

WELCOME

Welcome to the latest edition of the Norfolk County FA bulletin and the fourth of the 2021-22 season. As always, we aim to provide you with all the latest information as grassroots football continues to be played across the County.

NIMESH PATEL VISITS NORFOLK COUNTY FA

This month saw Regional Coach Development Officer for Diversity & Inclusion (East region), Nimesh Patel, visit Norfolk to support the County FA with their inclusive coaching offer, specifically around supporting and engaging with Black and Asian coaches.



Nimesh also met with two members of our Inclusion Strategy Advisory Group (ISAG), Ken D'Rosario and Gabriel Evbota. The meeting provided an opportunity for Nimesh to understand more around the challenges locally with engaging and developing Black and Asian coaches, as well as the chance for the ISAG members to gain knowledge and challenge what support Nimesh will be able to offer coaches within Norfolk.



Nimesh, alongside Norfolk FA Football Development Officer, Harry Diggins, attended a New Routes football session specifically for refugees and asylum seekers, to deliver a coaching session, as well as engaging around coaching opportunities in Norfolk.

Read more about Nimesh's visit by [clicking here](#).

Listen to an interview with Nimesh by [clicking here](#). Also listen to an Interview with New Routes Adult Support Coordinator, Patrick Heaton-Armstrong, by [clicking here](#).

FOOTBALL FOUNDATION'S ROBERT SULLIVAN VISITS NORFOLK

CEO of the Football Foundation, Robert Sullivan, visited Norfolk FA's new County Headquarters and The Football Development Centre (FDC) earlier this month as he completed a tour of some of the County's Football Foundation funded projects.

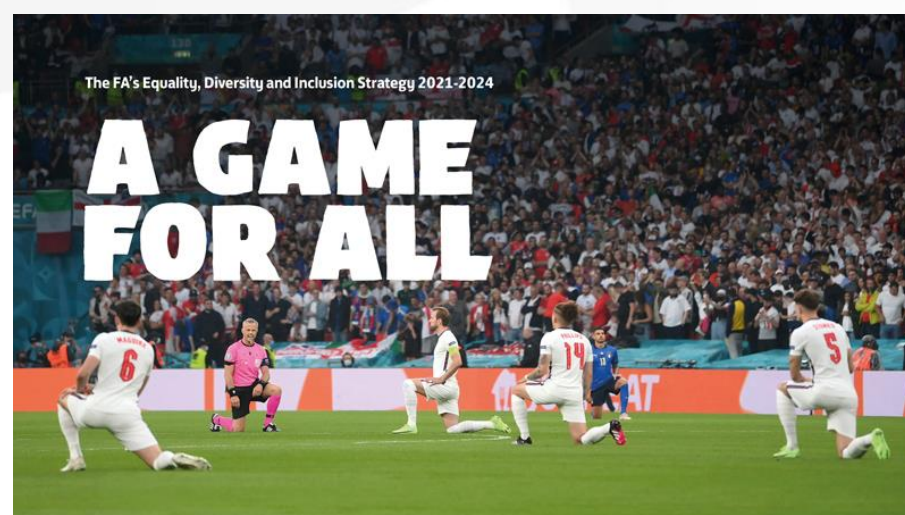


Meeting Chairman Michael Banham, Chief Executive Matt Carpenter, and Head of Facilities & Development Ian Grange, Robert was given a tour of the recently refurbished FDC in Bowthorpe, Norwich as well as the newly constructed County HQ Building.

Having recently completed the latest developments of its flagship football hub with support from the Football Foundation totalling £971,040, Norfolk FA is planning for Phase 2 of the project which will see a £646,040 Football Foundation grant being utilised towards a much larger development at the premises. To read more please [click here](#).

THE NEW EQUALITY, DIVERSITY, AND INCLUSION STRATEGY

The FA has published its new three-year equality, diversity and inclusion strategy, which will run until 2024 and forms an integral part of the governing body's long-term commitment to use its influence across English football to create a game free from discrimination.



A Game For All outlines three key strategic commitments – Lead the Change, Be the Change, and Inspire the Change – which will ensure tackling discrimination remains a core priority for English football for years to come. To read more please [click here](#).

INTRODUCING FOOTBALL YOUR WAY - A LANDMARK DISABILITY FOOTBALL PLAN

The FA have announced an ambitious new three-year plan titled Football Your Way, to help develop, improve and raise awareness of Disability Football in England.



The new plan is the first of its kind and covers seven key areas, demonstrating our commitment to ensuring that as part of the equality, diversity and inclusion strategy, disabled people have the opportunity to engage and participate in football their way, from grassroots all the way to the elite end of the game. To read more please [click here](#).

WELLBEING PROMOTED IN LOCAL FOOTBALL GAME

A local football game played between a Norfolk mental health Service and a Dads group to promote wellbeing in the Norfolk community.



The Norfolk Wellbeing Service took on a select 'Match of the Dads' group at Norfolk FA's Football Development Centre in Bowthorpe, Norwich. The game was organised as part of the new partnership formed to encourage anyone who may be struggling with their Mental health to reach out for help. [Click here](#) to read more.

THE NORFOLK FA NOTICEBOARD

The [Norfolk FA Noticeboard](#) is where you can post content related to #NorfolkFootball such as advertising for players, coaches or volunteers.

You are now able to post opportunities or advertisements on the noticeboard without the need to contact Norfolk FA directly. Posts can include hyperlinks such as email addresses and websites, not to mention graphics and photos.

Noticeboard posts require approval from Norfolk FA and will be regularly monitored by Norfolk FA staff. Your post should appear on the Noticeboard within 3-5 working days and we reserve the right to remove unsuitable or inappropriate posts.

THE DETTOL CLUB SHOP

Dettol have launched a brand-new Club Shop, giving clubs access to their cleaning and disinfection products.



This year Dettol became the Official Hygiene Partner of The FA, including England's national teams and grassroots football, to help reinforce good hygiene across every level of the game. As part of this partnership the UK's leading disinfection brand has launched the Club Shop, to help provide clubs with access to their solutions, including antibacterial surface wipes, sprays, hand sanitiser, handwash and laundry sanitiser, so they can implement effective hygiene practises in their club. To read more and view the shop, please [click here](#).

RECEIVE BESPOKE SUPPORT FOR YOUR CLUB OR LEAGUE

This season Accredited Clubs and Leagues will have the opportunity to create their own workshops alongside Norfolk FA to upskill and support volunteers.



Norfolk FA is looking to work with our Accredited Clubs and Leagues to create bespoke support that will raise the standards of the football environment, upskill the voluntary workforce and enable Leagues to deliver a wide range of provisions.

Accredited Clubs and Leagues can "build your own" support workshop that will be delivered by Norfolk FA staff, National FA staff and external professionals to as little or as many volunteers/parents/players within the club or league as necessary. The Football Development Department will work with Clubs and Leagues to build the content on one or more topics to be delivered at a time that suits them.

To read more please [click here](#).

LET GIRLS PLAY

The FA has launched a new campaign – Let Girls Play - which supports their strategic ambition to give all girls equal access to play football in school by 2024.



Backed by Let Girls Play ambassadors Abi aged 17 and Olivia aged 15, along with Barclays' ambassador Kelly Smith, MBE, the Let Girls Play campaign will inspire and empower communities and schools to want to help make change, unlocking equal opportunities for girls to participate in the sport. To read more please [click here](#).

WOMEN'S FRIDAY NIGHT 5IVES

Women's 5-a-side football returns to the FDC next month with a brand-new Friday night league running until Christmas.

Starting on 12 November the league will take place on Friday nights under the floodlights of the FDC in Bowthorpe, Norwich and run for six weeks leading nicely into the festive season. Teams can enter the league for free and match fees are just £25 per team per week. Teams are able to register as many players as they wish and can have squads of eight on any given match night.



Prizes are up for grabs each week for teams and individuals, and the team that is crowned the winner at the end of the season will be given a bumper pack of prizes, including:

- League Winners Trophy
- A set of County 5IVES branded T-shirts
- FDC Bar & Food Voucher
- Nike Football
- Case of Beer/Cider/Lucozade

To find out more about the Women's league please e-mail County5IVES@NorfolkFA.com or [click here](#).

SAFEGUARDING IN NORFOLK FOOTBALL

The term 'Position of trust' refers to a situation where one person holds a position of authority over another and uses that position to their advantage.

Clubs should be vigilant and, on the look-out, particularly within female and disability football to ensure coaches, officers and volunteers are not potentially abusing a position of trust that they hold, for self-gain.



Please contact our County FA Designated Safeguarding Officer, Ken D'Rosario via safeguarding@NorfolkFA.com or call 01603 704050 if you have any concerns.

COACHING CPD - BENEFITS OF SMALL SIDED GAMES

Join the Grassroots Coach Development team for a session where they will bring to life examples of small-sided games at the FDC, Bowthorpe next month.



Join the Grassroots Coach Development team for a session where they will bring to life examples of small-sided games and how they can be used to benefit the development of your players holistically. They will share a range of in and out of possession small-sided games designed to help develop more skilful players.

- Venue: theFDC (NR5 9ED)
- Date: Tuesday 23 November
- Time: 7pm-9:30pm
- Host(s): Amanda Greenslade, Jo Williams & Harry Diggins

To read more please [click here](#).

OUR OFFICIAL INSURANCE PARTNERS - ONE BROKER ARE HIRING

One Broker are currently looking for a Claims Technician, a Personal Lines Account Handler, and a Junior Accounts Administrator to join their team in Norwich.



If you'd like to learn more about One Broker and the specific roles, please [click here](#).

NORFOLK AND WAVENEY MIND ANNOUNCED

Last month we held our 2021 Volunteer Awards, and with it announced our new Charity Partner, Norfolk & Waveney Mind.

The mental health charity will be working with us over the next three seasons as we look to reinforce our commitment to mental health awareness as recently announced in our new strategy.



Chair of the Board of Trustees, Louise Jordan-Hall attended the Awards with Fundraising, Marketing & Communications Lead, Rachel Walsh, where they met Chairman Michael Banham, Chief Executive Matt Carpenter, special Guest Darren Eadie, and many award winners in attendance.

Norfolk and Waveney Mind Chair of Trustees, Louise Jordan-Hall said: "We work to ensure that no one in Norfolk and Waveney has to face a mental health problem alone and partnerships like this enable us to reach far more people, helping to build healthier, more resilient communities.

"Our partnership with Norfolk FA will enable us to reach far more people, utilising the wide reach that grassroots football has to raise awareness, reduce stigma as well as proving valuable mental health training to clubs and leagues to improve education within football."

To read more about the partnership, please [click here](#).

CHAPLIN FARRANT APPLAUDED FOR LONG TERM SUPPORT

Last month, our Volunteer Awards Evening was once again supported by our longstanding partners Chaplin Farrant, without whom we would not have hosted such a successful evening.

Based in the East of England, offering architecture, engineering, cost consultancy and CDM services, Chaplin Farrant put people at the heart of everything they do. This is reflected in their support of rewarding Norfolk Football's hardest working volunteers at our annual Volunteer Awards since 2017.



Consistent supporters of Norfolk FA and grassroots football, it was the fourth time Chaplin Farrant had been the sponsors of the Volunteer Awards and having recently been involved with refurbishments at The FDC and the build of our new County Headquarters, our working relationship is going from strength to strength. To read more about Chaplin Farrant and our partnership with them, please [click here](#).

WORKPLACE TIPS WITH MIND



Mindfulness can help us all keep things in perspective and deal with stress. Three tips to make your workday more mindful:

1. Set a timer for a Mindful Minute – either checking in with physical sensations or checking on your breathing
2. Micro Practices: (breathe for 3 breaths and ask, "What is important right now?")
3. Stapling it to other activities – making tea, firing up your laptop, walking to the loo or while stuck in the Zoom waiting room

AND FINALLY

We will continue to do our best to offer support and guidance while grassroots football is being played, and we ask that everybody continues to pull together and support one another as much as possible.

Best wishes,
Norfolk County FA