

INDEX

Introduction

Benefits of Small-Sided Games

Small-Sided Game Formats

Playing Area Measurements

Regulations

Laws of Small-Sided Games

Roles and Responsibilities of a Coach

Coaches'/Volunteers' Codes of Conduct

Players' Code of Conduct

Parents'/Guardians' Codes of Conduct

Parental/Guardian Consent Form

Information for Spectators

Health and Safety Policies (inc. Goalpost Safety)

Equality Policy and Procedures

Child Welfare Incident Report Form

Accident Report Form

Media Coverage

Contacts



INTRODUCTION

Dear Coach,

As part of the new McDonald's Small-Sided Games Development Centres initiative, we would like to take this opportunity to welcome your team to this Games Development Centre.

The main objective of the McDonald's Small-Sided Games Development Centres Programme, is to develop new football skills and to promote the benefits of a healthy lifestyle among boys and girls from 6 - 12 years old.

The value of a McDonald's Small-Sided Games Development Centre is to provide youngsters with an opportunity to showcase their newly acquired skill and creativity. The aim is to provide training and game environments that promote the continued improvement of ball skills, an increased game awareness, and an appreciation for taking calculated risks in the attack through small-sided games.

The small-sided game model is an effective method for developing ball skills and game awareness because it increases opportunities for players to have contact with the ball and to both attack and defend without the tactical regimentation that can occur in 11 v 11 football.

Competition is a central element in a player's development. However, a competitive environment should not be a result-oriented environment.

A competitive environment at this level should encourage decisions from player and coach alike that focus on performance rather than outcome (favouring ball skills and inventiveness).

We are extremely pleased that McDonald's has extended its commitment to football in Northern Ireland by sponsoring the Football Development Centres Programme.

I hope you find the enclosed pack useful and if you have any other queries please do not hesitate to contact your Local Grassroots Development Officer (details at the back of this pack) or you can contact me at:

Ian Stewart
McDonald's Small-Sided Games
Development Centres Co-ordinator
Irish Football Association
Unit B, Adelaide Business Centre
4 Apollo Road
BELFAST BT12 6HP

Telephone: 028 90 684718
E-mail: istewart@irishfa.com

Yours faithfully,



Ian Stewart



BENEFITS OF PLAYING SMALL-SIDED FOOTBALL GAMES

Why do we want young children playing Small-Sided Games?

1. Because we want our young football players to touch the football more often and become more skilful with it.
2. Because we want our young football players to have more decision making experiences during the game.
3. Because we want our young football players to be more physically efficient on the pitch they are playing on.
4. Because we want our young football players to have more individual teaching time with the coach! Fewer players on the field and fewer players on the team will guarantee this.
5. Because we want our young football players to have more involved playing time in the game.
6. Because we want our young football players to have more opportunity to play on both sides of the ball. (more exposure to attacking and defending situations)
7. Because we want our young football players to have more opportunities to score goals.
8. Because there are no set positions, players will have more freedom of expression.
9. Because we want more efficient use of facilities, given there can be multiple games on one standard adult pitch.
10. Because we want our young players to have less pressure from coaches and parents/guardians.

Best of all, the game is simple, can be played without adult involvement and it's FUN!

These are the reasons why we adults must foster “Small-Sided” Games in our youth football programmes. The “Small-Sided” game is an environment that promotes development of our young football players.



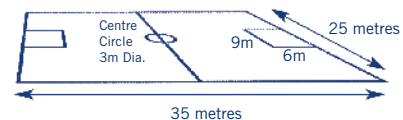
SMALL-SIDED GAME FORMATS

Description	Max No in Team	Max Playing Areas metres	Duration of Games	Max Goal Size metres (feet)	Size of Ball
Under 7	5	35 x 25	36 mins (3 x 12 mins)	3.65 x 1.83 (12 x 6)	3
Under 8	5	35 x 25	36 mins (3 x 12 mins)	3.65 x 1.83 (12 x 6)	3
Under 9	7	55 x 35	45 mins (3 x 15 mins)	3.65 x 1.83 (12 x 6)	4
Under 10	7	55 x 35	45 mins (3 x 15 mins)	4.87 x 2.13 (16 x 7)	4
Under 11	9	65 x 45	50 mins (2 x 25 mins)	4.87 x 2.13 (16 x 7)	4
Under 12	9	65 x 45	60 mins (3 x 20 mins)	4.87 x 2.13 (16 x 7)	4

MAXIMUM PLAYING AREA MEASUREMENTS

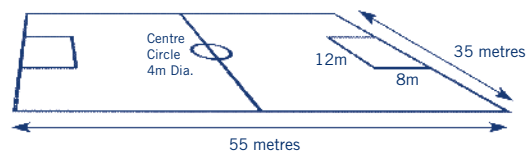
Under 7

Under 8



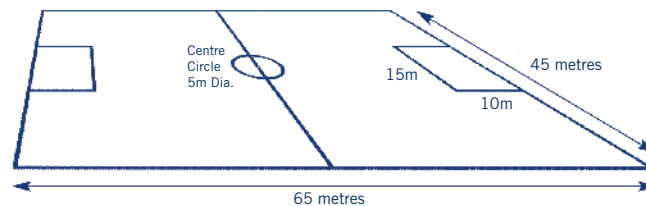
Under 9

Under 10



Under 11

Under 12



REGULATIONS:

Committee

The games will be hosted by a Licenced Centre in partnership with McDonald's.

An appointed committee will have complete authority in all matters relating to the control and progress of the McDonald's Small-Sided Games Development Centre programme in accordance with the McDonald's Small-Sided Games Development Centre programme rules and regulations.

By entering the Games Programme clubs undertake to accept the arrangements made by the Irish FA and to accept all the decisions of the Local Games Committee whose decisions shall be final and binding.

Entry Fee:

Each team will pay a fee to the Local Games Co-ordinator per season (weekly pitch fees will be charged also)

Teams who withdraw or are excluded from the Games Programme will not receive a refund of their Team Entry Fee.

Player Registration season 2010/11:

There is no registration of players. We are relying on all coaches to ensure that their players are playing in the correct age band.

Age Bands (UEFA)

Under 7 (Born 2004)

Under 8 (Born 2003)

Under 9 (Born 2002)

Under 10 (Born 2001)

Under 11 (Born 2000)

Under 12 (Born 1999)

Special Circumstances:

Children can play a year down and where it would assist a young player's development, this should be accommodated.

Under no circumstances should children under the age of 6 be permitted to play in any McDonald's Small-Sided Games Development Centre.

PROOF OF AGE

The Irish Football Association reserves the right to ask for proof of identity and age of any player.

Size of Pitches

As set out in the Irish FA Small-Sided Laws of the Game.

Duration of Play

As set out in the Irish FA Small-Sided Laws of the Game.



Duration of the programme

Games should not be played in extreme weather conditions or during the months of December and January, except if using approved indoor facilities.

Match Ball

As set out in the Irish FA Small-Sided Laws of the Game.

Team Colours

Where there is a clash of colours, a coin will be tossed to decide which team will wear McDonald's bibs.

Game Supervisor

As set out in the Irish FA Small-Sided Laws of the Game.

Coaching Staff

A maximum of 2 coaches per team should be in the designated coaching area.

Spectators

All spectators should watch the game from the designated spectator area.

Reporting Results

The McDonald's Small-Sided Games programme is TROPHY FREE and therefore no results are to be recorded or published.

Discipline

Team Managers/ Coaches should substitute any PLAYER who continues to infringe the LAWS & SPIRIT of the game. If the Manager/Coach refuses, the game supervisor should report this to the Local Games Co-ordinator.

ALL cases of disciplinary action and reports shall be reported to the Local Games Co-ordinator who in turn will report to the Local Games Committee.

Each manager and coach is responsible for the behaviour of their teams' parents and supporters in the designated spectators' area. Any cases of misconduct should be reported to the Local Games Co-ordinator.

Insurance

Teams not already covered by NIBFA INSURANCE must produce a copy of their own INSURANCE and demonstrate that they have adequate cover for ACCIDENT, INJURY and ILLNESS.

Other

The Irish FA reserves the right to amend these regulations for the advancement and smooth running of the programme.

If anyone is found to be causing wilful damage to property, the club associated with the offending person(s) will be responsible for the damage caused and for full payment in respect of any damage caused.

All matters not covered by these regulations shall be determined in accordance with the regulations of the Irish Football Association.



LAWS OF THE GAME

The basic rules are listed below. Game supervisors are encouraged to be flexible in their interpretation and implementation of the rules, particularly with the youngest children.

1. The Playing Area

The field of play should be rectangular in shape. Maximum areas are as follows:

Under 7 and 8 years of age	35m x 25m
Under 9 and 10 years of age	55m x 35m
Under 11 and 12 years of age	65m x 45m

Penalty Area

Under 7 and 8 years of age	Rectangular 10m x 6m
Under 9 and 10 years of age	Rectangular 12m x 8m
Under 11 and 12 years of age	Rectangular 14m x 10m

Penalty Mark:

The penalty mark is on the penalty area line and opposite the centre of the goal.

2. The Ball

The ball should be no larger than size 4 and it should be made of leather:

Under 7 and 8 years of age	Size 3
Under 9, 10, 11 and 12 years of age	Size 4

3. Number of Players

Under 7 and 8 years of age 5 v 5

Maximum of three substitutes may rotate during the entire game. The coach is allowed to make the substitutions while the ball is in play, but must wait until the substituted player has left the field.

Under 9 and 10 years of age 7 v 7

Maximum of three substitutes may rotate during the entire game. The coach is allowed to make the substitutions while the ball is in play, but must wait until the substituted player has left the field.

Under 11 and 12 years of age 9 v 9

Maximum of four substitutes may rotate during the entire game. The coach is allowed to make the substitutions while the ball is in play, but must wait until the substituted player has left the field.

Coaches must ensure equal playing time for all players.

Any number of substitutes may be used at any time with the permission of the game supervisor. A player who has been replaced may return to the playing area as a substitute for another player.

4. Playing Equipment

Players must wear shin guards and goalkeepers must wear a distinguishing playing strip. Shin guards must be covered by stockings and players should remove all jewellery prior to the game.



5. Game Supervisor

Role of the Game Supervisor:

Each game is controlled by a Games Supervisor who has the authority to enforce the Laws of the Game from the side of the pitch directly opposite the spectators' viewing area.

Responsibilities of the Game Supervisor:

- Enforces the Laws of the Game but also uses common sense to ensure the game flows as much as possible
- Controls the game
- Ensures that the correct ball, size of goal and number of players related to age band is being adhered to
- Ensure that the players are wearing shin pads and are wearing the correct footwear
- Stops the match, if in their opinion a player is seriously injured and ensures the player is removed from the field of play
- Ensures that any player bleeding from a wound leaves the field of play
- Allows play to continue where possible when the team against which an offence has been committed will benefit from such an advantage, and penalises the original offence if the anticipated advantage does not ensue at the time
- Takes action against players who continually commit serious fouls, use abusive/bad language (including racist or sectarian comments), spitting or persistent bad behaviour and permanently remove that player from the game to be replaced by another player by the team coach

- Stops, suspends or terminates the game because of outside interference.
- Restarts the game after it has been stopped
- The Game Supervisor may only change a decision on realising that it is incorrect or, at his/her discretion provided that play has not restarted
- The decisions of the Game Supervisor are final.

6. Duration of Game

Under 7 and 8 years of age
3 x 12 minutes (two 3 minute breaks)

Under 9 and 10 years of age
3 x 15 minutes (two 3 minute breaks)

Under 11 years of age
2 x 25 minutes (half-time break 5 minutes)

Under 12 years of age
3 x 20 minutes (half-time break 5 minutes)

7. The Start of Play

A kick-off is taken from the centre of the playing area to start the game and after a goal has been scored. Opponents must be outside the centre circle and in their own half of the field. The ball must be played forward.



8. Ball in and out of Play

The ball is out of play when:

- It has wholly crossed the goal line or touch line whether on the ground or in the air
- Play has been stopped by the Game Supervisor

The ball is in play at all times, including when:

- It rebounds from a goal or a post, crossbar or corner flag post and remains in the field of play
- It rebounds from the game supervisor when they are on the field of play.

9. Method of Scoring

A goal is scored when the whole of the ball passes over the goal line, between the goalposts and under the crossbar, providing that no infringement of the Laws of the Game has been committed previously by the team scoring the goal.

10. Offside

There is no offside.

11. Fouls and misconduct:

All free kicks are direct.

Fouls and misconduct are when a player:

- Kicks or attempts to kick an opponent
- Trips or attempts to trip an opponent

- Jumps at an opponent
- Charges at an opponent
- Strikes or attempts to strike an opponent
- Pushes an opponent
- Tackles an opponent from behind before touching the ball
- Holds an opponent
- Handles the ball deliberately
- Plays in a dangerous manner
- Impedes the progress of a player

No player is allowed to deliberately handle the ball with his or her hand and / or arm, anywhere on the field. Only the goalkeeper inside the penalty area is allowed to handle the ball.

Please note that from Under 7 to Under 9 most fouls and hand balls at this level are committed through lack of co-ordination. There is rarely any intent. Try to give advantage to the attacking team when you can. Be fair to both sides.

12. Free Kicks

For all free kicks opponents must be 5 metres from the ball.



13. Penalty Kicks

A penalty kick is awarded when any of the offences, as set out in Law 11, are committed by a player inside their own penalty area, irrespective of the position of the ball, provided it is in play.

All other players must stand outside the penalty area and a minimum of 2m away from the ball. The penalty kick is taken from the edge of the penalty area line and opposite the centre of the goal with a goalkeeper in position.

14. Throw-in

A goal cannot be scored directly from a throw-in.

A throw-in is awarded:

- When the whole of the ball passes over the touchline, either on the ground or in the air
- From the point where it crossed the touchline
- To the opponents of the player who last touched the ball.

Game leaders can show flexibility by allowing U7 and U8s to pass or throw the ball into play.

Procedure:

At the moment of delivering the ball, the thrower:

- Faces the field of play
- Has part of each foot either on the touchline or on the ground outside the touchline

- Uses both hands
- Delivers the ball from behind and over their head

The throw-in is awarded to the opposing team if any of these requirements are not carried out.

The thrower may not touch the ball again until it has touched another player. If they do, a free kick will be awarded against them. The ball is in play immediately when it enters the field of play.

15. Goal Kick

A player of the defending team kicks the ball from any point within the penalty area.

Opponents must remain outside the penalty area and at least 5m from where the kick is taken until the ball is in play.

The rule forbidding a back pass to the goalkeeper does not apply.

Under 7s, 8s and 9s may take goal kicks from their hands, from within the penalty area.

16. Corner Kick

The opposing players must remain at least 5m from the ball until it is in play.

The kicker may not touch the ball again until it has touched another player. If they do, a free kick is awarded against them.

The ball is in play immediately when it enters the field of play.



ROLES & RESPONSIBILITIES OF THE COACH

The main role of the coach is to ensure that all children are being developed in a safe, fun environment, free from abuse and harm.

As a role model, the coach should also ensure high standards of behaviour from all players, parents and guardians at each Small Sided Game.

Responsibilities of the coach are to:

- Ensure that all criteria are adhered to
- Ensure all the entry rules and regulations are adhered to
- Ensure contact forms for players are completed
- Ensure all Codes of Conduct are clearly understood and adhered to by all players, coaches, volunteers and parents/guardians
- Ensure all equipment and playing areas have been checked before playing
- Ensure all Irish FA Child Protection, Equality, Health & Safety Policies and Procedures are adhered to
- Ensure that all parents/guardians are provided with a written copy of the Irish FA Small Sided Games spectator codes of conduct
- Ensure that parents/guardians are informed of the staff contacts.

All coaches/volunteers are encouraged to demonstrate exemplary behavior in order to protect children in their care and themselves from false allegations.

Remind parents and guardians to remain on the opposite side of the pitch and inside the designated spectator viewing area.

CODES OF CONDUCT FOR COACHES/VOLUNTEERS

- I will respect the rights, dignity and worth of every person within the centre and treat them equally
- I will develop an appropriate working relationship with children based on mutual trust and respect. I will not exert undue influence to obtain personal benefit or reward.
- As a coach, I will hold or be working towards an up-to-date and nationally recognised coaching qualification as set out in the criteria
- I will always promote the positive aspects of football (e.g. fair play) and never condone rule violations or the use of prohibited substances
- I will be an excellent role model. This includes not smoking, drinking alcohol, using foul/racial/sectarian language or taking drugs in the company of young players.
- I will always work in an open environment (e.g. avoiding private or unobserved situations and encouraging an open environment, e.g. no secrets)
- I will always put the welfare of each child before winning
- I will maintain a safe and appropriate distance with players (e.g. it is not appropriate to have an intimate relationship with a child)
- I will make football enjoyable and promote fair play



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- I will ensure that if any form of manual/physical support is required, it is provided openly and according to agreed guidelines. If physical support is needed, I will talk aloud to the child explaining what I am doing and why as it is difficult to maintain hand positions when a child is constantly moving. I agree that children should always be consulted before they are touched and their agreement gained. Parental/guardian views about manual support will always be carefully considered.
 - I will involve parents/guardians wherever possible (e.g. for the responsibility of their children in the changing room) provided they have been successfully vetted and are of the appropriate gender and work in pairs
 - I will give enthusiastic and constructive feedback, encouraging achievements rather than negative criticism
 - I will recognise the developmental needs and capacity of children/young players, including those with a disability, avoiding excessive training or competition and not pushing them against their will
 - I will keep a written record or inform the Co-ordinator of any injury that occurs, along with the details of any treatment given
 - Bullying is not acceptable behaviour towards anyone, whether child, coach, volunteer or parent / guardian. Anyone found to be bullying others will be dealt with seriously, both in relation to the behaviour exhibited and the reasons for the behaviour.

- Avoid spending any time alone with children/young players, away from others.

The following will never be sanctioned. I will never:

- Engage in rough, physical or sexually provocative games, including horseplay
- Share a changing room, bath or shower with a child/young player
- Allow or engage in any form of inappropriate touching
- Allow children/young players to use foul, abusive, sectarian or racial language unchallenged
- Make sexually suggestive comments to a child/young player, even in fun
- Reduce a child/young player to tears as a form of control
- Allow allegations made by a child to go unchallenged, unrecorded or not acted upon
- Undertake personal care for children/young player
- Invite or allow children to stay with me at my home.

I understand any misdemeanors or breach of this code will be dealt with immediately and reported verbally and in writing to the Local Games Co-ordinator. Persistent breach of the code will result in dismissal from the programme.



CODE OF CONDUCT FOR CHILDREN/YOUNG PLAYERS

Children are expected to:

- Be responsible for their own kit
- Wear appropriate footwear/shin pads
- Bring their own water bottle/fluid
- Keep within the defined boundary of the playing/coaching area
- Behave and listen to all instructions from the coach/volunteers
- Take care of equipment owned by the centre
- Refrain from the use of bad language or racial/sectarian references
- Refrain from bullying or persistent use of rough and dangerous play
- Show respect to other players, staff and parents
- Report inappropriate behaviour
- Play fairly
- Respect officials and accept decisions
- Be gracious in defeat
- Respect opponents and not cheat
- Not use violence

- Arrive on time
- Be collected on time.

Children have the right to:

- Be safe and listened to
- Be respected
- Privacy
- Enjoy football in a protective environment
- Be referred to professional help if needed
- Be protected from inappropriate behaviour/abuse by other members or outside sources
- Participate on an equal basis, appropriate to their ability
- Experience competition and the desire to win
- Be believed when asking for help.

Any breach of the Code of Conduct for Children will be addressed by the immediate coach/volunteer and reported verbally and in writing to the designated Local Games Centre Co-ordinator.



If a player continues to breach the Code of Conduct after an initial verbal warning from the immediate coach/volunteer, the following disciplinary action should take place:

- 1st Official Warning reported to parent/guardian. 2 week suspension from all Irish FA activities verbally and in writing.
- 2nd Official Warning (final) reported to parent/guardian. Minimum 6 month suspension from all Irish FA activities.

The Local Games Co-ordinator should also consult with the Irish FA Child Welfare Manager, Jim Grattan at jgrattan@irishfa.com

If parents/guardians wish to appeal against any of the committee's decisions they must do so in writing, by special delivery letter, within 7 days of receiving official notification.

CODES OF CONDUCT / RESPONSIBILITIES FOR PARENTS / GUARDIANS

Parents/Guardians are expected to:

- Complete and return the Registration/Consent Form pertaining to their child's participation
- Deliver and collect their child to and from coaching sessions/matches punctually
- Ensure their child is properly and adequately clothed for the weather conditions
- Ensure that proper footwear and protective equipment are worn at ALL times. Any child not in possession of the fundamental requirements will not be permitted to participate.
- Detail any health concerns relating to the child on the consent form, in particular breathing or chest conditions. Any changes to the state of the child's health should be reported to the coach prior to coaching sessions/matches.
- Inform the team coach if their child has been ill or hurt recently
- Inform the coach prior to departure from the field of play if their child is to be collected early from a coaching session
- Encourage their child to play by the rules and teach them that they can only do their best
- Show appreciation and support the coach
- Be realistic



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- Ensure their child's hygiene and nutritional needs are met
 - Accept the referee/game supervisor's judgement
 - Promote their child's participation in playing football for fun
 - Behave responsibly on the sidelines
 - Encourage children to show respect.

Parents/Guardians have the right to:

- Know their child is safe
- Be informed of problems or concerns relating to their children
- Be informed if their child is injured
- Contribute to decisions within the centre
- Speak to the Co-ordinator and voice their concerns about the standard of coaching.

Any misdemeanours and breach of this code of conduct will be dealt with immediately by the Local Games Co-ordinator. Persistent concerns or breaches will result in the parent or guardian being asked not to attend the centre if their attendance is detrimental to the child's welfare. Should a parent/guardian continue to breach the code of conduct, the Local Games Co-ordinator may regrettably ask the child to leave the centre.

Best practice is clearly to avoid transporting a child alone, but the Irish FA recognises that in some circumstances it is an essential part of a child's participation in football.

If all alternatives have been exhausted and an adult has to transport a child, there are a number of safety measures that the Irish FA recommends should be put in place to minimise the risk.

TRANSPORT GUIDELINES FOR COACHES/ VOLUNTEERS AND PARENTS/GUARDIANS

Guidelines for transporting children:

- The driver must be successfully vetted and hold a valid/current driving licence and appropriate insurance cover
- Ensure the children wear seatbelts and use booster seats where appropriate
- Do not carry more than the permitted number of passengers
- The driver should ensure that when unavoidably travelling alone in the vehicle with the child, the child sits in the back seat (this can also help protect the driver against allegations of inappropriate behaviour or abuse).

See Parental Consent/Player Contact Form (F1)



SPECTATOR INFORMATION

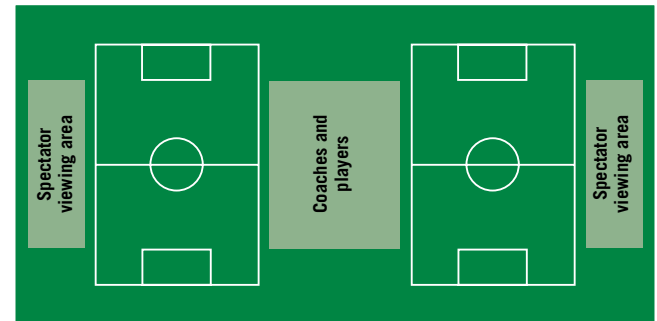
Parents/Guardians/Spectators have a great influence on children's enjoyment and success in football.

All children play football because they first and foremost love the game – it's fun. It is important to remember that however good a child becomes at football within your club, it is crucial to reinforce the message to parents/spectators that positive encouragement will contribute to children enjoying football, having a sense of personal achievement, raising their confidence, building their self esteem and improving the child's football and lifestyle skills.

Therefore we would ask all spectators to:

- Applaud all good play by your own team and the other team
- Never ridicule or scold a child for making a mistake during a game
- Respect the decision of the game supervisor and teach children to do the same
- Respect the rights, dignity and worth of every person regardless of their gender, ability, race, colour, religion, language, politics and national or ethnic origin
- Do not use violence in any form, whether it is against other spectators, coaches, games supervisor or players
- Know the rules of small-sided football
- Respect the coaches and players of the opposing team before, during, and after the game

- Teach each player, especially through personal example, to be humble and generous in victory and proud and courteous in defeat
- Cheer for your child's team in a positive manner, refraining at all times from making negative or abusive remarks about the opposing team
- Please do not encroach into the playing area. All spectators should watch the games from the designated spectator's area.
- Under no circumstances should spectators use foul, abusive, or sectarian language.



HEATH AND SAFETY GUIDELINES

Goals:

The Irish Football Association would like to draw your attention to the following guidelines for the safe use of goalposts. Safety is always of paramount importance and everyone in football must play their part to prevent incidents occurring.

1. For safety reasons goalposts of any size (including those which are portable and not installed permanently at a pitch or practice field) must always be anchored securely to the ground.
 - Portable goalposts must be secured as per the manufacturer's instructions
 - Under no circumstances should children or adults be allowed to climb on, swing from or play with the structure of the goalposts. Particular attention is drawn to the fact that if not properly assembled and secured, portable goalposts may overturn.
 - Regular inspections of goalposts must be carried out to check that they are properly maintained.
2. Portable goalposts should not be left in place after use. They should be dismantled or removed to a place of secure storage.
3. Nets should only be secured by plastic hooks or tape and not by metal cup hooks. Any metal cup hooks should be removed and replaced. New goalposts should not be purchased if they include metal cup hooks that cannot be replaced.

4. Goalposts which are "home made" or which have been altered from their original size or construction should not be used. These have been the cause of a number of deaths and injuries.

Balls/Bibs:

All footballs should be the correct size as set out in the Laws of Small-Sided Games and when applicable only the correct size of McDonald's Small-Sided Games Development Centres' bibs should be used.

Coaches/Volunteers:

Coaches/Volunteers should carry a mobile phone in case of emergency and ensure that Irish FA Child Protection Policies and Procedures are adhered to.

Coaches/Volunteers should ensure the playing surface, goals and equipment are checked prior to the commencement of the game.



EQUALITY POLICIES & PROCEDURES

Players:

Appropriate apparel must be worn at all times and we encourage young children to wear moulded football boots. Children's muscles/joints are still developing and this type of footwear allows easier distribution of their body weight over the moulded boot area, thus giving the child greater balance.

All players must wear shin pads, ensure their boot laces are securely tied and no jewellery should be worn.

Substitutes should remain inside the coaches' designated area during the game.

Spectators:

All spectators must remain in the designated spectators' viewing area during the game.

The aim of 'Football for All' is to engender an environment in which every individual can feel free to become involved in football in Northern Ireland, on the basis of equality and confident they will be secure if they do so.

1. Policy

The Irish Football Association (Irish FA) will endeavour to ensure all participants will be given equal opportunity, irrespective of age, gender, parental or marital status, colour, race, ethnic origin, creed, disability, social status or sexual orientation.

2. Policy Background

2.1 Football For All is about fairness in sport, equality of access, recognising inequalities and taking steps to redress them. It is about changing the culture and structure of sport to ensure it becomes equally accessible to everyone in society.

2.2 In pursuance of this policy, the Irish FA may take special measures or positive action in favour of any group which is currently under represented in its membership, representative bodies or workforce. In this, the Irish FA recognises its legal obligations under the following acts:

The Race Relations Act 1976 and Race Relations Amendment Act 2000.

The Sex Discrimination Act 1975, 1986 & 1999.

The Equal Pay Act 1970.

The Disability Discrimination Act 1995.



Rehabilitation of Offenders Act 1974.

Protection from Harassment Act 1997.

Protection of Children and Vulnerable Adults (NI) Order 2003.

Human Rights Act 1998.

Gender Recognition Act 2004.

- 2.3 The Irish FA fully supports this principle and is committed to satisfying the principle in all its activities and publication material.

3.0 Policy Purpose

- 3.1 The Irish FA has a moral responsibility to ensure that the goal of an inclusive society that tolerates and celebrates diversity and promotes equity, is achieved. It recognises that access to participation in football is not always equitable, especially for minority ethnic communities, women and girls and people with disabilities. The Irish FA also recognises that sectarianism is a major problem facing the sport of football in Northern Ireland, and that football has the potential to play a positive role in healing division.
- 3.2 The Irish FA will be proactive on all accounts to create an inclusive culture within the organisation and Irish FA supported programmes.

- 3.3 Encourage the stimulation and engagement of the Irish FA, football clubs, supporter bodies and other organisations in promoting a culture of non-discrimination, equal opportunities and Football For All.

4.0 Policy Objectives

- 4.1 Through the Irish FA's Football For All project the Irish FA will:
- 4.1.1 Work closely with organisations, e.g. football clubs, supporters' bodies, safety officers, stewards, coaches, referees, players, community and voluntary groups, Health Promotion Agency, disability teams/organisations, ethnic minority teams/communities and women's teams/groups, to implement, monitor and review the impact of the policy.
- 4.1.2 Aim to ensure all people, especially women, people with disabilities and people from ethnic minority communities, have increased physical, attitudinal, sensory and intellectual access to, and increased participation in activities, places, events, services and jobs within the sport of football in Northern Ireland.
- 4.1.3 Strive to create an environment within football that all people can feel a part of.



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- 4.1.4 Actively promote equality, challenge racism and challenge sectarianism. The Irish FA is committed to promoting good relations through the medium of football.
 - 4.1.5 Ensure that no individual or group is discriminated against in their pursuit of inclusion in football or its administration, because of any personal characteristic other than those necessary for the proper performance of the roles involved or the membership applied for.
 - 4.1.6 Develop, based on relevant legislation, a planned approach and commitment to opposing intentional or unintentional, direct or indirect discrimination against any such individual or group.

5.0 Monitoring and Evaluation

- 5.1 Through the Football For All project, the Irish FA will ensure the appropriate provision of data, targets and indicators are set and collated.
- 5.2 Through the Football For All project the Irish FA will monitor, evaluate and review on a regular basis, to ensure that progress is made.
- 5.3 Implementation of the policy will ensure that investment and activities around the provision of equality of opportunities in the sport of football, are monitored and evaluated effectively at all levels.

6.0 Exemptions

- 6.1 The Irish FA reserves the right to limit competitions to persons of specific age, gender or disability groups where this is necessary to ensure equitable, safe and equal competition.

7.0 Responsibility

- 7.1 The Irish FA will ensure that all parties conducting business with the Irish FA and all key stakeholders are made aware of the policy.
- 7.2 The Irish FA expects all those acting on behalf of the organisation to adhere to this policy.
- 7.3 In pursuance of this policy the Irish FA will discipline any of its members or employees who practice any form of discrimination on the grounds of a person's age, gender, ability, race, religion, ethnic origin, nationality, social status or sexual orientation.



MEDIA COVERAGE GUIDELINES

A key role of each club is to raise the profile of the McDonald's Small-Sided Games Development Centre programme through their local media.

Successfully promoting your McDonald's Small-Sided Games Development Centre will help increase participation levels by attracting new children and families to the centres. It will also provide a platform for demonstrating to the wider community how successful the overall project is at providing fun and informal coaching for boys and girls, aged between 6 and 12, regardless of ability.

Below are some guidelines to help you achieve well branded coverage for your McDonald's Small-Sided Games Development Centre:

- Contact your local media regularly to set-up a photograph opportunity around key events in the McDonald's Small-Sided Games Development Centre calendar such as launch events, opening dates, personality appearances etc.
- If the local media are unable to attend an event a McDonald's Small-Sided Games Development Centre Co-ordinator should ensure that a photograph is captured using a standard digital camera. This photograph can then be emailed to the local media with the relevant information.
- Always use the correct title - 'The McDonald's Small-Sided Games Development Centre' in all written and verbal communications

- All coaches should ensure that parents / guardians consent to both the taking and publishing of films or photographs by asking them to complete a media consent form (see example form overleaf).
- When setting up a photograph opportunity with the local media, ensure all children in the photograph are wearing their McDonald's Small-Sided Games Development Centre bibs and that the McDonald's Small-Sided Games Development Centre logo is in view and not obscured (Please ensure all children in the photograph have the necessary parental permission).

If you need any additional information or support in helping you raise the profile of your McDonald's Small-Sided Games Development Centre within your local media, please do not hesitate to contact Russell Lever, ASG Public Relations on Tel: 028 9080 2000 / Mob: 077 6483 0894 or email: rlever@asgireland.com.



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