HUDDLE

POWERED BY Weetabix

CRITERIA DOCUMENT

Applying to become a Huddle Provider
Support & Guidance

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WELCOME TO HUDDLE

The FAW passionately believes that every young girl should have the opportunity to play football in a fun, safe environment – and, inline with the FAW strategy "Our Wales: For Her I Ein Cymru: Amdani Hi", the FAW pledges to engage 20,000 Women and Girls participants by 2026.

To support this growth; in 2019, Huddle was born. Huddle is a fun, friendly and engaging environment allowing girls aged 4-11 the opportunity to experience and enjoy football for the first time.Huddle was designed to enable all young girls across Wales to have lots of fun, make new friends, and enjoy football in a relaxed, social setting. Not only does Huddle promote physical development, social skills and football inspiration for girls across Wales, Huddle has been tailored to ensure every young girl has the opportunity to fall in love with football.

For girls wanting to join a club, Huddle will act as that important stepping stone into a team, but for those just looking to give football a try, all girls are welcome to stay at Huddle!

By listening to the needs and motivations of young girls across Wales, the FAW understand the importance of a positive first experience for young girls in a relaxed environment. Huddle allows girls the opportunity to enjoy playing with their friends, without the pressure of joining an official team, or feel the need to be good at a sport. Research shows that by introducing girls to new activities in this way will build their confidence and reduce the fears of not being good enough, competing with boys and the pressure to perform. Not only this, but by introducing girls to a fun, team environment and focusing on fundamentals at an early age, this improves both long term social and physical skills.

Huddle is a fully inclusive turn up and play environment, that welcomes girls of all abilities, backgrounds and experiences, and there has never been a more important time for football to bring our communities together.

Using play.faw.cymru/huddle the FAW will be signposting all young girls to our Huddle centres, so what better time to be a part of this exciting programme. For 2024 we are looking for NEW providers to join us on this journey, with applications open NOW. We hope and look forward to you join us in supporting our goal of 20,000 female players by 2026..

Fun, Friends, Footy

FAW Values

Excellence

An intense desire or enthusiasm to continuously improve and strive for excellence.

Family

A group of people working together to make football stronger in Wales.

Respect

Demonstrating respect for each other in all that we do and at all times.

Thinking of becoming a Huddle Provider? Who can apply?

The FAW passionately believes that every young girl should have the opportunity to play football in a fun, safe environment. The FAW are looking for partners who share the same passion as we do for developing inclusive and positive football experiences and opportunities for young girls .

Host clubs, as a minimum, must have the 'STANDARD' FAW accreditation.

Organisations that have previously delivered Huddle can apply to run additional centres but must continue to run their current sessions. Applications will not be approved to replace existing providers/sessions.

For organisations looking to become a Huddle provider they must meet the minimum criteria listed on page 7.

You MUST be committed to:

- Offer inclusive opportunities for girls within your local community.
- Deliver community based sessions.
- Deliver a minimum of 16 weeks of sessions per year.
- Deliver for a minimum of two years/seasons.
- Target delivery of 25 girls across the programme.
- Provide the correct staffing ratio. (pg.7)
- Understand and actively promote the FAW Values
- Maintain strong communication with the FAW

“As a club we’ve been blown away by the response to our Huddle programme, what Huddle has brought to our club is beyond anything that we could ever have imagined.”

Gareth Hickman
Evans & Williams FC

What support will new Huddle Providers receive?

Equipment	Support	Resources
Branded Bibs	Bespoke Huddle Training for staff	Branded Digital Assets
Branded Balls	Centre Delivery Support	Session Resources
Banners	National Search Engine	National Promotional Campaign

All new Huddle Providers will receive an equipment package worth £300. You will also gain specialised and tailored support with both training and long-term sustainability through the FAW, along with promotion across the FAW online platforms. Further to this, you will receive a bundle of branded resources to help you promote and deliver your sessions to the community.

FAW Commitments

In addition to the support package and line with the FAW Values & Vision, the FAW Commit to:

- Provide a specific Huddle contact on hand to deal with Huddle Enquiries.
- Provide on-going support and learning to allow all providers the opportunity to grow the game within each local area. This will include all on-going developments across all girl's participation programmes.
- Provide recognition for the on-going work to develop girls football across Wales.
- Provide "Money Can't Buy" experiences : such as free to attend Festivals/ Pre Match Engagement opportunities at Cymru Women's National Team Matches.

Criteria

1. Delivery
(Excellence)

- As a minimum Host clubs must have FAW 'standard' club accreditation.
- Providers must be able to deliver a minimum of 16 weekly sessions per season.
- Providers should be able to deliver for a minimum of 2 seasons/years.
- 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.

2. Participants
(Family)

- Providers must have capacity to deliver to a minimum of 25 girls across the programme.
- Providers must provide opportunity for all girls aged 4-11 years, with sessions split accordingly where applicable. (e.g. 4-8 / 9/11)

3. Staff
(Excellence)

- Providers must identify 1 x Huddle Co-ordinator to be the main point of contact for Parents, Community & FAW Trust. (pg. 8)
- 1 x Lead Coach must hold a minimum of FAW Leaders Award.
- All staff & Volunteers must hold a minimum of FAW DBS.
- 1 x Lead Safeguarding must hold FAW DBS & FAW Safeguarding Qualification.
- Staff Ratios:

Age	Number of Adults	Number of Children
4-8	1	6
9-12	1	8

4. Equal Opportunities
(Respect/Family)

- Providers must evidence their commitments to providing equal opportunities through holding an equal opportunities policy.

5. Safeguarding
(Respect)

- Providers must evidence their commitment to safeguarding through holding a safeguarding policy.
- Providers must identify a Lead Safeguarding officer who is identifiable for all sessions and members.

6. Insurance
(Respect)

- Providers must hold a minimum of £5M Public Liability Insurance.

7. Training
(Excellence)

- Providers must place a minimum of 2 members of staff on specified Huddle training.

8. Data Return / GDPR
(Respect)

- Providers must commit to all methods of collecting data and reporting back to the FAW, and programme sponsors.

9. Sustainability
(Excellence)

- Providers must evidence a clear method of sustaining participation at sessions. (pg. 9)

10. Exit Routes
(Excellence/Family)

- Providers must evidence community partners and clear exit routes for all girls to support the local community and continued participation.

Huddle Co-ordinator

Roles & Responsibilities:

- Point of contact for the FAW, parents, children and the local community.
- Welcome all participants to each session, ensuring they feel welcomed and supported.
- Take weekly registers and report back to the FAW.
- Ensure all sessions are delivered in a safe, welcoming and friendly environment.
- Ensure Huddle staff & volunteers are provided the opportunity to attend Huddle Training.
- Ensure standards are maintained at all sessions.

Sustainability

As part of our mission to engage 20,000 girls by 2026, it is important that all girls have access to football across Wales all of the time. When starting your Huddle sessions, it is extremely important to think about the future – and ensuring that your Huddle sessions can continue in future seasons to see aid more girls on their journey through football in Wales. When thinking about sustainability, it is important to consider the following:

- How much will you charge participants per session?
- In order to make your sessions sustainable, you may wish to consider a small charge per session. The recommended charge per session would be maximum £3 per session.
- 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? Clubs, Schools, Colleges, Universities?
- How could you recruit or upskill your parent network?
- There are many roles your parents could play within Huddle; 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 girls? What means of promotion might you use? How will you innovatively capture the target audience?

In addition to the support of the National Huddle team at the FAW, each Huddle provider will also have the support of your local FAW Participation Officer. Prior to submitting an application it is advised you contact your Regional Football Development Manager to gain support with the application process and to understand the current delivery taking place in your local area.

North Wales Regional Development Manager - Marc Roberts (mroberts@faw.cymru)
South Wales Regional Development Manager - Luke Williams (lwilliams@faw.cymru)

“The Huddle programme aligns brilliantly to our girls programme and pathway at Wrexham… We support our local girls grassroots clubs by providing the details of those clubs to the girls that attend our Huddle session therefore support the growth of the game in Wrexham and across North Wales. Huddle is a very important part of our player pathway and how we engage girls to play football. It not only provides opportunities for girls to play football but also to build on multiple life skills such as social, teamwork and communication skills. It’s a fantastic way of engaging girls and introducing them to the game whilst allowing them to learn in a fun, enjoyable way”

Gemma Owen
Racecourse Community Foundation

Timeline

December - February 29th	March 1st - March 15th	by March 15th	March (Dates TBC)	April 15th	April 2025
Huddle Application is Open for NEW Providers.	Application Review / Approval Process.	All Successful Providers to be notified.	Huddle Training.	Delivery.	Start of year 2 delivery.

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How to Apply:

Please go to: www.faw.cymru/huddle to complete an online application form.

Deadline for applications is 29th February 2024.

Important Contacts:

Huddle Enquiries: huddle@faw.cymru

www.faw.cymru/huddle