



South Shields FC Foundation
Grass Roots Football Programme

Team Franchise Agreement
2021/22

Welcome

Thank you for choosing South Shields FC Foundation's Grass Roots Football Programme.

We are delighted to welcome you to our Club and hope that you and your child will enjoy your time with us.

The Foundation is South Shields FC's charitable arm. Its purpose is to promote and support the health and wellbeing of people of all ages.

Our Grass Roots Football Programme is just one part of what it does. Its primary purpose is to promote engagement, participation and fun.

The aim of South Shields FC Foundation Grass Roots Football Programme is to create unforgettable life experiences that will: enhance every young person's childhood; ignite every coach's passion for the game; and promote sport and physical activity as an integral part of family life.

This vision was co-created by members of the clubs coaching team. Derived from commonly emerging themes the vision was captured in three simple, yet very powerful words:

“CREATING INCREDIBLE MEMORIES”.

The environment we create must demonstrate behaviours which align to our values and beliefs.

Humility

We put others before ourselves. We understand success and failure are part of learning, our response to both is the key to development.

Unity

We inspire others to succeed, through this we develop ourselves.

Industry

We understand there is no hierarchy to hard work, we lead by example through our actions.

This pack is intended for coaches to share with all parents as it contains the information they will need to join South Shields FC Foundation.

By joining the Foundation's Grass Roots Football Programme coaches, players and adults are agreeing to follow its principles, policies and procedures on pages 18-29.

Steve Camm
South Shields FC Foundation Manager

Wess Brown
South Shields FC Academy Manager



July 2015 – The Return to Filtrona Park

History

Where it all started

Looking back, it's hard to believe how far we have come in such a short space of time. In 2017/18 we had half a dozen junior football teams playing away from Mariners Park run by a couple of parent volunteers and a small Committee.

Fast forward two years to 2019/20 and we have a Registered Charity with a turnover of around £350k; a flagship schools programme working with over 500 children every week in 13 schools and nurseries; a grass roots football programme with nearly 400 children participating in 30 teams with 100 more regularly participating in community activities; and a workforce of 12, supported by a skilled and dedicated group of over 50 volunteers.

Despite the impact of the Covid-19 pandemic we continue to grow and we enter the 2021/22 season in the best shape we've ever been with many exciting new plans and developments.

Harton and Westoe Miners Welfare

A game changer for us was the partnership we struck with Harton & Westoe Miners Welfare in July 2019 which saw us secure the future of the Harton Welfare facility and gave us an opportunity to increase our social and community impact.

We've delivered £4.4 million in the last four years which produces a return on investment of £8 social value delivered for every £1 we spent in the same period.

Community Club

We enjoy terrific support from South Shields FC. The Foundation exists alongside the 16-19 Academy (delivered with Sunderland College) and the 12-16 Futures Academy (delivered with Mortimer Community School).

Together we are working tirelessly on our shared ambition to become a Football League ready Community Club. The first team moved to full time professional status in 2021 and we created a full Academy team structure from 12-16 for the first time.

Ambitious plans are underway ahead of the 2021/22 season to redevelop the 1st Cloud Arena and Harton Welfare. Mortimer Community School will also be upgraded in 2021/22. We are creating unrivalled facilities supported by professional coaching staff and committed volunteer coaches, players and parents.

Role of the Foundation's Grass Roots Football Programme

The Foundation's role is about **participation**, involvement in Foundation grass roots teams is not a rite of passage into the Club's Academy structure, which sits on the **performance** side of our Club's activities.

Future

Growth of Foundation teams.

As our club grows, bringing success along the way, inevitably interest in our grass roots programme will rise. In recent years we have lost players to other clubs because we couldn't offer the right choices and opportunities. We also turn down requests to join, on a weekly basis, from boys and girls who participate in our community programmes and want to be part of what we do.

So, a crucial part of growing and sustaining numbers within the Foundation is to ensure it can provide enough choices for young people and parents. It is vital as coaches we see our role within the Foundation as facilitators of learning and development. Success for us does not lie in the result of a game or the success of a single team but in the growth of all the young people who are part of the Foundation.

We have created two new U7 teams, home grown from our Mini Mariners Programme.

We are also hoping to establish three girl's teams by 2022/23 season.

We encourage all teams to recruit new players by offering "Open Training Sessions" NOT "Trials". The purpose is to increase opportunity NOT take it away i.e. by getting rid of players and replacing them with perceived "better ones".

Progression

The Foundation's role is about participation and choice. There is no rite of passage for any team into the Club's Academy structure.

Last year we entered four teams at age U12, U13, U14 and U15 into the Junior Premier League to offer aspiring young footballers a chance to play at a higher level of competition.

This year we have created teams at U12 to U16 that will now operate under the Club's Academy Structure creating pathways to our Academy structure post 16.

Our grass roots football environment will therefore cater for players who wish to progress and for those who just want to play and love to be with their friends. Neither pathway is more important to us. It is about finding the right level of challenge and competition for junior players connected to the club.

Governance

Company Structure

The Foundation is a Charitable Company (Number 10257450) and a Registered Charity (Number 1176894).

Trustees

The Foundation is governed by a Board of Trustees:

Geoff Thompson
Chairman South Shields FC

Keith Finnigan
Finance Director

Gary Crutwell
Vice Chairman South Shields FC

John Watson
Chair Harton & Westoe Miners Welfare

Stephen Taylor
Secretary SSFC Foundation Youth

Martin Urwin
South Shields Foundation Youth

Support Team

The grass roots football programme is supported by the following volunteers (see below).

Each grass roots team is led by at least one fully qualified and DBS checked coach.

	Peter Barnes Head Coach Peter.Barnes@southshieldsfc.co.uk		Lyndsey Sloan Head of Welfare and Safeguarding Lyndsey.Sloan@southshieldsfc.co.uk
	Derek Sloan Lead Youth Development Phase Coach		Ken Temple Head of Parent Welfare Ken.Temple@southshieldsfc.co.uk
	Darren Churchill Lead Foundation Phase Coach		Michelle Lowden Welfare Officer Michelle.Lowden@southshieldsfc.co.uk

Finance

Business Model & Financial Regulations

The Grass Roots Football Programme has a separate cost centre in the Foundation's overall budget. In 2021/22 we expect the Foundation turnover to be in the region of £500k, around one fifth of that will be its grass roots football programme.

The Foundation has a diverse business model, generating income from parental donations, chargeable activities and programmes (e.g. schools programme), events, functions and rental income at Harton Welfare, charitable trusts and grant givers. Most of our income comes from traded activities not grants.

All profit is reinvested in our charitable purpose. No individual can or does benefit financially from any income generated by the Foundation.

All parental donations and parental fundraising are classed as "restricted funds" for reinvestment ONLY in the grass roots football programme. They may not be used to subsidise other activity. Similarly wider Foundation income cannot be used to make up any shortfall within the grass roots football programme budget - it must meet all its costs.

The financial year runs 1st July to 30th June.

Making a Donation

We ask parents to donate at least £20 per month by registering on our payment system managed by Ashbourne :

The system collects and tracks direct debits so that we can ensure all payments are deposited into individual team pots.

Each team has their own pot now within the Foundation Charity Account. By law this must be used for all receipts and payments. Funds deposited into you pot can only be used for goods and services for your team. The more you donate or raise the more funds your team has available to spend.

Each coach has a budget for the season (see page 9) which is what we use to determine the suggested level of the monthly donations.

There are two choices, We recommend this should be agreed by each team in discussion with parents;

- A monthly donation of £20 could cover most costs but teams will need to carry out additional fundraising or sponsorship if they want all the items included in their budget.
- A monthly donation of £25 should remove the need for additional fundraising unless additional non budgeted items are purchased e.g. additional kit, tournament entry etc.

When to create or change your direct debit

Register with the new system on or around the day you want to make your regular payment. It will take payment by card for the first month and then by direct debit every subsequent month

How to do it

1. Use the following link:

<https://secure.ashbournemanagement.co.uk/sig-nupUK/index.aspx?fn=GRcm8>

2. Click NEXT



3. Select the £20 or £25 option depending on what your team has agreed.
4. Enter the details of the person who will be making the payment. If this person is a UK taxpayer then we can reclaim gift aid.
5. Enter child's name using the button

6. Complete the Direct Debit Mandate

7. Click Continue
8. Repeat for any additional child. You can use the same e mail address.

You will also be able to purchase credits on this account to attend Foundation Activity Courses.

We ask that the donation is made, wherever possible, by a UK taxpayer so we can reclaim Gift Aid. We need either a declaration when registering on the Ashbourne system or a [Gift Aid Declaration Form](#) (see page 34) signing by the person who makes the donation.

On the Ashbourne system there is also a PAR-Q questionnaire that you should complete on behalf of your child. It ensures we have any medical or other important information we need to know. This information should also be disclosed by you to your team's coach.

How we work out the requested donation amount

See the appropriate for the format of the game you play on the next page. In summary:

Income projections are based on:

- 15 Players at 11v11 @ £240 p.a.
- 12 Players at 9v9 @ £240 p.a.
- 10 Players at 7v7 @ £240 p.a.
- 7 Players at 5v5 @ £240 p.a.

Each players parent/carer donation of £20 per month (£240 per year) is supplemented by a fundraising/sponsorship target to make up any shortfall. The target is higher this year to cover the cost of match kit and training kit in the same season.

If you have more/less players (within league parameters) your fundraising target will increase/decrease accordingly.

Expenditure may vary team to team based on individual needs but is calculated based on the rates and charges shown on the next page:

*An additional sum is added to cover costs for Saturday team also playing on a Sunday.

SOUTH SHIELDS FC FOUNDATION - Grassroots Football Programme											
Budget 2021/22											
		Format	Teams	Format	Teams	Format	Teams	Format	Teams	Format	Teams
	2021/22	5v5	4	7v7	7	9v9	6	11v11	13		
REVENUE		Based on 7 Players		Based on 10 Players		Based on 12 Players		Based on 15 Players			
<u>Other Revenue</u>											
Other Revenue	£ 4	£ -		£ -		£ -		£ -		£ -	
Donations - Parents	£ 87,600	£ 1,680		£ 2,400		£ 2,880		£ 3,600			
Donations - Gift Aid	£ 10,512	£ 202		£ 288		£ 346		£ 432			
Fund Raising/Sponsorship	£ 40,334	£ 1,066		£ 1,335		£ 1,397		£ 1,411			
	£ 138,450	£ 2,948		£ 4,023		£ 4,623		£ 5,443			
Total Revenue	£ 138,450	£ 2,948		£ 4,023		£ 4,623		£ 5,443			
<u>Cost of Sales</u>											
Ashbourne	£ 3,820	£ 80		£ 110		£ 130		£ 150			
	£ 3,820	£ 80		£ 110		£ 130		£ 150			
Gross Profit	£ 134,630	£ 2,868		£ 3,913		£ 4,493		£ 5,293			
OPERATING EXPENSES											
<u>Staff Costs</u>											
	£ -	£ -		£ -		£ -		£ -		£ -	
	£ -	£ -		£ -		£ -		£ -		£ -	
<u>Activity Expenditure</u>											
League Fees	£ 4,995	£ 190		£ 190		£ 170		£ 145			
Pitch Fees	£ 68,500	£ 1,400		£ 2,000		£ 2,300		£ 2,700			
Affiliation Fees	£ 690	£ 23		£ 23		£ 23		£ 23			
Coach Development	£ 1,500	£ 50		£ 50		£ 50		£ 50			
Kit	£ 45,625	£ 875		£ 1,250		£ 1,500		£ 1,875			
Equipment	£ 1,800	£ 60		£ 60		£ 60		£ 60			
Other	£ 1,200	£ 40		£ 40		£ 40		£ 40			
Referees	£ 7,870	£ 180		£ 250		£ 250		£ 300			
Fines	£ 950					£ 50		£ 50			
	£ 133,130	£ 2,818		£ 3,863		£ 4,443		£ 5,243			
<u>Facility Costs</u>											
Accountancy	£ 1,500	£ 50		£ 50		£ 50		£ 50			
	£ 1,500	£ 50		£ 50		£ 50		£ 50			
Total Operating Expenses	£ 134,630	£ 2,868		£ 3,913		£ 4,493		£ 5,293			
Operating Profit/(Loss)	£ -	-£ 0		£ -		-£ 0		£ -			
Net Profit/(loss)	£ -	-£ 0		£ -		-£ 0		£ -			

How your donation is spent:

Parental donations and fundraising target covers:

Pitch Hire for the season (Up to 2 hours training per week, home league and cup matches and 2 friendlies at Mariners Park, Harton Welfare or at other venues)

League & Affiliation Fees

Referee Fees which should be paid by coaches and reclaimed using [Petty Cash Claim Form](#) (page 33)

Approved Playing kit/training kit (match kit renewed each year and training kit topped up each year after initial purchase).

We have a kit deal with NIKE and KITLOCKER restricting the use of any other brand alongside the South Shields badge. Please purchase all equipment from the club store. The Club badge may not be used on any other item of clothing or equipment without the Club's permission.

Kit is purchased using a voucher system redeemable on the YOUTH section of the Club shop. Details and passwords will be provide via your team's coach.

Please do not try to buy Foundation kit from the main page on the Club Shop.

Access to Coach Development Support DBS, First Aid Courses, FA Coaching Awards

Miscellaneous Equipment (e.g. Medical kit, coaches kit etc)

Each player will also receive a FREE Season Ticket for first team home league games. Coaches also receive a Season Ticket too.

The screenshot shows the KITLOCKER online shop interface. At the top, there is a navigation bar with categories: Kids, Clothing, Gifts & Accessories, and Youth. Below the navigation bar, there are filters for 'Sort by' (set to 'Ordering +') and 'View' (set to 'grid view'). The main content area displays a grid of eight football kit items, each with a product image, a title, and a price range. The items are:

- Home Match Shirt:** South Shields Home Jersey 2021-22, priced at £32.00 - £38.00.
- Home Match Shorts:** Nike Park III Shorts, priced at £11.21 - £12.71.
- Home Match Socks:** Nike Classic II Socks, priced at £4.46.
- Core-Training Tee:** Nike Park 20 Short-Sleeve Training Tee, priced at £10.46 - £13.46.
- Core-Training Shorts:** Nike Park III Shorts, priced at £11.21 - £12.71.
- Core-Training Socks:** Nike Classic II Socks, priced at £4.46.
- Core-Train Jacket:** Nike Park 20 Royal Rain Jacket, priced at £28.96 - £36.21.
- Core-Training Top:** Nike Academy 21 Midlayer (M), priced at £28.21 - £28.46.

Team Pots

All money donated or raised by parents/carers must be deposited into individual "team pots" within the Foundation's Charity Account. All spending and purchasing is monitored centrally.

We will provide regular pot statements showing income collected v expenditure for your team. Pitch fees will be deducted in 12 equal instalments.

Teams can manage their pot income and expenditure e.g. raising more funds means you can do more or by spending less e.g. training kit you can afford other items.

At the end of each season funds remaining in your pot can be used for:

- Away Kit
- Winter Coats
- Snoods
- Footballs and training equipment
- Tournaments
- End of Season Trophies
- Experiences that benefit the health and wellbeing of players e.g. trips and functions.

In season purchases of any of the above will require appropriate additional funds to be deposited into team pot.

PLEASE NOTE: The Club sponsorship deal with NIKE and KITLOCKER means the Club Crest can NOT be used on any other brand of kit or equipment.

Break Clause:

In the event of team's leaving the Foundation they may withdraw funds, minus all sums owing.

Playing kit is leased to Foundation players until such time as it has been paid for in full when it then becomes the property of the player.

Fundraising

We encourage teams to organise fundraising events either to supplement their parental donations, or to support recognised charitable causes e.g. NHS, through bag packs, sponsored events, raffles etc.

The Foundation holds a Small Lotteries Licence, You need to tell us what you are doing to make sure it is covered by our Licence.

Each year the Foundation holds bucket collections at 1st Cloud Arena and the Club has Easter, Christmas and Summer Raffles. The Foundation also hosts summer tournaments, holiday courses and events as part of its wider income generation activity. The fundraising efforts of individual teams must not conflict with Foundation or Club fundraising activities.

The Foundation has a Just Giving Page and accepts payroll giving.

Sponsorship

Teams can also raise income for their team pot from sponsorship at the following rates:

Sponsors will receive promotion and publicity for their sponsorship. Sponsors paying more than £300 will receive match day hospitality for 4 at one game at 1st Cloud Arena.

Team Sponsor

£300-£700 per year per team
Company name/logo printed on back of shirt below number (One Team)

Player Sponsor

£50 per year per player
Company name/logo printed on right sleeve

Training Kit Sponsor

£300-£800 for one team for 2 years
Company name printed on front of
Training Shirt £300- £750 (per team)
Training Top £100-£300, (per team)
Rain jacket £100-£300 (per team)

*prices vary due to number of players in a team and VAT on adult sizes

Purchasing

All kit and equipment should be purchased centrally via the YOUTH section of the Club Shop which is delivered by KITLOCKER.

The Club badge must not be used on any other brand of kit or equipment including non-branded.

<https://store.southshieldsfc.co.uk/youth/foundation>

Your coach will supply a password.

These are the approved items that will be covered by your vouchers: Vouchers must be redeemed in one order.

MATCH KIT PACK

Home Shirt or GK Shirt

Park III Socks (white) or Orange for GK

Classic II Socks (White) or Orange for GK

TRAINING KIT PACK

Pro 20 Training Tee (Black)

Park III Shorts (Black)

Classic II Socks (Black)

Park 20 Repel Rain Jacket (Black)

Academy 21 Midlayer (Black)

The cost to your team will be up to £40 for match kit pack and up to £85 for training kit pack.

Prices vary depending on sizing and VAT.

Invoices, Receipts and Expenses

Invoices and Receipts must be retained and supplied to the Foundation for all items of expenditure.

Referees Fees should be paid by individual coaches and reclaimed weekly or monthly using a [Petty Cash Claim Form to Foundation@southshieldsfc.co.uk](#) (Page 33).

Charity Law

All of the Grass Roots Football Programme income must be reinvested solely in activities contained within the Foundation's Charitable purpose - which is promoting health and wellbeing. The Foundation is a Registered Charity and covered by strict rules around finance. Put simply that means:

- a. Any money collected in the name of South Shields FC Foundation by teams connected to it must go through the charity's accounts. That includes all sponsorship, fundraising or sales of any kind.

NOTE: Not directly using the Foundation name in fundraising does NOT change this. Charity law is clear that if anyone donating reasonably could make the connection to the Club or Foundation then this could influence the amount they give. Therefore, it is charitable giving and must be recorded in the charity's accounts.

- b. Money raised in the name of the Foundation (or its teams) must NOT be held in parent/coach or other personal or team accounts.
- c. All money raised must be used to further the Foundation's charitable purpose of promoting health and wellbeing.

**Kids should be
allowed to play.**

**They learn most from
their own mistakes,
so give them
the space to
make them.**

Johan Cruyff



ENABLING FREEDOM TO PLAY

Training & Practice Overview

Training Sessions 4v4 Concept

The 4v4 concept is a framework Manchester United use and have developed over the years to provide continuity among coaches, also to scaffold the learning of their players through the age groups.

This is a concept we want coaches at South Shields FC to evolve over the coming years. 4v4 games give players lots of opportunities to be on the ball and find multiple solutions to the performance problems they face. The isolated practice will give coaches opportunities to guide, show and practice techniques which may help players solve performance problems. BE AWARE 'what works for one player may not work for another'.

Foundation Phase 5-11 years

15 minutes Fundamental Movements (Tag Games etc)

15 minutes Isolated Technique Work (Ball Mastery, passing, finishing etc)

30 minutes Small Sided Games (Max 4v4)

Youth Development Phase 12-16 years

15 minutes activation (warm up)

30 minutes Small Sided Games (Max 4v4)

15 minutes Isolated Practice or Larger Sided Game

Training Sessions 4v4 Concept Examples

End player games are a great way to reduce the numbers in the middle and keep the players on the outside engaged in the game. It also allows for lots of rotations on the end.

Rondo practices are a great way to deal with odd numbers and provide opportunities to nail down the principles of what happens in transitions. e.g. in a 4v4+3 the 3 will help the team in possession, the team in possession makes the pitch big and the team out of possession compacts the pitch.

Multi-directional practices are great for providing opportunities for players to develop movements and skills to retain possession with a direction of play. They are also good for big number groups and still having only 4v4 or less in the middle.

Narrow pitch with central goals will provide players the performance problem of not being able to play sideward therefore having to try and play forward. Opportunities will therefore be presented for players to try and play forward. Some players will try and use clever passes, others may try to dribble past players.

A wide but shallow pitch with central goals will provide players the performance problem of not being able to play forward therefore having to try and play around. Opportunities will therefore be presented for players to try and switch play. Some players will try and use longer passes, others may try to short multiple passes

Mindset over Performance

The impact of results can affect the judgements we make as coaches especially for the next training session. We must stick to the plan and refrain from firefighting. Focus on the long-term view of development.

A consistent focus in every session must be the behaviours which help players become better;

Behaviours:

- Intensity during sessions
- Being on time
- Respecting your coach (listening)
- Movement to receive the ball
- An appetite to regain the ball
- Tidying up during and after the session

Playing Style (Steel & Style)

We like to present a **style** which emphasises fluid transition into the attacking half. Moving the ball with clearly defined messages, provoking sharp inter-active movement in attack while looking to penetrate.

Combined with a **steel** like approach to defending with a readiness to regain possession quickly and effectively.

Behaviours:

- Individual responsibility to space
- Confidence to use disguise while being composed on the ball
- Proactive sharpness to create passing opportunities
- Search and create numerical advantages where possible
- Understanding of where and when to support play
- Anticipation of the next pass, reading body language of opponent
- Aggressive but disciplined press triggered by understanding of defensive angles
- Quick reactions to loss of possession enabling effective collapse of team shape

Game Time, Formations & Coach Behaviour

7-11 years:

Game Time - Playing time should be equal in every game.

Formation - Players should experience a variety of formations and positions, don't pigeonhole young children and restrict their development.

Coach Behaviour - Coaches are to reinforce messages through positive feedback, any areas for improvement should be done during a break NOT whilst the children are playing. Coaches show *humility* to other players and coaches no matter what the circumstances are.

12 - 16 years:

Game Time - Playing time should be equal by game when possible but must be equal throughout the season.

Formation - Players again should experience playing a variety of formations but formations should now be dependent on the players you have.

Coach Behaviour - Coaches are to reinforce messages through positive feedback, any areas for improvement should be done during a break NOT whilst the children are playing. Coaches show *humility* to other players and coaches no matter what the circumstances are.

There is nothing more satisfying than seeing a happy and smiling child.

A child's smile is worth more than all the money in the world.

Lionel Messi



CREATING INCREDIBLE MEMORIES

Complaints and Discipline

1. Where a complaint is made to the club the person making the complaint must put their complaint in writing and send it to the Foundation Manager, Club Secretary or Welfare Officer

INVESTIGATION PHASE

2. The letter of complaint will be sent to the person the complaint is about. We will ask the person complaining for permission to share their letter of complaint with the person who is the subject of the complaint. Such permission should also be given in writing and ideally, will be included in the original letter of complaint.

3. A letter will be sent by the Club to the person who is subject of the complaint outlining the concerns that have been raised and including a copy of the complainant's letter

4. The letter will specify that it requires a written reply from the person who is the subject of the complaint, within fourteen days and invite them to a Meeting to consider the matter.

5. The Foundation will carry out additional investigations and collect written evidence where this is appropriate.

COMPLAINTS PANEL

6. A club letter will also be sent to the complainant inviting them to attend the meeting.

7. The Club letters to both complainant and the person who is subject of the complaint will indicate the date/time/venue of the Panel Meeting and give at least 14 days' notice of it so that the parties concerned can attend should they wish to do so. The club letter will advise

that if they do not attend the matter will be dealt with in their absence.

8. The Panel dealing with the complaint will consist of 2 or more Officials of the Club and must NOT include anyone directly named or involved in the original complaint; or, who has a vested interest in the outcome.

9. The Panel members will need copies of all relevant paperwork in advance of the hearing so that they can read it and be fully aware of the complaint and response.

10. At the Panel Meeting a verbal outline of the complaint will be and the Panel would then hear from the person who made the complaint and the person who is the subject of the complaint. The Chair of the Panel would then ask any questions deemed appropriate to challenge or clarify what had been written or said.

11. The person the complaint is about will be asked to sum up; and then the person who has made the complaint will do the same. They will then be asked to leave the room to allow the Panel to deliberate and reach a decision or a date for a decision will be agreed.

DECISION AND SANCTIONS

12. After a decision is reached, both parties would then be asked back into the room and given the decision which will be binding (and followed up in writing); or alternatively, both parties would leave the meeting altogether after being informed that the club would advise of the decision in writing.

Behaviour Management

STATEMENT OF INTENT

1. South Shields Football Club Foundation believes that children and young people flourish best when they know how they are expected to behave and should be free to play and learn without fear of being hurt or unfairly restricted by anyone else.

AIMS

2. Our aims are to:
- a. provide an environment in which enjoyment, learning and development is underpinned by acceptable behaviour and where children learn to respect themselves, other people and their environment;
 - b. provide a role model of behaviour through our own conduct, our principled approach and our courtesy to all participants and everyone involved at South Shields Football Club;
 - c. actively discourage all forms of bullying and discrimination, whether perpetrated by staff, volunteers or participants;
 - d. promote a culture of value and respect for the individual.

METHODS

Training and awareness

3. Our named person who coordinates issues concerning behaviour is Steve Camm
4. We seek out training opportunities that will keep us up to date with legislation, research and thinking on handling children's behaviour.

5. We require all staff and volunteers to provide a positive model of behaviour by treating children, parents and one another with friendliness, care and courtesy.

6. We require all staff and volunteers to use positive strategies for handling any conflict by helping children find solutions in ways that are appropriate for the children's ages and stages of development – for example, distraction, praise and reward.

7. We familiarise new players, parents and coaches with the 'Super Seven Values' of South Shields FC player, parent and coach.





8. We expect everyone involved in the club, including participants and parents, to respect the rules, and the aforementioned values and for these to be applied consistently.

Managing behaviour

9. We praise and endorse desirable behaviour such as kindness, unselfish teamwork and willingness to cooperate.

10. When children behave in unacceptable ways, we help them to see what was wrong and how to cope more appropriately.

11. We never send children out of the room/area by themselves.

12. We never use physical punishment, such as smacking or shaking. Children are never threatened with these.

13. We do not use techniques intended to single out and humiliate individual children.

14. In cases of serious misbehaviour, such as racial or other abuse, we make clear immediately the unacceptability of the behaviour and attitudes, by means of explanations rather than personal blame.

15. We do not shout or raise our voices in a threatening way to respond to children's behaviour.

16. We handle children's unacceptable behaviour in ways that are appropriate to their ages and stages of development - for example by distraction, discussion or by withdrawing the child from the situation.

17. We work in partnership with children's parents. Parents are regularly informed about their children's behaviour. We work with parents to address recurring unacceptable behaviour, to understand what may have caused it and to decide jointly how to respond appropriately.

Bullying

18. Bullying involves the persistent physical or verbal abuse of another child or children. We take bullying very seriously at all levels. We make it clear to staff, volunteers and parents that it is equally unacceptable from adults and children.

19. If a child bullies another child or children:

- a. we intervene to stop the child harming the other child or children;
- b. we explain to the child doing the bullying why her/his behaviour is inappropriate;
- c. we give reassurance to the child or children who have been bullied;
- d. we help the child who has done the bullying to say sorry for her/his actions;
- e. we make sure that children who bully receive praise when they display acceptable behaviour;
- f. we do not label children who bully;

20. When children bully, we discuss what has happened with their parents and work out with them a plan for handling the child's behaviour;

21. When children have been bullied, we share what has happened with their parents, explaining that the child who did the bullying is being helped to adopt more acceptable ways of behaving

Child Protection

STATEMENT OF INTENT

1. South Shields FC Foundation wants to work with children, parents and the community to ensure the safety and protection of children, young people and vulnerable adults while they enjoy the best in football coaching and related activities.

AIMS

2. Our aims are to:

- a. provide a safe environment for all our activities;
- b. safeguard the welfare of every child, young person or vulnerable adult who has been entrusted to our care;
- c. ensure that every member of staff, associate or volunteer learns and consistently practises our code of conduct on child protection and safety;
- d. enable participants to have the trust and self confidence to resist and report inappropriate approaches;
- e. maintain procedures that ensure swift and appropriate response to any breach of our code of conduct.

3. We subscribe to The Football Association's child protection and best practice policy and procedures. The key principles of this policy are:

- a. the child's welfare is, and must always be, the paramount consideration;
- b. all children have a right to be protected from abuse regardless of their age, gender, disability, culture, language, racial origin, religious beliefs or sexual orientation;

c. all suspicions and allegations of abuse will be taken seriously and responded to swiftly and appropriately;

d. working in partnership with other organisations, children and young people and the parents or carers is essential.

4. We note that The Football Association's child protection regulation (contained in the FA Handbook) applies to everyone in football whether in a paid or voluntary capacity.

5. We acknowledge and endorse The FA's identification of bullying as a category of abuse. Bullying of any kind is not acceptable at South Shields Football Club, whether perpetrated by staff, volunteers or participants. We promote a culture of value and respect for the individual.

METHODS

Staffing and volunteering

6. Our named person who coordinates child protection issues is Martin Urwin.

7. We provide adequate and appropriate staffing resources to meet the needs of children.

8. We request identification documents and as of September 2017 will seek references from everyone who wishes to work for us.

9. We require current CRC / DBS Disclosure for everyone working with us who will be coming directly into contact with children, young people or vulnerable adults.

10. All staff and volunteers are familiarised and provided with our code of conduct.

11. We take security steps to ensure that no unauthorised person has unsupervised access to the children.

Training

12. We seek out training opportunities for everyone working directly with children, young people or vulnerable adults on behalf of South Shields Football Club Foundation to ensure that they are able to recognise the signs and symptoms of possible physical abuse, emotional abuse, sexual abuse that may occur while the child is in our care and that they know the procedures for reporting and recording their concerns.

13. Included in our training is the understanding that we have a responsibility for observing each other in this respect and a duty to report any concerns or suspicious behaviour.

Planning

14. We ensure that the layout of the halls, pitches and other spaces used for South Shields Football Club Foundation sessions allows for constant supervision. Where children need to spend time away from the rest of the group they are supervised by a member of staff at all times. The taking of photographs and videos is prohibited except with the express permission in writing of the parent or guardian of any child who is or may be in the picture. Even where photographs or other images are taken with such permission they may not be publicly displayed with the name or other obvious identification of individual children.

Complaints

15. We ensure that all parents know how to complain about staff or volunteers involved in our activities, which may include an allegation of abuse.

16. We follow the guidance of the County Football Association's Welfare Officer when investigating any complaint that a member of staff or volunteer has abused a child.

17. We follow all the disclosure and recording procedures when investigating an allegation that a member of staff or volunteer has abused a child, young person or vulnerable adult as if it were an allegation of abuse by any other person.

Disclosures

18. Where a child makes a disclosure to a member of staff, that member of staff:

- a. offers reassurance to the child;
- b. listens to the child; and
- c. gives reassurance that she or he will take action.

19. The member of staff or volunteer does not question the child.

Recording suspicions, complaints and disclosures

20. Staff make a record of:

- a. the child's name;
- b. the child's address;
- c. the age of the child;
- d. the date and time of the observation, complaint or disclosure;
- e. an objective record of the observation, complaint or disclosure;
- f. the exact words spoken by the child;
- g. the name of the person to whom the concern was reported, with date and time;
- h. the names of any other person present at the time.

21. These records are signed and dated and kept in a separate confidential file. All members of staff know the procedures for recording and reporting.

Informing Parents

22. Parents or guardians are normally the first point of contact. If a suspicion of abuse is recorded, parents are informed at the same time as the report is made, except where the guidance of the County Football Association's Welfare Officer recommends otherwise.

Confidentiality

23. All suspicions and investigations are kept confidential and shared only with those who need to know. Any information is shared under the guidance of the County Football Association's Welfare Officer.

Whistle blowing

24. Notwithstanding the child protection measures in place above, South Shields Football Club supports the whistle blowing policy adopted by the FA. Any adult or young person with concerns about a adult in a position of trust with football can 'whistle blow' by contacting The FA Safeguarding Team on 0800 169 1863, by writing to The FA Case Manager at The Football Association, Wembley Stadium, PO Box 1966, London SW1P 9EQ, by emailing Safeguarding@TheFA.com or alternatively by going direct to the Police, Children's Social Care or the NSPCC. South Shields Football Club encourages everyone to know about The FA's Whistle Blowing Policy and to utilise it if necessary.

Privacy Policy

Because we need to collect data to deliver our services, we must comply with the General Data Protection Regulations. That means:

- We only collect the data we need
- We keep it up to date
- We store it safely and securely
- We are careful when we share data and who we share it with
- We don't keep data for longer than is necessary

Who We Are

South Shields FC Foundation Limited is a charitable company limited by guarantee with charitable status. We promote community participation in healthy activities by providing facilities and opportunities to play association football.

Information We Collect

We collect and keep some personal data but only if we are obliged to either by law, contract or legitimate interest or because you have given your consent.

The information we collect, and store is used to enable us to provide our services to you and meet our contractual commitments. We may contact you to provide information about improvements to our services, scheduled activities we run, or similar matters. You can opt out of receiving marketing messages at any time.

Sharing Your Information

We do not share personal data with any other party unless legally required to do or unless you have given us permission e.g. recovery of Gift Aid, registration of players, marketing information

Storing Your Information

Data that is provided to us is stored on our secure systems. We will process the information you provide in a manner compatible with the General Data Protection Regulation. We will endeavour to keep your information accurate and up to date and not keep it for longer than is necessary.

We are required to retain information in accordance with the law, such as information needed for tax and audit purposes e.g. Gift Aid requires us to retain data for six years. In some cases, there are legal requirements to keep data for a minimum period. Unless there is a specific legal requirement for us to keep the information, we will retain it for no longer than is necessary for the purposes for which the data was collected or for which it is to be further processed.

Complaints

If you wish to make a complaint about how your personal data is being processed please email steve.camm@southshieldsfc.co.uk. You have the right to lodge a complaint directly with Information Commissioner's Office. Contact details can be found at <https://ico.org.uk/>

Contact

If you believe any of the details we hold about you are incorrect or out of date, please contact us to have them amended.

Data Controller, South Shields FC Foundation, Mariners Park, Shaftesbury Avenue, South Shields. NE32 3UP. Email: steve.camm@southshieldsfc.co.uk telephone: 0191 4547800

Who we collect data from	What we collect	How we use it
Beneficiaries aged 5-18 years old (supplied by parent or guardian)	Personal Information: Name Address Postcode Date of Birth Medical Conditions	<p>We provide these personal details (with your consent) to register players with the Russell Foster League, Pinpoint League and other leagues/competitions Foundation teams compete in.</p> <p>We provide details of medical conditions to coaching staff to fulfil our duty of care to our beneficiaries.</p> <p>We process anonymised postcode data to calculate the social impact and reach of our activities.</p>
Beneficiaries aged 18+	Personal Information: Name Address E Mail Address Postcode Date of Birth Medical Conditions	<p>We provide these personal details (with your consent) to register players with leagues/competitions Foundation teams compete in.</p> <p>We provide details of medical conditions to coaching staff to fulfil our duty of care to our beneficiaries.</p> <p>We process anonymised postcode data to calculate the social impact and reach of our activities.</p> <p>We use electronic data (with your consent) to inform you about forthcoming activities and events we offer.</p>
Parents and Guardians	Personal Information: Name E Mail Address Postcode	<p>We use electronic data (with your consent) to inform you about forthcoming activities and events we offer.</p>
Coaching Staff and Volunteers	Personal Information: Name Address Postcode Date of Birth Details of Relevant qualifications Details of First Aid training Details of Safeguarding qualifications Disclosure and Barring Service Records Medical Conditions	<p>We collect personal information to ensure we comply with relevant legislation relating to working with young and/or vulnerable people.</p> <p>We process details of qualifications held and DBS checks to ensure these are renewed on time.</p> <p>We process anonymised postcode data to calculate the social impact and reach of our activities.</p>
Sponsors and Benefactors (including parents of beneficiaries)	Personal Information: Name Address E Mail Address Donation Amount Postcode	<p>We collect personal information to ensure we comply with our financial regulations and processes.</p> <p>We process information to recover Gift Aid on donations.</p> <p>We use electronic data (with your consent) to inform you about forthcoming activities and opportunities.</p>

Internet Safety and Social Media

PURPOSE

The purpose of this policy is to protect the reputation of South Shields FC Foundation and its employees, players, parents and volunteers from inappropriate use of blogs, social networking, communication apps and personal internet.

Many choose to write about their views and experiences. We recognise that social networking sites are useful communication tools and acknowledge the right to freedom of expression we want to make everyone aware of the potential legal and disciplinary implications of material which could be considered abusive or defamatory.

Scope

This policy applies to all staff, parents, coaches, volunteer coaches, volunteers and players of South Shields FC Foundation.

Expectations

Individuals should ensure the content of their blogs and/or social networking sites/communication or messaging apps does not bring the Foundation into disrepute.

Posting content improperly can result in the Foundation and the person who posted it being open to legal action and sanction.

Reputation and Brand

Individuals must not:

- Use the Foundation crest or any other logo identified with SSFC on personal web pages
- Disclose any information that is confidential to South Shields FC or South Shields FC Foundation or any third party or disclose personal data, information or images about any individual or colleague, which could be in breach of the Data Protection Act
- Disclose any information relating to the Foundation, its employees or representatives which is not yet in the public arena
- Link their personal blogs/web pages to the Foundations website
- Include any information, sourced from SSFC Foundation which breaches copyright
- Bring the Foundation into disrepute, or make derogatory or defamatory remarks about the Foundation, other players, staff, parents or volunteers.
- Publish any material which could lead to the Foundation having to make a response or comment
- Publish any material or comment that could undermine public confidence in the Foundation,
- Misrepresent the Foundation by posting false or inaccurate statements

Social Networking

Foundation Players, parents and families, coaches and volunteers should:

- Take care to avoid using language or material which could be deemed to be offensive to others
- Ensure the privacy and feelings of others are respected at all times
- Obtain the permission of an individual

before posting information, contact details or images relating to that individual

- Remember any visual images show appropriate behaviour as they are a reflection of the reputation of the Foundation.

Monitoring

This policy relies on individuals acting responsibly and in accordance with the above guidelines.

If anyone has any concern about a potential breach of the guidelines, they are encouraged to raise these concerns under the Foundation's Complaints and Discipline Procedure

Safeguarding & Bullying

South Shields FC Foundation is committed to safeguarding all young players under 18 years of age involved in our club. To do so effectively we expect all players, coaches and parents to conduct themselves in a way which will minimize the risk of harm to any player and will also encourage a positive and effective safeguarding culture within the Foundation.

We aim to create an inclusive environment where all players feel safe and are able to fulfil their potential and where the rights of every individual are upheld.

It is important to recognise that all children, in all environments, are potentially vulnerable to bullying. Some children may not immediately recognise bullying behaviour; that they are being bullied, that their own behaviour may be seen by someone else as bullying, or that they are being provocative and therefore inflaming bullying situations.

The Foundation recognises that young players may be at risk of bullying by fellow players/coaches/parents and that inappropriate use of the Internet, electronic communication and social media may also place young players at risk of harm and exploitation. It is therefore vitally important that parents, players, staff and volunteers act in a safe, inclusive, appropriate and responsible way so as to protect all young players whilst in the care of

South Shields FC Foundation.

The club has a strict anti-bullying stance, documented in the club's Safeguarding Policy and Procedures and will fully investigate any complaints or incidents of bullying. Appropriate action will be taken, dependent upon the level of seriousness of the circumstances, which may include, but is not limited to, disciplinary action, sanctions, dismissal or release from the Foundation, or referral to the police or other outside agency

Advice for parents:

- On computers and any other devices your child has access to, set the parental controls to the appropriate age, and enabling access to only appropriate content.
- Buy or download parental control software, switch it on and keep it updated.
- Set some boundaries for your child before they get their first 'connected device' (mobile, tablet, laptop or games console). Once they have it, it can be more difficult to change the way they use it or the settings.
- Agree a list of websites your child is allowed to visit and the kind of personal information they shouldn't reveal about themselves online, such as the name of their school, mobile number, email or home address.
- Remind them that not everyone online is who they say they are? Discuss with them the dangers of meeting up with someone they might have met online.
- Set time limits for activities such as using the internet and games consoles, including a switch off time which will benefit your child's quality of sleep.
- Make sure your child is accessing only age appropriate content by checking out the age ratings on games, online TV, films and apps.
- Discuss with your older children what they should or shouldn't be showing their younger siblings on the internet, mobile

devices, games consoles and other devices.

- Don't be pressured by your child into letting them use certain technologies or view certain online content, if you don't think they are old enough or mature enough... no matter how much they pester you or what their friends' parents allow.
- Remember that services like Facebook and YouTube have a minimum age limit of 13 for a reason. Don't bow to pressure, other parents will support and appreciate your stance.
- Discuss with your child what is safe and appropriate to post and share online. Written comments, photos and videos all form part of their 'digital footprint' and could be seen by anyone and available on the internet forever, even if it is subsequently deleted.
- Talk to your child about the kind of content they see online. They might be looking for information about their changing bodies and exploring relationships. They also need to understand the importance of not sending other people - whoever they are - pictures of themselves naked.
- Explain to your child that being online doesn't give them anonymity or protection, and that they shouldn't do anything online that they wouldn't do face-to-face or wouldn't want you or the club to see or know about. Make them aware of the dangers of behaviours like sexting and the inappropriate use of webcams.
- Make it your business to keep up to date with technology and discuss what you know with your child.
- Talk to your child about how they behave towards others, particularly with regard to what they post online. Be willing to have frank conversations about bullying, and the potential repercussions of posting hurtful, misleading or untrue comments.

Expected Behaviours - Adults

- We demonstrate courtesy and respect for staff, other parents and players during Foundation activities and when comments are placed on social networking sites.
- We address any issues or concerns regarding the Foundation through official channels rather than posting them on social networking sites.
- We do not post pictures of players other than our own children on social networking sites unless appropriate prior written consent has been given.
- We appropriately monitor our children's use of mobile phones, web cams and internet access and only permit them access to age appropriate material and websites.
- We encourage our children to be inclusive and respectful to other players and adults.
- We support and adhere to the Safeguarding Children Policies and Procedures and help our children to do the same.
- We report any safeguarding concerns, including bullying and inappropriate behaviour, to the Welfare Officer.
- We read through the Codes of Conduct with our child, discuss the issues with them, and be happy that they understand what is expected of them

Expected Behaviours - Children

- We take bullying seriously - it's not 'just a bit of fun'.
- We believe everyone has the right to feel safe and secure.
- We have respect for everyone as individuals, whatever their differences.
- We respect the privacy and feelings of others.
- We do not accept any bullying behaviour, such as: repeated name-calling, teasing or hurtful comments about someone's religion, appearance, colour of skin, disability, gender, who they might be sexually attracted to or anything that makes them different, hitting, pushing, tripping or any kind of violence or threats, inappropriate or unwanted sexual touching or comments, deliberately leaving the same person out of activities, spreading nasty rumours or hurtful comments about other people, either in person, by phone or the internet, stealing, damaging or hiding other people's possessions.
- We report any bullying we see, whoever it's aimed at, to our parent or member of Foundation staff.
- We treat all other players, parents, coaches and staff with respect and good manners.
- We have respect for our club kit and we don't damage our own or anyone else's kit.
- We do not use social media in a way that brings disrespect to our club.
- We do not use email, social networks or mobile phones to bully others.
- We do not have indecent, naked or inappropriate images, photographs or movies on our mobile phones, iPad or computers.
- We don't show, share or send indecent, naked or inappropriate images, photographs or films to other players and we DO tell a parent or member of staff if someone shows, shares or sends images like that to us.
- We do not take photographs of other people when they are undressed or getting changed.
- We do not take, send or share images of ourselves which might be indecent, naked or inappropriate to anyone else and we WILL tell a parent or member of staff if someone asks us to send them an image like that.

Forms



PLAYER REGISTRATION FORM

Data Protection
South Shields FC Foundation complies with the General Data Protection Regulations. By providing data you give your consent to South Shields FC Foundation collecting, storing and processing your data in accordance with its published Data Protection Policy.

Child Details

Name

Date of Birth

Adult Contact Details

Name

Postcode

E Mail

Mobile

Medical

Details of any allergies or medical conditions our coaches need to know about

Consent (please tick)

_____ I give permission for South Shields FC Foundation to take photographs for promotional purpose in flyers, posters and social media

_____ I am a UK tax payer and want to Gift Aid my donation

_____ I wish to receive further information (by e mail/text) about SSFC Foundation activities

_____ I agree to uphold the Foundation policies, procedures and principles contained in the Team Franchise Manual

SIGNED (by Adult)

DATE

Foundation Number(For Office Use Only) _____



CONSENT TO USE WORDS AND IMAGE

Data Protection

For South Shields FC Foundation to comply with data protection and confidentiality regulations, we need your written consent to use photographs that may feature you or your child in our publications.

You should only agree to us using your photograph, film and words if you feel completely happy with us doing so and you are under no pressure or obligation to sign this consent form.

How we may use your photograph, film and words

We will use your photograph, film and words for marketing and publicity-related purposes to publicise events, in newspaper articles, magazines and other media such as websites, social media, information leaflets, electronic newsletters and presentations.

You can contact us at any point and ask us not to use your photograph, film or words for any new purposes. If you withdraw your consent, we will stop using the image/comment/quote/film and/or recordings at any time, in which case they will not be used in future publications but may appear in publications already in circulation.

I understand that my/my child's image(s)/comment/quote/film and/or recording will be held in accordance with the Data Protection Act and the General Data Protection Regulation.

Photograph Distribution

Newspapers, event publicity including posters and leaflets, newsletters, website and intranet, company reports and other communications, online including social media (delete as appropriate)

NAME of child in photograph

Age of child in photograph if under 16

TO BE COMPLETED BY PERSON GIVING CONSENT (MUST BE OVER 18)

I agree for my photograph to be used in future publications and PR material.

DATED:

SIGNED:

PRINT

TELEPHONE NUMBER: \

\

Please note consent will be valid for two years from the date above, at which point you will need to provide consent again for continued use or your photo film or words will be deleted.



Charity Gift Aid Declaration – multiple donation

Boost your donation by 25p of Gift Aid for every £1 you donate

Gift Aid is reclaimed by the charity from the tax you pay for the current tax year. Your address is needed to identify you as a current UK taxpayer.

In order to Gift Aid your donation you must tick the box below:

I want to Gift Aid my donation of £20 and any donations I make in the future or have made in the past 4 years to:

Name of Charity SOUTH SHIELDS FC FOUNDATION _____

I am a UK taxpayer and understand that if I pay less Income Tax and/or Capital Gains Tax than the amount of Gift Aid claimed on all my donations in that tax year it is my responsibility to pay any difference.

My Details

Title _____ First name or initial(s) _____

Surname _____

Full Home address _____

Postcode _____ Date _____

E MAIL ADDRESS _____

Please notify the charity if you:

- want to cancel this declaration
- change your name or home address
- no longer pay sufficient tax on your income and/or capital gains

If you pay Income Tax at the higher or additional rate and want to receive the additional tax relief due to you, you must include all your Gift Aid donations on your Self-Assessment tax return or ask HM Revenue and Customs to adjust your tax code.

Mariners Park

Shaftesbury Avenue
South Shields
NE32 3UP
0191 4547800

Harton and Westoe Miners Welfare

Low Lane
South Shields
NE34 ONA
0191 4566166

Website: www.southshieldsfc.co.uk

Twitter: @SSFCFoundation

Facebook: @SSFCFoundation

E Mail Foundation@southshieldsfc.co.uk

Company Number 10257450

Charity Number 1176894

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