



NEWS RELEASE

Friday 3 November 2017

Norfolk FA release new initiative to support recruitment in grassroots football

As part of their 17/18 Play Coach Volunteer Referee (PCVR) strategy, aimed at increasing participation in multiple aspects of Norfolk Football, Norfolk FA have released a new initiative designed to support grassroots football clubs in player and volunteer recruitment.

The 'Join Our Club' programme aims to support clubs with their recruitment in order to ensure self-sustainability and the maintenance of a positive environment for development.

The Norfolk FA Marketing & Football Development teams have joined forces to provide editable promotional assets featuring Norfolk FA & FA branding that clubs can utilise moving forward, as well as guidance, support and contacts to assist clubs in raising their profile.

The aspiration of the programme is that clubs within the County will be able to promote themselves and showcase their successes in order to attract players and volunteers; getting people more involved in the game whilst simultaneously assisting clubs in becoming part of the lifeblood of their communities.

Clubs can sign up to receive assistance with social media and the creation of marketing assets as well as register to have club workshops put on by NCFA staff members. They can learn more about the opportunities within their area and how to tap into other groups such as youth clubs and schools.

The programme has been soft launched with a handful of clubs receiving some marketing tools to promote their own objectives; however the official launch begins with an online Webex on Monday 20 November. Club officials can sign up for free and can attend the Webex via a computer at a location convenient to them or in the comfort of their own home.

Marketing & Communications Manager, Rebecca Burton said: "The [PCVR] Club Support fund took a big step in supporting clubs financially but feedback from last season's surveys also stated player commitment and lack of volunteers as big challenges within the modern game. The Join Our Club programme will see us giving time, support and knowledge to clubs in order to help them improve their recruitment in these areas.

"Being part of a football club is a fantastic and rewarding experience and local football within the county wouldn't survive without the army of volunteers that make it all possible. We want to help clubs engage with more people that can become a valued member of their football family, and help them show what a fulfilling experience it can be in return."

Senior Football Development Officer, Stacey Annison said: "This is a great opportunity for our local

clubs to utilise this evolving initiative. Initially clubs will have access to fantastic branded assets and these will be supported by 'top tips' and guidance notes from a Football Development perspective.

"As a department Join Our Club will enable us to pinpoint which of our member clubs need support, in what way and to what level. We want to be more hands on with those clubs and offer more tailored support to ensure sustainability and growth moving forward, so I'd encourage clubs to come forward and find out more via the Webex."

Club officials can sign up to the Join Our Club Webex on Monday 20 November by visiting NorfolkFA.com and registering online.

For further information, please contact:
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NOTES TO EDITORS:

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About Norfolk County Football Association

Norfolk County Football Association was founded in 1881 and has been administering football in the County, both at grassroots and professional level, for over 130 years.

Becoming a limited company in 1999, the Association acquired the leasehold of a purpose built football facility in Bowthorpe, Norwich ten years later. The Football Development Centre, or 'the FDC' is a hub of both regulated and recreational activity for the football community of Norwich and Norfolk.

In 2016 Norfolk FA opened the FDC@OpenAcademy and the FDC@Flegg in partnership with the school sites in which they are situated (Open Academy, Norwich and Flegg High School, Martham). Both Football Development Centre hubs feature a full size 3G pitch, changing facilities and education areas.

The work of the County Football Association is underpinned by an army of volunteers involved within Norfolk's member leagues and clubs, whom without their contribution, it would be impossible to organise and run football on the scale it is enjoyed in Norfolk today.

About For All

"For All" was launched to create greater awareness of The FA's role whilst demonstrating that football is open to everyone, regardless of gender, sexuality, ethnicity, ability, disability, faith or age.