SSE WILDCATS CENTRES CFA OPERATING MANUAL 2018/2019

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CFA OPERATING MANUAL 2018/2019



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INTRODUCTION

DOUBLING PARTICIPATION

In March 2017 The FA launched the Strategy for Women's and Girls' Football. Game Plan for Growth. The vision. whether competitively or recreationally, to be the no1 team sport of choice for every girl and woman in England.

The SSE Wildcats concept was introduced in 2017 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.

An SSE Wildcats Girls' Football Centre is a permanent opportunity for girls aged 5 - 11 to try football for the first time in a fun and safe environment. Participants will have fun, develop fundamental skills, try a variety of sessions and lay the foundations for a lifelong love of sport. The sessions are delivered by qualified coaches on a weekly basis, either evenings or at weekends.

The aim is simple: HAVE FUN, MAKE FRIENDS, PLAY FOOTBALL!





SSE WILDCATS STRATEGY KEY OUTCOMES

KEY PERFORMANCE INDICATORS

- Sustaining 75% of SSE Wildcats Centres delivered in 2018
- To grow new sustainable SSE Wildcats centres

PILLAR 01 I OPERATIONAL DELIVERY

Deliver a fit for purpose offer that encourages brand new girls to try football for the first time

PILLAR 02 I PARTNERSHIPS AND STRUCTURE

Grow capacity and delivery reach through sustainable organisations that are committed to developing girls football

PILLAR 03 I WORKFORCE

Build, inspire and unite the SSE Wildcats workforce through high quality training and development support

PILLAR 04 I PROFILE AND BRANDING

Use high profile events as catalysts to engage, signpost and inspire new SSE Wildcats participants and volunteers

PILLAR 05 I MONITORING AND EVALUATION

Demonstrating impact and long term sustainability of funding and provision



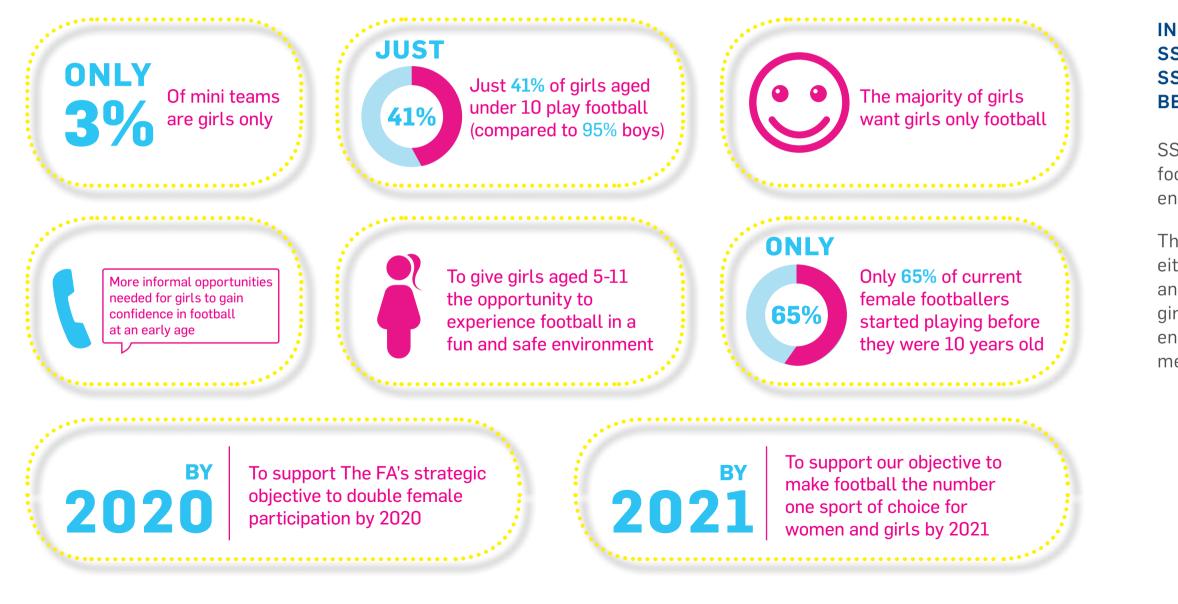
WHAT IS SSE WILDCATS?

THE VISION

CREATE & DELIVER A SUSTAINABLE FOOTBALL OFFER FOR 5-11 YEAR OLD GIRLS, PROVIDING OPPORTUNITIES TO EXPERIENCE FOOTBALL FOR THE FIRST TIME IN A FUN & SAFE ENVIRONMENT



WHY WE CREATED SSE WILDCATS?



WHAT IS SSE WILDCATS?

IN SPRING 2017, THE FOOTBALL ASSOCIATION AND SSE TEAMED UP TO LAUNCH A NEW INITIATIVE, SSE WILDCATS, DESIGNED TO INSPIRE GIRLS AGED BETWEEN 5-11 TO GET INVOLVED IN FOOTBALL.

SSE Wildcats provide regular opportunities for girls to play football and take part in organised sessions in a fun and engaging environment.

The centres are accessible for all, running on a weekly basis either evenings or at weekends, utilising qualified coaches and local facilities. They provide a safe environment where girls with no football experience can have fun whilst engaging with the sport, developing fundamental skills and meeting new friends along the way.



SSE WILDCATS VALUES







RUBY AGE 9

"I JOINED WILDCATS TO MAKE NEW FRIENDS"

EMILY AGE 6

"I JOINED WILDCATS **BECAUSE I WANTED TO** PLAY FOOTBALL WITH **OTHER GIRLS**"

ALICE AGE 7

The graph above shows the different pillars that we as The FA girls will transition through the pathway into competitive teams, categorise women & girls football into. As you can see SSE Wildcats however it is important that centres remain a permanent opportunity sits under 'Football For Fun' as a recreational community session. SSE for girls to try football for the first time. Wildcats is a first introduction to football for the novice girl. Naturally

WHERE SSE WILDCATS FITS **ON THE FEMALE PATHWAY**



OBJECTIVES



IMPACT OF SSE WILDCATS

SSE Wildcats Girls' Football Centres are changing the culture of girls football in England and are growing year on year, see the results below from Year 2.





WHAT OUR PARENTS SAY!



CAROL – Parent

"I just wanted to say a big thank you to you all for helping Katie learn some fantastic football skills and how to play football, she has really enjoyed all the sessions."

MARTYN – Parent

"Thanks for all your hard work at Wildcats, it's great to have a girls-only football session that's so well run."

EMMA – Parent

"Just wanted to say that we've been really impressed with the sessions so far, really well run, enthusiastic coaches and lovely to see both our girls developing a love of football! Husband is happy with this coinciding with the World Cup too!"

RAJINDAR – Parent

"Thank you for yesterday evening's session - my daughter was left on a real high by the end of the evening despite her hesitant start - she doesn't stop asking when the next session will be!"

SOPHIE – Parent

"The sessions have been brilliant and its such a great way to encourage girls and build their self esteem, confidence and work as teams! I am happy to help out and train as a coach! I have a little football knowledge as I now live and grew up in a rugby household but am keen to learn!!"

BARBARA – Parent

"Isabelle is loving it she's only 5 but its really improved her coordination and fitness levels. The coaches are all lovely but Chloe is her favourite and is a great positive role model. Thanks for setting up the scheme and offering girls this opportunity, some of the older girls are fantastic players!!!!"

ROSIE – Parent

"Dear Wildcats, firstly a huge, huge thank you to all involved in Wildcats. My daughter has absolutely loved it and it has been a great introduction eye opener to her that girls can play football!! It's been a great course, good value easily accessible and brilliantly taught. Thank you."

PROGRAMME OVERVIEW

WHO CAN APPLY?

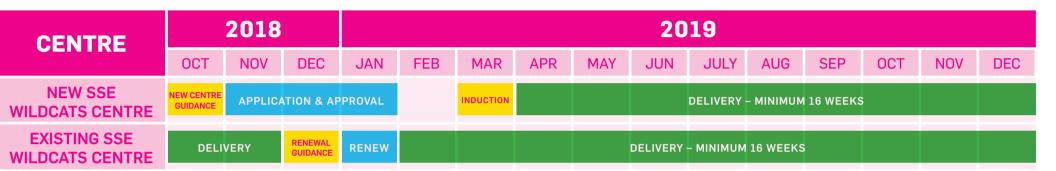
Applications are welcomed from any organisation that meets the SSE Wildcats criteria.

Organisations that delivered SSE Wildcats in either 2016/2017 or 2017/2018 can apply to run additional centres, in doing so they must continue running the original centre(s) they have set up. Organisations will not be funded to deliver new centres to replace existing centres.

Additional SSE Wildcats Centres must run at a different time and must have new/different players.



TIMELINE



NEW CENTRES

Guidance distributed to CFAs Week commencing 1st October 2018

Application window for new centres 1st November – 4th December 2018

CFAs Assessment & Approval window 4th December - 20th December 2018

Induction training March 2019

Delivery dates Centres must begin activity in April 2019 following induction training

Renew Application January 2020

EXISTING CENTRES

Renewal guidance distributed 1st December 2018

Renewal window for existing centres 2nd - 21st January 2019

CFAs Assessment & Approval window 2nd – 25th January 2019

Delivery dates Following approved application

Renew Application January 2020

PROGRAMME STRUCTURE



BENEFITS



WHAT CENTRES WILL RECEIVE

New SSE Wildcats Girls' Football Centres will receive:



Centres will receive branding and marketing material that can be used to promote sessions and will be provided with branding guidelines that must be adhered to.

Centres will have access to an online SSE Wildcats Shop, allowing you to purchase exclusive branded SSE Wildcats merchandise which can be personalised to your centre!

The shop has a range of clothing available such as t-shirts and hoodies as well as additional accessories including branded water bottles.

BRANDING & MERCHANDISE











HAVE FUN. MAKE FRIENDS. PLAY FOOTBALL

HEFA.COM/PLAY-FOOTBALL

FUNDING



Start-up funding will be provided by the FA for new SSE Wildcats Centres only		
ORGANISATION FUNDING	fur	
 Organisations will be able to access a start up grant of £900 	SS	
 Organisations will receive funding in year one and funding in year two of the programme 	Fu	
PARTICIPANT FUNDING	Ye	
SSE Wildcats Centres should include a sessional charge of up to a maximum of £3/hour/person	Ye	
 Centres that wish to increase charge must submit a rationale in writing to the CFA, it is up to the CFAs discretion to allow this 	CF	
COUNTY FA FUNDING	wh	
• For every approved new SSE Wildcats Centre the CFA will receive funding in the following format:	Со	

• £900 for the deliverer and £100 for the CFA towards administration of SSE Wildcats

FUNDING MODEL

each and supply of opportunity are paramount to the delivery of SSE Wildcats centres nationally therefore the following inding model applies:

SE WILDCATS CENTRES OPERATING IN THE COMMUNITY

unding available - £900

ear 1 delivery in 2019 - £600

ear 2 delivery in 2020 - £300

FA's must ONLY approve applications that are classed as a 'Community Session'. Please refer to the below definition hen approving your centres.

ommunity session definition:

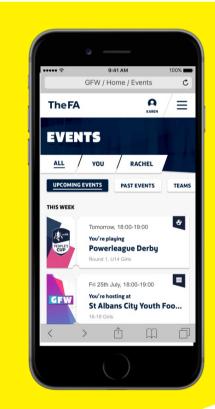
- An open access centre that any girls can access
- If operating at a school, the session must start 30 minutes after the school day has ended, to ensure other surrounding schools are able to access this centre.
- If operating at a school they must allow other schools and participants to attend the session.

WHAT CAN FUNDING BE USED FOR?



TECHNOLOGY

The platform will enable organisers to communicate with participants by sharing updates, capture user information to understand participation numbers and streamline the process of organising and facilitating sessions.



TECHNOLOGY

The Events platform will enable CFAs to:

INSIGHT	Understand which centre has delivered new players or retained people in the game
DATA	Build up clear view of every participant in FA programmes and FA touchpoints
ORGANISE	Centralise administration and track activity
APPROVE	Automate approval of event organisers with CFA checkpoints
VISUALISE	Observe trends in participation to understand what is happening and why, within SSE Wildcats
TRACK	Monitor bookings as well as attendance at individual events and programmes



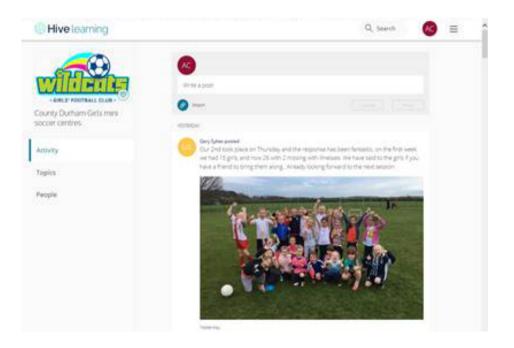
SUPPORT

WHAT IS HIVE LEARNING?

A digital platform where SSE Wildcats Centres can share good practice, ask questions and access resources. This will be overseen by FA Staff.

All SSE Wildcats Centre coaches & volunteers will be invited to join this network. Please refer to the following guidance when using digital platforms:

http://www.thefa.com/football-rules-governance/ safeguarding/best-practice-downloads



MONEY CANT BUY EXPERIENCES

SSE, the official Wildcats sponsor contribute funding to the SSE Wildcats initiative and have supported the programme through marketing initiatives and campaigns rewarding both volunteers and centres. Here are two examples of rewarding our workforce. There will be many incentives running throughout 2018/2019 to reward our amazing workforce!



SSE 🔮 @YourSSE · 16/05/2018 \sim sse .@TinaHamilton77, coach at @FJSCgirlsteam, reflects on her oncein-a-lifetime experience of presenting the **#SSEWomensFACup** to winners, @ChelseaLFC!



•	Volunteer Tina Hamilton presented the SSE Women's FA Cup Trophy at Wembley Stadium		
	an	n Mill Ladies SSE Wildcats Centre received all expenses trip to the Women's FA Final Wembley Stadium	
¢ ss	e	SSE @ @YourSSE · 05/05/2018 Our #SSEWildcats from @PenMillLadies are on their way to @wembleystadium to watch the highly anticipated #SSEWomensFACup final. We're proud to have partnered with @FA to create the SSE Wildcats programme for girls aged 5-11: bit.ly/ 2KFw6Oa	



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QUALITY IMPROVEMENT SCHEME

SSF Wildcats OIS has been introduced this season to support the long term retention of SSE Wildcats centres. It has been specifically designed to support the SSE Wildcats volunteers with implementing the key messages from local induction training.

This Quality Improvement Scheme is a combination of quality assurance and quality development, that includes tailored training and development for local centre staff.

The FA Coach Mentor team will visit each SSE Wildcats centre once per season (2019 & 2020). They will also work alongside the County FA to deliver 1 x SSE Wildcats CPD session.



FUTSAL

SSE Wildcats centres can apply to deliver Futsal.

Centres will receive 30 Futsals in their kit package

To deliver a Futsal Centre, here are the basic principles that you must adhere to:



The surface must be a hard court



The ball must be a Futsal ball



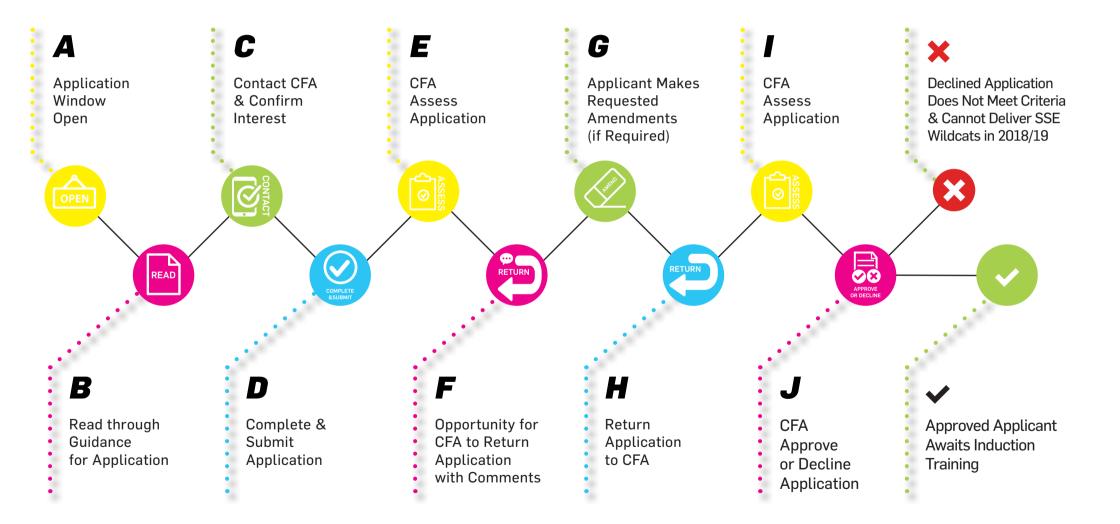
The pitch must have touchlines and not play off walls



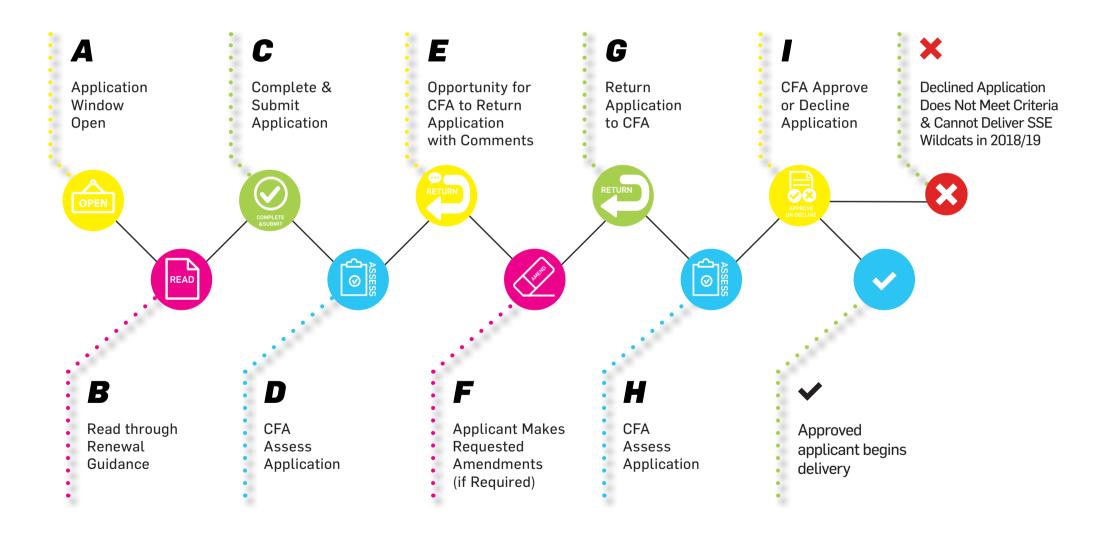
Must use 3mx2m futsal goals



NEW CENTRES APPLICATION PROCESS



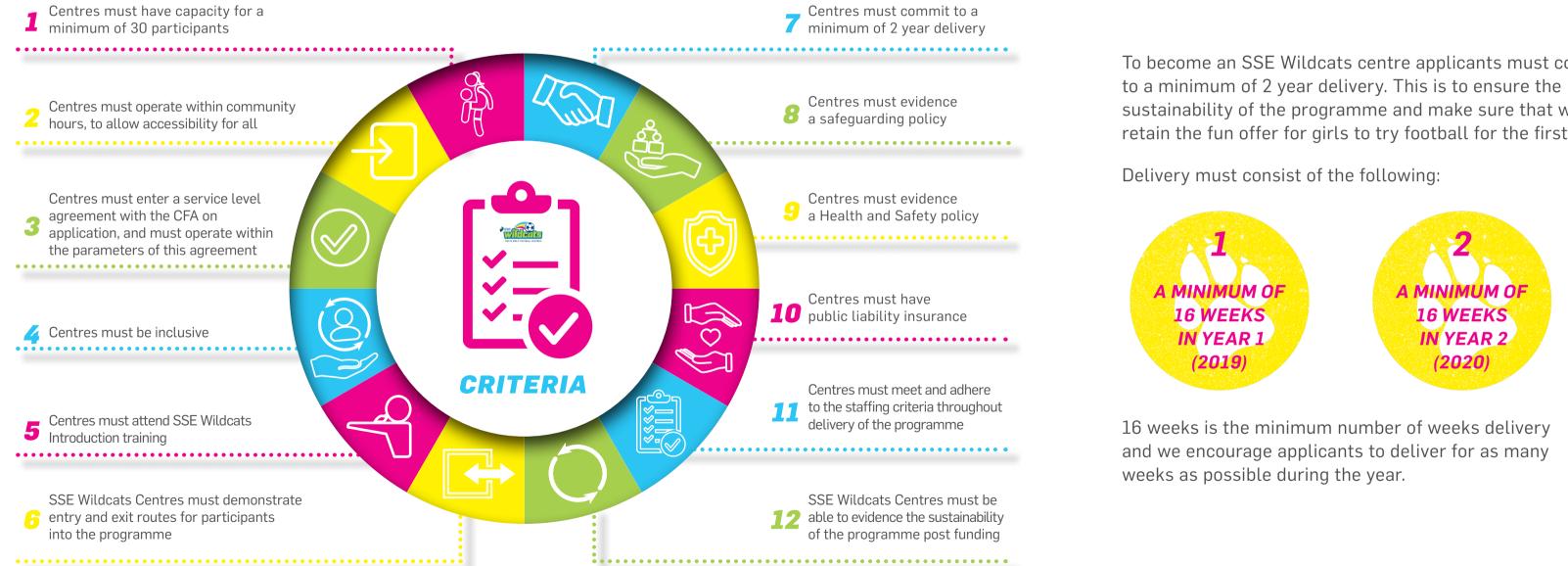
EXISTING CENTRES RENEWAL PROCESS



PROGRAMME CRITERIA

CRITERIA





CRITERIA 1. DELIVERY



To become an SSE Wildcats centre applicants must commit sustainability of the programme and make sure that we retain the fun offer for girls to try football for the first time.



CRITERIA 2. SAFEGUARDING



SAFEGUARDING IS EVERYONE'S RESPONSIBILITY

The delivery of all SSE Wildcats Centre activities must have appropriate safeguards embedded in line with the FA safeguarding policies and procedures. This will allow centres to maximise enjoyment and minimise risk.

All SSE Wildcats Centres must be able to evidence the following:

A Safeguarding Children Policy

If you do not currently have a policy you can download the FA policy here: http://www.thefa.com/football-rules-governance/

safeguarding/policy-downloads

Safeguarding Children Policy

The FA's Safeguarding Children Policy principles must be adhered to by SSE Wildcats Centres and all of its related activities. When working in partnership to deliver football activity it must be clear as to how these principles will be adhered to and the process 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 via The FA Case Management Team Safeguarding@TheFA.com or 0800 0835 902
- A named Designated Safeguarding Officer at each activity/event
- Safer recruitment including DBS checks; via The FA CRB (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)
- Safequarding training; completion of The FA Safeguarding Children Training e.g. SCW/WOW (NB - EFL and PL Club DSOs may evidence training provided for their role as DSO rather than complete the FA WOW)

REPORTING CONCERNS

The reporting of concerns should be made as easy as possible. There must be a designated safeguarding officer for each activity who is clear about The FA referral and whistleblowing processes.

PREVENTION

Implementing preventative safeguarding measures to help create safe and enjoyable environments for each aspect of the proposed activities is essential.

PLANNING, DELIVERY AND COMPLIANCE

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

CRITERIA 384. HEALTH, SAFETY & INSURANCE

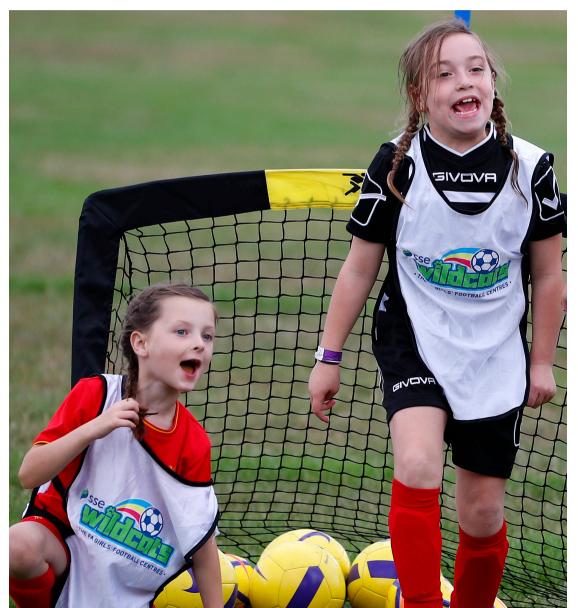


Centres must evidence the following:

A health and safety policy that states the venue's commitment to Health and Safety, clearly stating who does what, when and how. Further guidance available at HSE Health and Safety Made Simple.

http://www.hse.gov.uk/simple-health-safety

- An emergency arrangements policy covering Fire and First Aid procedures.
- A completed FA SSE Wildcats H&S Guidance and Venue Checklist. (distributed with centre application quidance document)
- A copy of the venues Public Liability Insurance certificate with a minimum limit of indemnity of GBP 5 million.
- A copy of the delivery organisations Public Liability Insurance certificate with a minimum limit of indemnity of GBP 5 million ensuring that insurance covers the participants from the age of 5 years upwards.



CRITERIA 5. STAFFING



There must always be a minimum of two adults (18+) available at any one time, one of which must be a level 1 coach, and there must be a minimum of 1 staff member (18+) to every 16 children (1:16).

Where the children are aged 8 or younger centres will require more staff and a minimum of two adults (18+) should always be present (ratio 1:8). If the children have additional needs e.g. learning needs or a disability the ratio should be higher than 1:16 to ensure centres can meet the specific needs of any given group.

STAFF	DESCRIPTION
1 X FA LEVEL 1 COACH	Must hold a minimum of FA Level 1 (age 18+) with an in date FA CRC, FA Safeguarding training and FA Emergency aid qualification. (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)
VOLUNTEERS	The minimum age for a volunteer is 14, where the volunteer is under 16 they must have parental consent to volunteer, volunteers under the age of 18 must be supervised at all times. If volunteers are 18 or over they must hold an in date FA CRC.
1X DESIGNATED SAFEGUARDING OFFICER (DSO)	The DSO must have attended FA Welfare Officer Workshop (WOW) or PL/EFL equivalent DSO training. The DSO is responsible for ensuring safeguards are in place and maintained effectively. All staff, parents & carers and players must be made aware as to whom this person is and how to contact them.
FEMALE	To increase the number of role models within football and meet the demographic of participants, at least one volunteer/coach must be female.

Note: When submitting staff an automated check will take place to ensure the staff member has appropriate qualifications. U16s should not be registered on the system.

CRITERIA 6. SUSTAINABILITY

SSE Wildcats Centres must be able to evidence within their application the sustainability of the programme following their initial start up fund:

Questions to consider in their sustainability plan:

- How they will work with the CFA?
- How much are they going to charge participants to ensure all costs are covered?
- How are they going to recruit volunteers?
- How are they going to involve parents?
- What links do they have to wider networks local CS Clubs/Colleges/Universities?



CRITERIA 7. ENTRY & EXIT ROUTES



SSE Wildcats Centres must demonstrate transition of participants, when appropriate. This must consist of how and where players will be recruited from and where participants will be signposted to continue to play football in an environment that replicates the SSE Wildcats Centre.



CRITERIA 8. INDUCTION TRAINING



Centres must commit to SSE Wildcats Induction Training.

SSE Wildcats Induction Training will be delivered locally by the FA Coach Mentor Team in March of 2019. County FAs will be responsible for supporting the organisation and delivery of this training. Further guidance will follow.

The training will consist of:

- Theory
- Practical
- Administration
- Marketing support

It is the CFA responsibility to ensure all new SSE Wildcats Centres attend.



Centres must reflect the diversity of the population of the local area and organisations must be inclusive of disabled participants.

In addition, centres will need to think carefully about the following:

CRITERIA 9. INCLUSIVE



All the general principles of how to plan and deliver football sessions and activities are equally applicable when working with players with Special Educational Needs and Disabilities (SEND).

- Whether additional safety checks are necessary
- The need for individual goals may be more important
- How to adapt the way centres deliver and organise the session to accommodate everyone
- The length, intensity and frequency of sessions as well as the drills or activities within each session. For example, some players with SEND may tire more quickly, others may need regular rests, some have difficulty regulating temperature and need to rehydrate more frequently

Centres may also need to:

- Be creative in finding a variety of ways to explain or develop a particular skill
- Adapt drills and warm-ups to accommodate the needs of particular athletes
- Modify equipment and adapt rules to maximise opportunities for participation and ensure success

Ouestions to consider:

- How inclusive are your SSE Wildcats Centres?
- Are your centres representative of the community?
- Do your centres offer opportunities for players with a disability?
- How are you engaging your CFA disability officer with centre recruitment and support?

CRITERIA 10. SERVICE LEVEL AGREEMENT



Centres must enter a service level agreement with the CFA, and must operate within the parameters of this agreement. This agreement will be incorporated into the online application.



CRITERIA 11. ACCESSIBILITY



SSE Wildcats is a community programme, which is designed to give every girl the opportunity to play football.

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

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

CRITERIA 12. PARTICIPANTS



CENTRE CAPACITY

SSE Wildcats Centres must demonstrate that they have a minimum capacity of 30 participants and demonstrate entry and exit routes to and from the programme. For example, centres must ensure they have the correct

coach ratios for 30 participants and a playing area suitably sized to host 30 participants.

CENTRE TARGET

Centres 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.



COUNTY FA RESPONSIBILITIES



- Promote SSE Wildcats and engage possible deliverers - encourage and support submission of applications
- Retain 75% of existing centres, supporting centres through renewal process
- Meet allocated target number of SSE Wildcats Centres assigned to the CFA, where possible ensure you have reserve applications
- Support organisations with their applications to meet the 12 point criteria
- Assess all applications against 12 point criteria
- Once approved communicate with all applicants and support with the marketing of centres
- Support the delivery of local Induction training

- Sign and return service level agreement between FA and CFA
- Distribute funding to centres in year 1 and year 2
- Monitor SSE Wildcats Centres regularly to ensure all delivery is taking place and all centres deliver against the 12 point criteria
- Support Centres where any issues arise
- In collaboration with the FA, the County must terminate any Centre where criteria is not being fulfilled. The CFA have the power to halt delivery of sessions immediately where Safeguarding practise is not being followed and children may be at risk
- Contribute to SSE Wildcats evaluation
- Support the delivery of Quality Improvement Scheme and address any issues that arise in relation to centre retention and quality assurance

CHECKLIST CFA ASSESSMENT 12 POINT CRITERIA



\checkmark	1	Centres must commit to a minimum of 2 year delivery	Is the centre clear that they are committed to a minimum delivery of two years?
	2	Centres must evidence a safeguarding children policy	 Has the centre uploaded a safeguarding children policy? Does the centre comply with: Compliance with FA Safeguarding Policy Principles Safer Recruitment including FA DBS checks Staff role profiles detailing minimum qualifications Welfare plan for each activity (including a risk assessment) Staff: child ratio Parent/carer consent to participate Parent/carer consent for their child to be filmed/photographed Participant data and its retention in line with GDPR; medical needs, emergency contact information, any additional needs e.g. support for impairment, learning difficulties
\checkmark	3	Centres must evidence a Health and Safety policy	 Health and Safety policies can vary greatly depending on the organisation or business they refer to. UK Health and Safety Law requires any organisation which employ more than 5 people to have a written Health and Safety Whether they are 1 page or 30, they should include the following: Policy statement – should be usually signed by the person ultimately responsible for control of the venue (such as the Headmaster, Centre Manager, or Committee Chair). It is good practice for this to be signed annually and displayed on a noticeboard. Organisation – this could be an organisational flow chart, or a simple list stating who is responsible for what at the site being assessed. In the event of a sports club it may describe what the caretaker or grounds-person is responsible for doing in relation to maintaining a safe clubhouse and ground.

\square	3	Centres must evidence a Health and Safety policy	 Arrangements – how are the work activities carried out. At the basic level this should include a fire alarm and evacuation process and first aid and accident procedure (often referred to as Emergency Plans). Larger commercial venues should include a section on risk assessment and workplace equipment and machinery. Has the applicant uploaded a completed FA SSE Wildcats H&S Guidance and Venue Checklist?
\mathcal{I}	4	A copy of the delivery organisations Public Liability Insurance certificate and a copy of the venues Public Liability Insurance	 Does this cover covers participants from the age of 5 years upwards? Venues Public Liability Insurance Certificate Does it refer to the site being screened? is it in date? (These certificates expire annually) Does it provide cover of a minimum of £5 million?
\bigcirc	5	Centres must meet and adhere to the staffing criteria throughout delivery of the programme.	Does the centre have the appropriate staffing in place?
\mathcal{I}	6	SSE Wildcats Centres must be able to evidence the sustainability of the programme post funding.	Has the centre evidenced a robust sustainability plan?
\mathcal{I}	7	SSE Wildcats Centres must demonstrate entry and exit routes for participants into the programme.	Has the centre evidenced entry and exit routes?
\bigcirc	8	Centres must attend SSE Wildcats Induction training	Post application
\mathcal{I}	9	Centres must be inclusive	Has the centre demonstrated inclusivity?
\mathcal{I}	10	Centres must enter a service level agreement with the CFA on application, and must operate within the parameters of this agreement	Post application - Has the centre agreed to the Service Level Agreement?
\bigcirc	11	Centres must operate within community hours, to allow accessibility for all	Is the centre delivering sessions during community hours, is the centres accessible for all participants?
\bigcirc	12	Centres must have capacity for a minimum of 30 participants	Does the centre have the correct coach ratios for 30 participants and a playing area suitably sized to host 30 participants?

CONTACT

Any questions, please contact:

Womens.Football@TheFA.com

with your question or enquiry.

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

SSE WILDCATS CENTRE TEAM



01/10/2018