

Equal Game Ambassador Programme FAQS

What will be the recruitment process for an ambassador?

You may adopt any CFA specific recruitment processes and The FA will provide any template job adverts, job descriptions, interview guides in order to promote and recruit your ambassador as needed.

What are the timescales?

We would like all ambassadors to attend the Train the Trainer events alongside their CFA Lead, which commence from 29th November 2022.

How many ambassadors can we recruit?

Please see ambassador allocations listed in the job description.

What happens if we can't find anyone we want to appoint?

We will support those CFAs as needed.

What are the terms of engagement?

The ambassadors will be engaged as casual workers not as employees. The terms of engagement are set out in the ambassador/casual worker contract provided which we would recommend use. You will need to tailor this contract to your specific operational requirements and reporting lines.

What is a casual worker?

Casual workers are used by organisations who want flexibility in their workforce and historically were used in businesses where the need for workers was not constant. Casual work was often a feature of seasonal businesses but that has changed as the gig economy has developed. Casual worker status appears ideally suited for the ambassador role and the ambassador/casual worker contract provided is not an employment contract but an agreement with a worker which gives the worker no guarantee of any minimum level of work or any mutuality of obligation. It is entirely at the discretion of the County FA to offer work when it needs the ambassador and is under no obligation to do so.

How long do ambassadors work?

There is no guarantee of work but funding will be available for ambassadors to work up to 50 hours per annum and County FAs are encouraged to maximise the funded hours available.

What happens if the ambassador leaves part way through the year?

They are entitled to be paid up to the date that they leave subject to any adjustments for holiday pay. Depending on hours remaining in the contract, the County FA should aim to re-recruit.

Is the ambassador entitled to sick pay and holiday?

Yes, ambassadors as casual workers are entitled to sick pay and holiday pay in certain circumstances. This is set out and explained in the ambassador /casual worker contract provided.

Can I share an Ambassador with a neighbouring County FA?

If you would like to pool funding between County FAs, you would need to ensure there was an agreement in place for the recruitment and management of the ambassador contract. Please communicate any plans with The FA.

Can we contract an ambassador for more than 1 year?

Funding is available annually and it is therefore advisable to review the engagement of an ambassador each year. The ambassador/casual worker contract provided is very flexible and is not for a fixed term. It can be terminated at any time. It can also be varied easily and re-issued if required. The contract does not create continuity of employment as the worker is not employed.

What funding will we receive?

A & B Band CFAs will receive £2,974 for 2x ambassadors, kit and workshop delivery and C Band CFAs will receive £1,487 for 1x ambassador, kit and workshop delivery.

**subject to funding confirmation*

When will we receive the funding from The FA?

The funding will be distributed to CFAs, with 50% on notification of appointment of the ambassador role and 50% to follow.

How should the ambassador be paid by the County FA?

In the usual way through payroll and subject to the usual deductions.

What happens if the ambassador can't make the Train the Trainer?

Ideally, all ambassadors and CFA Leads would attend together for the initial Train the Trainer, however if they are unable to, they can still support future workshops with their CFA.

Will the CFA receive any funding to deliver their workshops?

CFAs will be given FA funding for this programme which includes the 50 hour contract(s) and surplus for delivering workshops and supplying kit for your ambassador.

**subject to funding confirmation*

Will the ambassador receive any kit?

CFAs will be given FA funding for this programme which includes the 50 hour contract(s) and surplus for delivering workshops and supplying kit for your ambassador.

**subject to funding confirmation*

How many clubs should an ambassador work with?

In order to ensure the ambassador builds credible relationships with Clubs and impacts on the Equal Game Action Plans, we would envision ambassadors working with 4-5 Clubs and spend a minimum of 5 hours with each. Ambassadors could 'cluster' their Clubs and support to maximise impact as long as their offer is still bespoke to each Club's needs.

How should I select the clubs for the ambassador to work with?

You may have already performed a 'Gap Analysis' to identify Clubs needing support to create female provision, to bridge the gaps in their current female pathways, or to progress their England Football

Accreditation. They may be Clubs who have shown an interest or desire to attend the previous Female Friendly Clubs Training or the new Equal Game Programme.

What other support and training will the ambassador receive?

The ambassador will attend the Train the Trainer course alongside their CFA Lead. We are also developing a bespoke training event for ambassadors specifically.

What are the measures of success for this role?

Supporting Clubs to identify and then improve the self-assessment scores within their Equal Game Action Plan. Longer term impact on the CFA secondary measures and growth in female provision and participation.

How should Ambassadors report back to the CFA on progress?

A template will be created and shared with CFAs to use. This will likely be an online, interactive measurement tool to monitor progress against the success measures.

How will CFA's report back to The FA on these measures of success?

A template will be created and shared with CFAs to use. The FA will analyse the future affiliation and player registration to evaluate the impact of the Equal Game programme.