



THE FA FIVES in 2021

Guidance for FA FIVES Event Hosts, 14 October 2020

ENGAGING A NATION IN UEFA EURO 2020

THE FA FIVES in 2021. BE PART OF IT

Why get involved?

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- ✓ be part of the 60th anniversary celebrations of the UEFA European Championships (EUROs)
 - ✓ a football retention and recruitment opportunity in the lead up to UEFA EURO 2020 in 2021
 - ✓ leverage local and national media opportunities – in partnership with The FA and BBC
 - ✓ build on existing relationships, grow local networks and form new partnerships
 - ✓ opportunity to involve Youth Councils, youth leaders and volunteers in the delivery
 - ✓ unlock additional legacy funding to deliver participation programmes that sustain the participation interest and activity levels beyond UEFA EURO 2020
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Key dates

Event Host Registration	26 October 2020	Venue registration opens for FA FIVES Round One
	23 November 2020	Venue registration closes for FA FIVES Round One
	01 December 2020	FA FIVES Round One venue applications confirmed
Participant Sign-up	3 March 2021	Sign-up opens (100 days to go to UEFA EURO 2020)
	22 April 2021	Sign-up closes (50 days to go to UEFA EURO 2020)
FA FIVES live events	7 - 9 May 2021	Round One
	5 & 6 June 2021	Regional Finals
	from 11 June 2021	National Finals

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1. Introduction

The FA is delighted to have restarted the planning for THE FA FIVES in line with the new UEFA EURO 2020 tournament dates.

Funded by DCMS through Sport England, and promoted in partnership with BBC Sport, THE FA FIVES is designed to engage the nation in UEFA EURO 2020 through an inclusive and accessible football participation programme that offers multiple touch points throughout the country.

Since the postponement of UEFA EURO 2020 and THE FA FIVES earlier this year, The FA has been working closely with UEFA and DCMS to evaluate the new scenarios for 2021. Whilst the path and impact of the pandemic is still uncertain between now and next summer, there is huge support and reason for adapting our plans to deliver a safe and successful FA FIVES campaign in 2021.

The FA can't wait to engage with and welcome back all FA FIVES Event Hosts in 2021.

THE FA FIVES in brief...

- 🏆 a fun and friendly celebration of the grassroots game in the immediate lead up to UEFA EURO 2020.
- 🏆 the nation's **biggest and most inclusive small-sided football participation programme**
- 🏆 **free** to enter and played in **five-a-side format** over three rounds on grass or 3G/artificial pitches

Round One	7 - 9 May 2021	<i>120+ venues nationwide</i>
Regional Finals	5 & 6 June 2021	<i>five locations across England</i>
National Finals	from 11 June 2021	<i>in London starting on the opening week end of EURO 2020</i>
- 🏆 **5,000 teams and over 35,000 participants** across 15 male and female categories encompassing youth, adult, disability, veterans and walking football
- 🏆 **aligned to UEFA EURO 2020** tournament milestones and branding
- 🏆 funded by DCMS and promoted nationally by **The FA in partnership with BBC Sport**
- 🏆 an opportunity for County FAs and local partners to **unlock up to £10,000 of additional Sport England Small Grants funding** to deliver associated legacy projects

2. Overview of THE FA FIVES

The FA People's Cup was for several years the largest national mass-participation small sided football event, regularly attracting thousands of teams across three rounds of competition. We have taken the successes of the FA People's Cup and evolved them into a new and exciting programme, **THE FA FIVES**, to coincide with UEFA EURO 2020.

Our objectives for **THE FA FIVES** and how we aim to achieve these are outlined below:

1. **Generate strong engagement and excitement around UEFA EURO 2020 across England**
 - Align with UEFA EURO 2020 through its branding, messaging and timing
 - Offer engagement opportunities beyond pure playing opportunities (e.g. digital, cultural)
 - Deliver a unique and memorable EURO experience for regional winners
2. **Enable anyone to feel part of UEFA EURO 2020 by ensuring the programme is accessible and inclusive**
 - Free to participate and nationwide coverage
 - Broad range of participant categories offered
 - Inclusion of recreational facilities/parks with a focus on lower socio-economic groups and IMD areas 1 and 2 (Index of Multiple Deprivation)¹
3. **Showcase and celebrate all forms of football to demonstrate that football is FOR ALL**
 - Male and female competition categories spanning youth, adult, veteran, walking and disability football
 - A strong spotlight on all forms of football through the creation of 'flagship events' and strong content and media coverage
4. **Use the programme as a catalyst for sustained participation and a platform to communicate wider football participation opportunities**
 - Data and insights on individual participants captured through the participant registration process
 - Integrate key messages into CRM planning, wider communications and coverage pre, during and post each round
 - Link the programme to Sport England's Small Grants programme to support the delivery of legacy participation programmes
5. **Inspire people to connect with and through football by creating activations that transcend football to other cultural touchpoints**
 - Tone down the 'competition' element, push a fun and friendly narrative
 - Where possible, bring in cultural and entertainment-led elements to appeal to wider audiences and influence people's 'experience' of football
 - Leverage entertainment and digital channels (social media, user-generated content) to engage broader audiences

Target audience and promotion

The FA Marketing and Communications teams will lead on an integrated campaign to generate awareness and encourage participation in THE FA FIVES in 2021.

The team will work with an external PR agency and partners including the BBC and UEFA to ensure the effective use of promotional assets and consistent delivery of campaign messaging. Marketing toolkits will be made available through *Playing Surface* to all County FAs and FA FIVES Event Hosts.

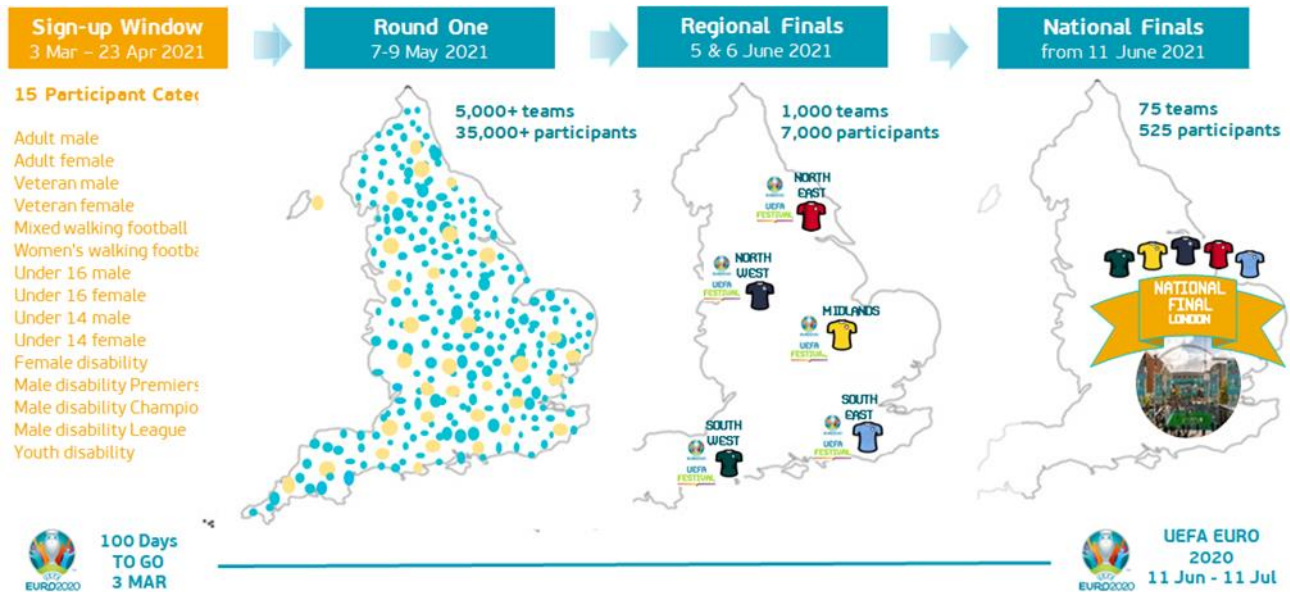
Target audiences include:

- 🚩 Broad football-engaged audiences, including regular players as well as lapsed or casual players
- 🚩 Audiences according to age, gender and ability as determined by the participant categories
- 🚩 New audiences and participants including families and first-time players through a strong media campaign, mixed facility approach and wider participation initiatives

¹ The **Index of Multiple Deprivation**, commonly known as the IMD, is the official measure of relative **deprivation** for small areas in England. The **Index of Multiple Deprivation** ranks every small area in England from 1 (most **deprived** area)

Timings and delivery format

The timings of THE FA FIVES are aligned to key UEFA EURO 2020 tournament milestones in 2021.



Participants can sign-up to play in THE FA FIVES from 3 March 2021, 100 days to go until UEFA EURO 2020 kicks off. The dates and format for each round of THE FA FIVES in 2021 are as follows:

	Round 1	Regional Finals	National Final
When	7, 8 & 9 May 2021	5 & 6 June 2021	from 11 June 2021 (exact dates tbc)
Where	Nation-wide	Five locations NW, NE, Midlands, SW, SE	London
Scale	35,000+ participants nationwide (120+ venues)	c. 1,400 participants per region (7,000 in total)	Winning team in each category from the Regional Finals (75 teams)
Delivery Concept	<ul style="list-style-type: none"> Focus is on creating a fun, family-friendly environment Diverse range of outdoor venues (grass and 3G artificial pitches), including option of park settings with a focus on IMD areas 1 and 2 Aim for minimum one flagship event in each county, offering between 9 and 15 categories A range of smaller events across the county to provide for those categories where demand is highest Amplification of selected events for BBC coverage 	<ul style="list-style-type: none"> Focus is on delivering five large high-quality events Partner with five cities/venues and County FAs suitably spread geographically Venue selection based on availability of appropriate facilities and the appetite of regional stakeholders to support the delivery of an engaging football experience National and regional BBC coverage 	<ul style="list-style-type: none"> Focus is on creating a unique and memorable experience and football showcase against the backdrop of an iconic landmark London-focused to reflect the 'All roads lead to London/Wembley' concept Individual category winners BBC coverage and involvement of UEFA and BBC talent and Ambassadors

Participant categories

- THE FA FIVES offers 15 different categories to ensure a wide range of audiences can take part.

Adult Female	Adult Male	Youth Disability	U14 Female
Female Vets (35+)	Male Vets (35+)	Female Disability	U16 Female
Female Walking Football (40+)	Mixed Walking Football (50+)	Adult Disability Premiership	U14 Male
		Adult Disability Championship	U16 Male
		Adult Disability League	U12 Mixed <i>non-competitive sessions only</i>

- Event Hosts will be asked during the registration process whether they can also offer a non-competitive Under 12 mixed category. This category could be delivered through existing programmes and partnerships.

How qualification will work

- The winning team in each category at Round One events will qualify for the Regional Final in their area. *Depending on the final number of Round One events in the area and the total number of participating teams, the top two teams may qualify for the Regional Finals in some instances (an FA FIVES Event Host will be notified of this prior to the delivery of Round One).*
- The winning team in each category at Regional Final events will go on to represent their Region at the National Finals in London. Therefore 15 teams from each Region (75 teams across the country) will qualify for the National Finals.
- The National Finals will determine the national winner (team) in each category and will be held in London starting on the opening weekend of UEFA EURO 2020.²

Reward and recognition

- The FA's original plans for automatic entry for all Round One participants in to a ballot to win UEFA EURO 2020 match tickets to England's opening group game, as well as providing match tickets as prizes to all category winners, are currently on hold. Due to the ongoing COVID pandemic and UK Government guidelines, UEFA will not decide on final stadium capacities and ticket availability until at least March 2021. The FA is working on alternative ways to reward and recognise players should tickets not be available as prizes.
- Trophies and medals will be presented to winning teams at both the Regional and National Finals.

² We have had to change our original plans for the National Finals in 2020 and it is anticipated that the National Finals will be played over the first three weekends of UEFA EURO 2020 (12 & 13 June, 19 & 20 June and 26 & 27 June 2021). Five categories will be invited to play on each weekend. This will be confirmed in due course.

3. Why be an FA FIVES Events Host?

THE FA FIVES programme offers several benefits to an Event Host, the host venue and their networks:

For clarity the Event Host is the lead organiser of THE FA FIVES event (e.g. could be a County FA, a grassroots club, a football facility operator or local authority). LimeLight Sports and The FA hope to welcome all Event Hosts back in 2021 and below is a reminder of the benefits of hosting a Round One event

Be part of the 60th anniversary celebrations of the UEFA European Championships

The EURO 2020 finals will be the first time that England has hosted senior international tournament football since 1996 and we're looking forward to recreating the sense of unity and excitement of EURO '96 during the summer of 2021.

Major football retention and recruitment opportunity in the build-up to EURO 2020

An opportunity to build on existing relationships and networks as well as form new partnerships. To deepen participation levels for existing players and to kick-start the involvement of new players.

Leverage local and national media opportunities

The FA and BBC through its FA FIVES promotion campaign will be directing thousands of grassroots players across the nation to sign up to FA FIVES events in their local area. Event Hosts will be encouraged and supported in seeking out local media opportunities too.

Youth engagement and volunteering

The opportunity to engage and work with FA Youth Councils, AoC Sport and BUCs networks to proactively involve, and give meaningful roles and responsibility to young leaders and volunteers - as ambassadors for the programme and as the driving force behind the delivery of local events.

Raise the profile of new facilities projects

Throw a strong spotlight on new or refurbished facilities delivered as part of national and local football facilities plans and to promote longer term participation opportunities at these facilities.

Unlock up to £10,000 of additional revenue investment for participation programmes

Through the Sport England EURO 2020 (FA FIVES) Legacy Small Grants programme, County FAs and football providers can apply for funding to deliver participation programmes linked to FA FIVES events and which help to sustain participation interest and activity levels beyond EURO 2020. See *Section 7*.

4. Event Host requirements (Round One)

LimeLight Sports and The FA will be doing everything possible to re-recruit Event Hosts who signed up to deliver a Round One event in 2020, but there may be some exceptions. In this scenario we will need to recruit new venues to ensure we maintain enough capacity to meet participant targets in each category across the nation.

Who can become an FA FIVES Event Host?

- ⚡ FA FIVES events must take place within England (including the Channel Islands) on the 7, 8 and/or 9 May 2021. Consideration will be given to events proposed on any day within one week on either side of these dates in exceptional circumstances only.
- ⚡ FA FIVES events must take place on grass or 3G artificial surface and use the normal five-a side match rules provided by The FA for each category. Events will need to adhere to UK Governments' latest guidance on Covid-19 and The FA guidelines for outdoor grassroots football.
- ⚡ The format will be group stage (league) followed by a knock-out stage. Each team to be guaranteed a minimum of 40 minutes of match time.
- ⚡ An FA FIVES Event Host must have experience of delivering football tournaments and meet the requirements set out in the *Service Level Agreement (SLA)*. This will be agreed with each FA FIVES Event Host during the venue registration process.

How many categories should an FA FIVES event offer?

- ⚡ The aim is to deliver large engaging Round One events offering a good range of categories and creating an opportunity to generate genuine excitement in the build-up to UEFA EURO 2020.
- ⚡ Except for flagship events in each county (see above), **a minimum of three categories** is required to register an FA FIVES event application.

Adult Male	Adult Disability Premiership	Under-16 Male
Adult Female	Adult Disability Championship	Under-16 Female
Male Vets (35yr+)	Adult Disability League	Under-14 Male
Female Vets (35yr+)	Adult Disability Female	Under-14 Female
Female Walking Football (40yr+)	Adult Disability Youth	
Mixed Walking Football (50yr+)		

- ⚡ A non-competitive Under-12 mixed category may also be offered. Anyone wishing to host an Under-12 mixed category event should contact [THE FA FIVES Support Team](#) to receive further guidance.

FA FIVES Event Host key requirements

An **FA FIVES Event Host** must:

- ⚡ Have the relevant experience and capacity to organise and manage the Round One **FA FIVES** event for all or selected categories.
- ⚡ Be able to provide full contact details for the **FA FIVES** Event Host and host venue, as well as details for the event sessions being offered in each category.
- ⚡ Agree to promote their **FA FIVES** event through their own marketing channels and networks. Guidance on how to promote **FA FIVES** events will be made available through scheduled webinars, email communications and an online marketing toolkit.
- ⚡ Agree to **THE FA FIVES** Service Level Agreement (SLA) which includes all relevant health and safety laws and The FA's safeguarding policies.
- ⚡ Ensure all events are delivered in accordance with UK Governments' latest guidance on Covid-19 and **The FA guidelines for outdoor grassroots football**.
- ⚡ Ensure all **FA FIVES** sessions are booked in at the venue using the venue's normal internal booking procedures.

- ✿ Have a dedicated person (Event Host) as the lead for the **FA FIVES** event. The details of this person need to be provided during the registration process.
- ✿ Fully brief all venue staff members to be able to deal with any **FA FIVES** queries in the lead-up to – and during – Round One events.
- ✿ Display branding provided by The FA prominently at the venue on the agreed event dates.
- ✿ Ensure all officiating referees are FA-qualified and wearing consistent apparel (where possible).
- ✿ Submit all results from **THE FA FIVES** event on the same day, via The FA's online Events Platform.

5. Support available to Event Hosts

Event Delivery & Promotion

The FA and LimeLight Sports will support FA FIVES Event Hosts throughout the planning and delivery of their FA FIVES Round One event(s), specifically:

- 🌀 FA FIVES guidance documents and webinars covering the following:
 - Regular updates on the 2021 campaign
 - Marketing your FA FIVES event;
 - Planning your FA FIVES event;
 - Delivering your FA FIVES event;
 - Using The FA's digital tools and platforms (e.g. Playing Surface, Full Time, Events Platform)
- 🌀 Digital and physical branding assets will be provided to promote and brand your FA FIVES event.
- 🌀 LimeLight Sports will seek opportunities for profiling FA FIVES events through The FA and BBC channels, as well as local media.
- 🌀 Financial contribution towards the cost of hosting THE FA FIVES event. The financial contribution is dependent on the number of categories offered at THE FA FIVES event and is aligned to what was confirmed in 2020. *Whilst we recognise that the financial contribution available may not always meet the costs of the event, the wider benefits of being involved in THE FA FIVES programme should be considered too.*

Sport England Mapping Tool

- 🌀 Sport England has provided access to a Mapping Tool enabling prospective Event Hosts to see whether venues are in IMD areas 1 and 2 and the location of low socio-economic groups (LSEG).
- 🌀 It is not an obligation for an FA FIVES event to be located within an IMD area 1 or 2, but this is an important criteria should you wish to apply for a Sport England EURO 2020 Legacy Small Grant.
- 🌀 The Mapping Tool can be accessed via the following link: [Sport England Mapping Tool](#)

Mapping Tool User tips

1. Click [here](#) to access Sport England's Mapping Tool
2. To find a location, search by either the post code or town name
3. Once the map is zoomed in on your location, select 'Index of Multiple Deprivation' and this will highlight in blue those areas that are in the top 20% most deprived parts of the country
4. Then select the pitch type you are looking for, 3G AGPs, grass pitches or public parks
5. This will highlight which venues in your area fall within the top 20% IMD areas

6. Event Host registration process

Online FA FIVES Hub for Event Hosts

- 🔗 The FA will launch and direct all existing and prospective Event Hosts to the online FA FIVES hub which will be live from on 26 October 2020. The FA FIVES Hub for Event Hosts will include the following information
 - **Overview of THE FA FIVES in 2021 and FAQs**
 - **How to (re-) register an FA FIVES Round One event**
 - **Link to the online Registration Form for new Event Hosts (venues not involved in 2020 campaign)**
 - **SLA for Event Hosts**
 - **Information on Sport England's EURO 2020 Legacy Grants Programme**
- 🔗 **All 2020 Event Hosts will need to re-register their FA FIVES event via a unique URL link that will be shared on email from EventHost@THEFAFIVES.co.uk.**

Registration to confirm 2021 details

- 🔗 All previously confirmed 2020 Event Hosts will need to update their own event details for 2021 through a unique online registration form sent from EventHost@THEFAFIVES.co.uk. The URL for the online FA FIVES Hub will be made available on 26 October 2020.

<i>26 October 2020</i>	<i>Venue registration opens for FA FIVES Round One Event Hosts</i>
<i>23 November 2020</i>	<i>Venue registration closes for FA FIVES Round One Event Hosts</i>
<i>01 December 2020</i>	<i>FA FIVES Round One venue applications confirmed</i>

- 🔗 Anyone updating their 2020 details will receive an automated email confirming that their 2021 registration has been received. The Event Host will be able to edit their **FA FIVES** event details via a unique link that will be included within the automated confirmation email. Edits can be made up until 18 December 2020.
- 🔗 Users will not be able to save their 2021 registration once started and before submitting a final version – it is therefore **IMPORTANT** that you have all the below information to hand before starting the registration process. Event hosts will have the opportunity to update the details e.g. timings of an FA FIVES event later and prior to participant sign-up launches in March 2021.

Information required to register an FA FIVES event:

1. Contact information (email and phone) for THE FA FIVES Event Host and an alternative contact
 2. FAN number (FA account number), this can be accessed through the account area on TheFA.com
 3. The address details of the venue where THE FA FIVES event is taking place
 4. The participant categories that the Event Host is offering
 5. The dates and start/finish times of THE FA FIVES event (note these can be edited at a later date)
 6. Whether the event is open or closed to the general public
 7. Maximum number of teams per category that the Event Host can accommodate (capacity), please ensure this is in line with The FA's Covid-19 guidance for **outdoor grassroots football**
 8. Pitch surface at the venue (must be grass or 3G AstroTurf)
 9. Additional facilities available at venue (select from a dropdown list), again please select assuming delivery in a Covid-19 secure environment is required
- 🔗 County FAs will be asked to support the vetting of any new applications or changes received within their county to ensure the Event Host and Event Venue are known to the County FA and that they have the delivery capability based on the categories and capacity the Event Host has included in their application.
 - 🔗 THE FA FIVES Support Team has a dedicated [email address](#) and will be available between 09:00 and 17:30 Monday to Friday (excluding public holidays) to respond to all queries. See Section 9.

7. Sport England Legacy Small Grants Programme

- ✦ To leverage the heightened interest in football beyond EURO 2020 and to ensure there is a tangible legacy, THE FA FIVES has been linked to Sport England's existing Small Grants programme which provides revenue awards to support Sport England's 'Towards an Active Nation Strategy'.
- ✦ The Sport England EURO 2020 Legacy Small Grants programme launched in Autumn 2019 offering grants of between £300 and £10,000 for projects delivered either pre or post FA FIVES Round One with the following aims:
 - to support the activation of local parks and other suitable facilities in the top 20% most deprived areas of England (IMD areas 1 and 2) and with a high concentration of inactive people
 - to impact on people from low socio-economic groups (NS-SEC-groups 6-8)³ *NB Sport England's Mapping Tool can be used to determine the above (see p. 12)*
 - to sustain participation interest and activity levels generated beyond UEFA EURO 2020
- ✦ There have already been two application windows (between November 2019 and February 2020) that resulted in 29 successful award offers. All projects will be registered on The FA's Events Platform for monitoring and evaluation purposes.

New Application Window to open soon

- ✦ Almost half of Sport England's £500k budget for the programme is still available and so we are pleased to confirm that Sport England will be facilitating two further application windows for County FAs and FA FIVES Event Hosts.
- ✦ The first of these windows is due to open in November 2020. The exact date will be communicated as soon as possible, however a briefing webinar is scheduled for Wednesday 28 October (12.00) for all interested parties. A webinar invite will be emailed to all County FA and FA FIVES Event Host lead contacts.
- ✦ If you have any immediate questions concerning the Sport England EURO 2020 Legacy Small Grants programme, please do not hesitate to contact [Heidi Truman](#).

In brief...

- Revenue investment opportunity with grants from £300 to £10,000
- For participation programmes delivered pre or post FA FIVES Round One events and targeting inactive people
- Eligible cost items include coaching/activation costs, venue hire, promotion/publicity (including community engagement), equipment, transport/travel costs
- Up to 10% of the grant can be put towards the costs of hosting an FA FIVES Round One event (including equipment)

Applicants will need to demonstrate ...

- Why the project is needed and the evidence to support this need/demand
- What impact the project will have and how success will be measured
- How and when the project will be delivered
- How the benefits of the project will continue beyond the grant.

³ The National Statistics Socio-economic Classification (the **NS-SEC**) is the social class grouping system (or variable) that is **used** for all official statistics and surveys since the 2001 Census.

8. Summary of key dates

FA FIVES Event Host Registration process	26 October 2020	Venue registration opens for FA FIVES Round One Event Hosts
	23 November 2020	Venue registration closes for FA FIVES Round One Event Hosts
	01 December 2020	2021 FA FIVES Round One venue applications confirmed
Sport England EURO 2020 Legacy Small Grants	<i>Window 3</i> November 2020 December 2020 January 2020	<i>Exact dates TBC</i> <i>Application window open</i> <i>Application window deadline</i> <i>Sport England inform applicants of decisions</i>
	<i>Window 4</i> January 2021 February 2021 April 2021	<i>Exact dates TBC</i> <i>Application window open</i> <i>Application window deadline</i> <i>Sport England inform applicants of decisions</i>
FA FIVES Participant Sign-up	03 March 2021	Sign-up opens (100 days to go to UEFA EURO 2020)
	22 April 2021	Sign-up closes (50 days to go to UEFA EURO 2020)
FA FIVES Live Events	7, 8 & 9 May 2021	Round One including flagship events (nation-wide)
	5 & 6 June 2021	Regional Finals (five locations across England)
	from 11 June 2021	National Finals in London (starting on the opening weekend of EURO 2020)

9. Key contacts

If you have any questions after reading this document, please contact:

THE FA FIVES Support Team at LimeLight Sports

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