubs, Schools, Colleges, Universities?

Criteria

07. Entry & Exit Routes

Providers must demonstrate how they will support the participants journey to and from Weetabix Wildcats. This will include where participants will be recruited from, and where participants will be signposted to (when ready) continue playing football in an environment that replicates the Weetabix Wildcats values.



Criteria
08. Training

Applicants must commit to attending Weetabix Wildcats training.

Training will be delivered online. It is mandatory for all new providers to attend and complete training. You will be unable to start any sessions until you have completed this. Please contact the County FA for support or questions regarding training. Further information on the training dates will be distributed in due course.

The training will provide an introduction to the Weetabix Wildcats programme, provide technical and operational guidance, and advice on how to make the their sessions sustainable after two years.

Training Type	Date	Notes
Intro Training – All new providers MUST complete Modules 1-4 in order.	Module 1: 22nd Mar (18:30-19:45) Module 2: 23rd Mar (18:30-20:15) Module 3: 28th Mar (18:30-20:00) Module 4: 29th Mar (18:30-19:30)	Session delivery can start once completed all 'Intro Training' modules
	Module 1: 27th Apr (18:30-19:45) Module 2: 28th Apr (18:30-20:15) Module 3: 3rd May (18:30-20:00) Module 4: 4th May (18:30-19:30)	
	Module 1: 18th May (18:30-19:45) Module 2: 19th May (18:30-20:15) Module 3: 23rd May (18:30-20:00) Module 4: 24th May (18:30-19:30)	
Training Type	**Date**	**Notes**
Including Everyone	24th Feb 2022 7th June 2022	Both modules must be completed in year one of delivery, providers can start session delivery if all 'Intro Training' modules have been completed
Nutrition Module	9th March 2022 27th June 2022	



Criteria
09. Inclusive (1/2)

Inclusive sessions

All Weetabix Wildcats sessions should ensure that they reflect the diversity of the population in local areas and must be inclusive of players with a disability, impairment or long term health condition.

With the right support and coaching, players with a disability can achieve their potential and by recognising everyone as an individual, as opposed to an impairment, we believe this is possible.

We will provide specific resources and training to support your delivery and in addition to this you can access our free online 'Introduction to disability football' module. All of which will help build your knowledge and confidence as you develop your disability specific Weetabix Wildcats sessions.

Disability Specific Providers

We really want to ensure Weetabix Wildcats is FOR ALL. This means as we grow our network we must make sure there are suitable opportunities for disabled girls. Therefore we would encourage you and your delivery team to apply to run a disability specific Weetabix Wildcats session to support the growth of the network.

All the general principles of how to plan and deliver football sessions and activities are equally applicable when working with players with a disability, impairment or long term health condition. Providers will also need to be aware of some additional factors when working with players with a disability to ensure a safe and enjoyable environment is created, but remember the players and their parents/carers will be well aware of their own needs so talk to them to find out what they are.

Deliverers will need to think carefully about the following:

- Whether additional safety checks are necessary.
- Developing a shared plan with your players in terms of goals and expectations - communicate and work together to achieve them.
- How to adapt the way sessions are delivered and organised to include everyone – sessions may need to be simplified.
- The length, intensity and frequency of sessions as well as the drills or activities within each session. (For example, some players with a disability may tire more quickly, others may need regular rests, some have difficulty regulating temperature and need to rehydrate more frequently).

Criteria
09. Inclusive (1/2)

Providers may also need to:

Speak to your players and their parents to ensure you know if they have any particular needs and adapt drills and warm-ups accordingly. Remember the STEP principle can help you to adapt your session to involve all players, including those with a disability:

- **Space** – Modify the space by increasing or decreasing the area in which a task is to be performed or changing the distance or areas in which to score points
- **Task** – Give different players different tasks, e.g. ball juggling without a bounce and ball juggling with multiple bounces
- **Equipment** – Use different modified equipment to help players of different abilities access learning
- **People** – Modify the numbers within the practice to make it easier or harder to achieve success

Be creative in finding a variety of ways to explain or develop a particular skill. Be prepared to use a range of communication methods and tactics to meet the needs of all your players.

Questions to consider:

- How inclusive is your Weetabix Wildcats session?
- Is your session representative of the community?
- Does your session offer opportunities for players with a disability?
- Have you contacted your CFA with regards player recruitment, support and how to ensure success?



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Criteria
10. Accessibility

Weetabix Wildcats is a community programme, which is designed to give every girl the opportunity to play football. Accessibility is about removing barriers to participation.

These may be:

- Physical Barriers: if young people have Special Educational Needs or Disabilities (SEND)
- Economic Barriers: if young people are from disadvantaged backgrounds we want to make sure some Weetabix Wildcats sessions are in locations which don't require much travel; and why we have capped the entry fee at £3
- Logistical Barriers: Weetabix Wildcats is a community programme and so needs to operate in community hours i.e. outside of school time.

Organisations should select a venue and a start time that is accessible for participants.

Can Weetabix Wildcats be delivered in schools?

Any organisation delivering Weetabix Wildcats on a school site must ensure that the session is delivered at a suitable time for access for participants from surrounding schools, therefore sessions must allow a minimum of 30 minutes following the school day before starting the session.



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Criteria
11. Participants

Session Capacity

Weetabix Wildcats must demonstrate that they have a minimum capacity of 30 participants.

For example, sessions must have the correct coach ratios for 30 participants and a playing area suitably sized to host 30 participants.

Participant target

Sessions should aspire to achieve 30 participants each week over each delivery year. Understandably this may take a number of weeks to achieve, and depends on each local community and type of session, e.g. if you are a disability specific provider then we understand the number of participants is likely to be lower than those suggested here.

Participant booking/consent

All participants must be booked onto a Weetabix Wildcats session via England Football Events Platform online booking system, by their parent/carer, prior to taking part in a session.

- Weetabix Wildcats coaches/volunteers must take attendance at the end of each session
- Weetabix Wildcats coaches/volunteers must have confirmed parent/carer consent to participate
- All Weetabix Wildcats sessions must collect participant data and ensure its retention is in compliance with General Data Protection Regulation (GDPR); medical needs, emergency contact information, any additional needs e.g. support for impairment, learning difficulties.

It is mandatory for all Weetabix Wildcats Providers to use England Football Events Platform.

By using this system you will have/be:

- ✓ GDPR compliant
- ✓ Parental consent
- ✓ Participant medical details
- ✓ Parent/Guardian emergency contact information
- ✓ Additional needs information
- ✓ Easy attendance register system

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Criteria

12. FA Terms & Conditions

All Weetabix Wildcats providers must agree to the FA Terms & Conditions upon application, and must operate within the parameters of this agreement.



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Contact
LOL

Contact

Any questions, please contact:

WeetabixWildcats@TheFA.com

Thank you for your support and
we look forward to working with you.

**Weetabix
Wildcats team**

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