

INFORMATION DOCUMENT

ABOUT FUN FOOTBALL
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SUPPORT & GUIDANCE

WELCOME TO FUN FOOTBALL

The FAW passionately believes that every child should have the opportunity to play football in a fun, safe environment . Working in line with our organisational and grassroots strategies, being part of the McDonald's Fun Football Charter Mark scheme allows you to join us on our journey to reach 160,000 registered players by 2036.

The Fun Football Charter Mark Scheme is a partnership programme between the FAW and McDonald's that regulates informal football activities delivered by accredited clubs and organisations.

The emphasis of these sessions will be placed on 'turn-up and play' and 'skill development through creative football practice' where the term 'Fun Football' is recognised by UEFA, who see the programme as a grassroots development initiative.

The programme is designed to support clubs and organisations create an informal football offer to increase regular participation of boys and girls aged 5-11 in a safe, enjoyable and productive environment. The charter mark provides quality assurance, demonstrating to participants, parents, sponsors and the general public that a club or organisation operates within a regulated environment, offering safe opportunities for ALL.



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FAW VALUES

- EXCELLENCE
- FAMILY
- RESPECT
- COURAGE



WHO CAN APPLY TO BECOME A FUN FOOTBALL PROVIDER?

The FAW are looking for partners who share the same passion as we do for developing inclusive and positive football experiences for young people.

As a minimum, host clubs must have the 'Standard' FAW accreditation.

For organisations looking to become a Fun Football provider, you must meet the minimum criteria listed on page 7.

You MUST commit to:

- Offer inclusive opportunities for boys and girls within your local community.
- Deliver community-based sessions.
- Deliver a minimum of 2x8 week blocks between September 2026 and August 2027.
- Target participation numbers of 25 children across the programme.
- Use and maintain the FAW's public facing registration system.
- Attend initial training for the programme and registration system (ClubSpark) which will be held across 1 evening session.

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WHAT SUPPORT WILL PROVIDERS RECEIVE?

Equipment	Support	Resources
Branded balls	Bespoke Fun Football training for staff	Branded digital assets
Branded bibs	FAW Coach Education vouchers	National promotional campaigns
Support with specific inclusion equipment	Recognition, rewards and incentives	Secure data platform
	Grants of up to £800	



FAW COMMITMENTS

In addition to the support package and in-line with the FAW Values & Vision, the FAW commits to supporting providers by providing:

- A specific Fun Football contact on hand to deal with enquiries.
- On-going support and learning to allow all providers the opportunity to grow the game within each local area. This will include site visits and on-going developments in relation to participation programmes.
- Recognition to providers for their on-going work to increase participation across Wales.
- 'Money can't buy' experiences such as free-to-attend Fun Football Festivals and additional incentives for our target hitting providers.
- As well as receiving support from the national Fun Football team at the FAW, providers will also be able to access support from their local Participation Officer. Contact details for each region are available on the FAW website.



CRITERIA

1. Delivery (Excellence)	2. Participants (Family)	3. Staff (Excellence)	4. Equal Opportunities (Respect/Family)	5. Safeguarding (Respect)
• As a minimum, host clubs must have FAW 'standard' club accreditation. • Providers must be able to deliver a minimum of 2x8 week session blocks per season. • Providers must identify an accessible and appropriate facility to deliver and ensure venue risk assessments are completed and retained. • Providers must ensure the ethos of fun, friendships and building confidence through football is at the core of each session.	• Providers must have the capacity to deliver to a minimum of 25 participants across the programme. • Providers must provide the opportunity for all children aged 5-11, with sessions split accordingly, where applicable (e.g. 5-7, 8-11).	• Providers must identify 1 x Fun Football Co-ordinator to be the main point of contact for parents, community & FAW. • 1 x Lead Coach must hold a minimum of FAW Introduction to Coaching Football, FAW Safeguarding Award and relevant and valid First Aid Award. • All staff & volunteers must hold a minimum of a FAW DBS. • FAW coach to player ratios of 1:16 must be adhered to at all times.	• Providers must evidence their commitments to providing equal opportunities through holding an equal opportunities policy. • Have an open registration system to market sessions to boys and girls of all ages and abilities regardless of their gender, disability or ethnic background.	• Providers must evidence their commitment to safeguarding through holding a safeguarding policy. • Providers must identify a Lead Safeguarding Officer who is identifiable at all sessions, for all members.
6. Insurance (Respect)	**7. Training (Excellence)**	**8. Data Return/GDPR (Respect)**	**9. Sustainability (Excellence)**	**10. Exit Routes (Excellence/Family)**
• Providers must hold a minimum of £5M Public Liability Insurance	• Providers must place a minimum of 1 member of staff on specified Fun Football training, including programme specific and data collection (ClubSpark).	• Providers must commit to all methods of collecting data (through ClubSpark) and reporting back to the FAW and programme sponsors.	• Providers must evidence a clear method of sustaining participation at sessions. (pg. 8)	• Providers must evidence community partners and clear exit routes for all players to support the local community and continued participation.



SUSTAINABILITY

To support the FAW's objective to engage 160,000 people by 2036, it is crucial that all children have access to football across Wales. When starting your Fun Football sessions, it is extremely important to think about the future and ensure that your sessions can continue in future seasons to aid more children on their journey. When thinking about sustainability, it is important to consider the following:

- How are you going to recruit a volunteer workforce?
- What links might you have in the community currently, or that might be available to you to widen your volunteer network? Think about local clubs, Schools, Colleges, and Universities for example.
- How could you recruit or upskill your parent network?
- There are many roles your parents could play within Fun Football; how might you support your parents and how do you plan to engage them?
- How are you going to continue to promote your sessions?
- How are you going to continuously engage more children? What means of promotion might you use?
- How will you innovatively capture the target audience?


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