





# Introduction



## What is the Claim the Game programme?

Claim the Game is an opportunity for women aged 16 and above to try football for the very first time or to reignite their love for the game.

Sessions are delivered to participants:

- regardless of ability, disability, impairment or health condition
- In a way that is tailored to suit the wants and needs of those attending
- As literally any type of session you can think of, as long as it involves a football!
- by somebody with at least a lead playmaker qualification
- in a safe and female friendly environment.



# Who can apply?



If you currently deliver Weetabix Wildcats or Squad Girls' Football sessions then Claim the Game sessions are perfect for mums and carers to get involved in while their child takes part in a simultaneous football session.

Applications are also welcomed from any organisation that can deliver sessions in accordance with the session requirements.

## Who can apply:

- Clubs
- Schools
- Private deliverers
- Facilities
- Individuals
- Groups

## Session Requirements

- The programme must be delivered for a minimum of 20 weeks per year for at least 2 years
- It must be sustainable beyond this time
- It must have capacity to deliver for a minimum of 10 participants per session
- Each provider must use the England Football Events Platform to create sessions and take attendance weekly
- Monitoring and evaluation must be provided quarterly
- Sessions must be participant centred
- Sessions must be inclusive and reflect the local population in which they are situated
- Sessions must be accessible and remove as many of the physical, economical and logistical barriers to participation

# What will providers receive?



## Funding

A grant of up to £900, which must be invested into your Claim the Game sessions, distributed in the following format:

**Year 1** - £700, 50% released at the start of the programme and 50% after session ten.

**Year 2** - £200



## Training

An opportunity to attend a training session to discuss marketing, session delivery and how to deliver participant focused sessions.



## Marketing

Marketing assets and top tips on how to reach your target audience.



## Support

Direct access to SHCFA support via phone, email or face to face at your Claim the Game sessions.



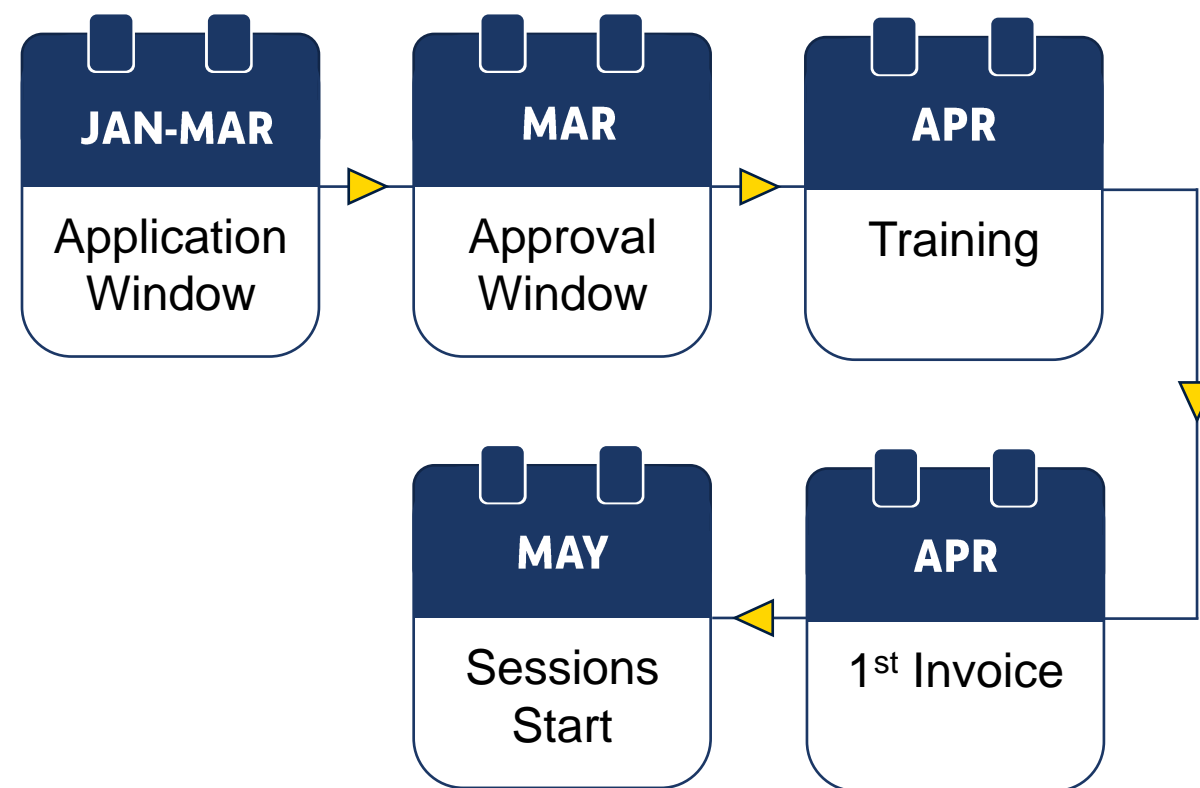
## Equipment

A Just Play equipment pack, which contains footballs, bibs, cones and a marketing banner.

# Programme Timeline



Date	Activity
January	Application window opens
March	Application window closes
March	Applicants notified of outcome and sent paperwork
April	Training
April	Paperwork and 1 <sup>st</sup> invoice deadline
May	Sessions start
July/August	Check in's



# Delivery Requirements



Organisations will not be funded to deliver:

- An after school club – it must be accessible to all the community.
- New programmes to replace existing programmes.
- Additional sessions for existing players.



Complete a health and safety activity checklist (template provided)



Complete a health and safety risk assessment (template provided)



Have public liability insurance with a minimum limit of indemnity of GBP 5 million



If sessions include 16-18 year olds you must have a Safeguarding Children Policy



Must use the England Football Events Platform to create, manage and take attendance at each of your sessions



There must be at least one DBS checked Lead Playmaker or FA Level 1 coach (if U18's are involved there must be a minimum of 2 DBS checked adults) available at the session at all times.

# How to apply?



- Apply via the FA Events Portal as a Just Play session [here](#)



- If you have a question about the programme or require further support, please contact Sara Harnett at [sara.harnett@sheffieldfa.com](mailto:sara.harnett@sheffieldfa.com) or 07805 683784



# Programme Details



# What are Claim the Game sessions?



Sessions must be **fun, casual** and can be almost **any style of football**, e.g. walking football, Soccercise, beginners coached session, turn up and play small sided.

The emphasis is on the **women choosing what works for them** as a collective.



The sessions are for the women in your environment and community, 'claiming the game' as their own and enjoying it how they want to.

# Types of sessions



## Soccercise Session

Soccercise is a way for people to get fit with football.

- combines a variety of fitness exercises with a football
- can be done indoors or outdoors and even in the comfort of your own home
- can be tailored for all abilities, from absolute newbies to players that are thinking of returning to the game but want to build up some fitness.

If you're new to delivering Soccercise we can support with resource cards and CPD for coaches to be upskilled.



# Types of sessions



## Walking Football Session

Walking football has no running, jogging or heading, there is reduced physical contact with tackling.

It's a great way to continue playing the game if players don't feel like they can keep up with the running game anymore.

It's also a great entry point for new players with reduced physical contact and no running or jogging allowed.





# Types of sessions



## Funball Session

The name says it all. This is quite simply just about having fun with a ball.

It is lots of playground, small sided and enjoyable games that incorporate a ball.

Think tig, duck duck goose and space invaders – all with a ball thrown in.

It's a great way to get new players involved in the game, as well as those that have fallen out of the game because it wasn't fun for them anymore.





# Types of sessions



## Turn Up & Play Session

Players turn up, do a warm up, split into two teams and off they go. 5, 6, 7 or 9 a side dependent on the numbers and space you have.

This kind of session is great for players that have recently stepped away from the 11 a side game or are quickly comfortable stepping into a game.

This session might be daunting to someone that has never played before, make sure to get an understanding of your participants and their experience before starting this type of session.



# Age Banding Sessions

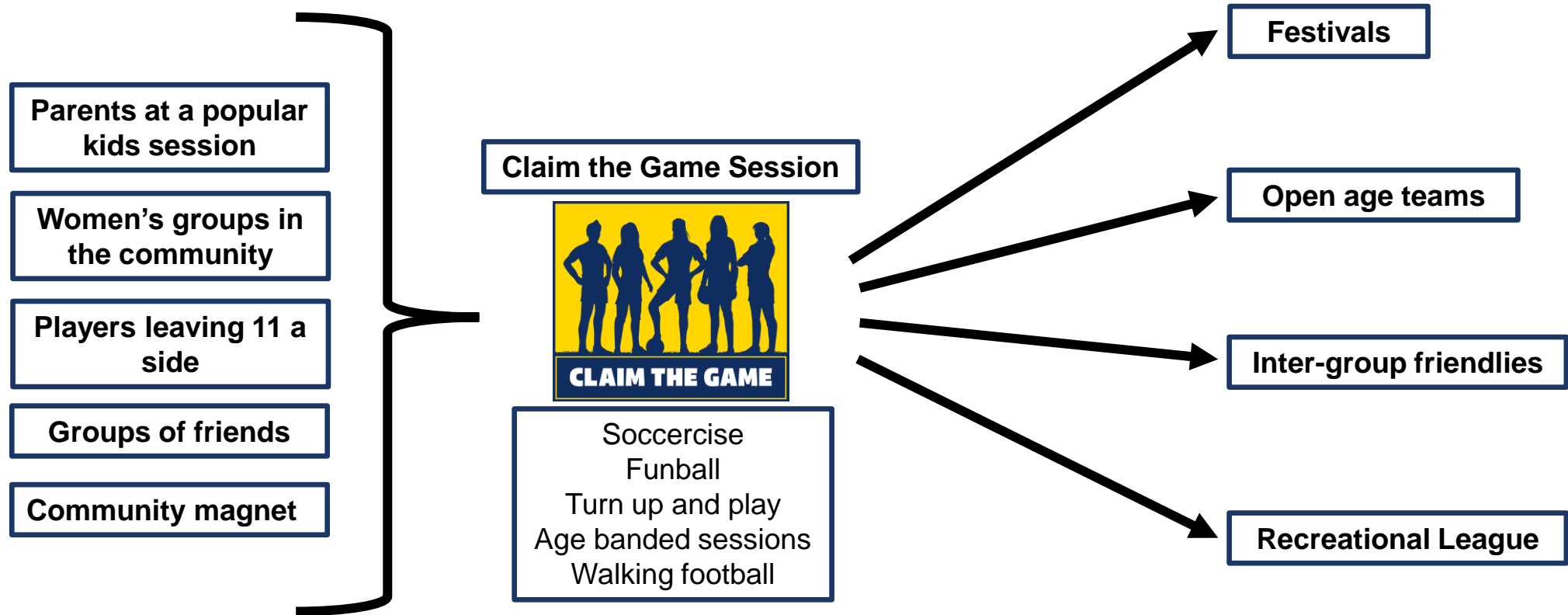


You may have groups of women of particular age groups that may wish to play together for a variety of reasons:

- Recovery time – older women may prefer less contact and be aware of
- Education point – participants may prefer to be with fellow students to share experiences
- Relatability – in terms of the social side, by having age bandings it may be that the group comes together quicker socially and meet outside of the training sessions

Age bandings can be anything you'd like. For example: 16-25, 30 plus and 40 plus. Again, it is always a good idea to consult your participants in advance and during delivery.

# Entry & Exit Routes



# Other Player Opportunities



## Festivals

We run at least three festivals each season, with the emphasis on being fun and making friends.



## Friendlies

Through affiliating you can opt to play friendlies against other recreational groups.



## Leagues

We run a recreational league that plays every fortnight that groups and teams get regular football against each other



## Coaching Support

We provide regular recreational CPD events for current coaches and any players that are interested in coaching.



# Top Tips

We conducted a consultation with women in South Yorkshire to find out what women want from a recreational football session.

When you decide on your age range, we have further insight available to help inform your decision making.



## **Top 2 reasons to play football:**

To get fit and feel good.



## **Most preferred session type:**

Turn up and play/small sided and Soccercise



## **Session leaders need to be:**

Approachable, fun, friendly and enthusiastic.



## **The venue needs to be:**

Local, safe, well lit, have clean toilets, clean.



## **Ethos is really important**

Fun, friendly, supportive and positive is incredibly important as an atmosphere for the session.

# Sustainability



## What We Know:

- Sessions can take some time to generate regular participants, generally 8 weeks or more, so sticking with the sessions with less than six participants is recommended. That's how the session will grow.
- Sessions that don't add a charge for their participants tend to struggle to continue, especially when it comes to winter and participant numbers drop.
- Sessions that adapt end up lasting. Being flexible in your approach is important.

## Top Tips:

- Make sure to add a charge to the session for participants.
- Offering the first session for free is a great way to give participants the opportunity to try without any financial commitment.
- If participants are unable to pay or you are uncomfortable adding a charge, then a sponsor or a guarantee of other funding must be found.
- Recreational sessions are non-committal so building a group of 16 and more is the best way to guarantee around 10 or more players turn up each week.
- Keep checking in with your participants to get feedback and make any changes that might be needed.

# Ready to apply?



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# Get in Touch

For further information or if you  
have any questions, email  
[Sara.Harnett@sheffieldfa.com](mailto:Sara.Harnett@sheffieldfa.com)