



THE FA FIVES 2020
Guidance for FA FIVES Event Hosts

EURO 2020 and THE FA FIVES 2020. BE PART OF IT.

Why get involved?

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

Event Host Registration	1 October 2019	Registration opens for FA FIVES Round One events
	15 November 2019	Registration closes for FA FIVES Round One events
	22 November 2019	Successful / non-successful applications confirmed
Participant Sign-up	4 March 2020	Sign-up opens (100 days to go to UEFA EURO 2020)
	23 April 2020	Sign-up closes (50 days to go to UEFA EURO 2020)
Live Events	2 & 3 May 2020	Round One including flagship events in each county
	30 & 31 May 2020	Regional Finals five locations across England
	12-14 June 2020	National Finals in London on the opening weekend of UEFA EURO 2020



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1. Introduction

UEFA EURO 2020

- ✦ In its 60th anniversary year, UEFA EURO 2020 will see 51 matches being hosted across 12 different nations for the first time. Wembley is hosting seven matches including the two semi-finals and final.
- ✦ Should England qualify for the Final Tournament in June and July 2020, we could see England play all three group matches at Wembley. This is a great opportunity to recreate the sense of unity and excitement of EURO '96 next summer.
- ✦ During the bid process in 2014, The FA and DCMS signed up to deliver a national promotion programme aimed at increasing engagement in UEFA EURO 2020 and ensuring the tournament experience and excitement extends beyond London and across the country.

THE FA FIVES - A EURO Festival FOR ALL

- ✦ Our vision for the national programme is to engage the nation in UEFA EURO 2020 through an inclusive and accessible football participation programme that offers multiple touchpoints throughout the country.
- ✦ The campaign is a great opportunity to build on the success of The FA People's Cup in recent years and to create a fun celebration of the grassroots game in the immediate lead up to UEFA EURO 2020.

THE FA FIVES...

- ✦ will be the nation's **biggest and most inclusive small-sided football festival**
- ✦ **will be free** to enter, it will be played in **five-a-side format** over three rounds on grass or 3G/artificial pitches

Round One	2 & 3 May 2020	100+ events nationwide
Regional Finals	30 & 31 May 2020	Five locations across England
National Finals	12-14 June 2020	London, on the opening weekend of UEFA EURO 2020

- ✦ will involve up to **5,000 teams and over 35,000 participants across** 15 categories encompassing male, female, adult, veterans, youth, walking and disability football
- ✦ is **aligned to UEFA EURO 2020** tournament milestones and branding
- ✦ will be promoted nationally by **The FA in partnership with BBC Sport**
- ✦ has a **strong festival narrative** and an 'all roads lead to Wembley' storyline
- ✦ encourages **wider entertainment-led elements** to broaden the appeal for spectators and wider audiences
- ✦ offers organisations the opportunity to **unlock up to £10,000 of additional Sport England Small Grants funding** to deliver associated legacy projects

2. Overview of THE FA FIVES programme

The FA People's Cup has for several years been the largest and most inclusive national mass-participation small sided football event, regularly attracting thousands of teams across three rounds of competition. The 2019/20 season is an exciting opportunity to take the previous success of the programme and evolve it into a new event, **THE FA FIVES**, to coincide with UEFA EURO 2020.

The FA's objectives for **THE FA FIVES** are detailed below:

Objectives	How we aim to achieve our objectives
1. Generate strong engagement and excitement around UEFA EURO 2020 across England	<ul style="list-style-type: none"> Align the programme with UEFA EURO 2020 through its branding, messaging, timing and prizes Offer engagement opportunities beyond pure playing opportunities (e.g. digital, cultural) Deliver a unique and memorable EURO experience for regional winners
2. Enable anyone to feel part of UEFA EURO 2020 by ensuring the programme is accessible and inclusive	<ul style="list-style-type: none"> Free to participate and nationwide coverage Broad range of competition categories offered Inclusion of recreational facilities/parks with a focus on lower socio-economic groups and IMD areas 1 and 2 (Index of Multiple Deprivation)¹
3. Show case and celebrate all forms of football to demonstrate that football is FOR ALL	<ul style="list-style-type: none"> Male and female competition categories spanning youth, adult, veteran, walking and disability football Throw a strong spotlight on all forms of football through the creation of 'flagship events' and media coverage Stage additional football-themed games, activations and entertainment alongside the main tournament
4. Use the programme as a catalyst for sustained participation and a platform to communicate wider football participation opportunities	<ul style="list-style-type: none"> Data and insights on individual participants captured through the participant registration process Integrate key messages into CRM planning, wider communications and coverage pre, during and post each round Additional funding opportunity to support the delivery of legacy participation programmes at parks and recreational facilities
5. Inspire people to connect with and through football by creating activations that transcend football to other cultural touchpoints such as music, art, film and fashion	<ul style="list-style-type: none"> Tone down the 'competition' element and push a greater festival narrative Bring in cultural and entertainment-led elements to appeal to wider audiences and influence people's 'experience' of football e.g. performance alongside pitches at Regional Final events Leverage entertainment and digital channels (social media, user-generated content) to engage broader audiences

Target audience and promotion

The FA Marketing and Communications team will lead on an integrated campaign to generate awareness and encourage participation in THE FA FIVES. The team will work with an external PR agency and partners including the BBC and UEFA to ensure the effective use of promotional assets and consistent delivery of campaign messaging. Marketing toolkits will be provided to all FA FIVES Event Hosts.

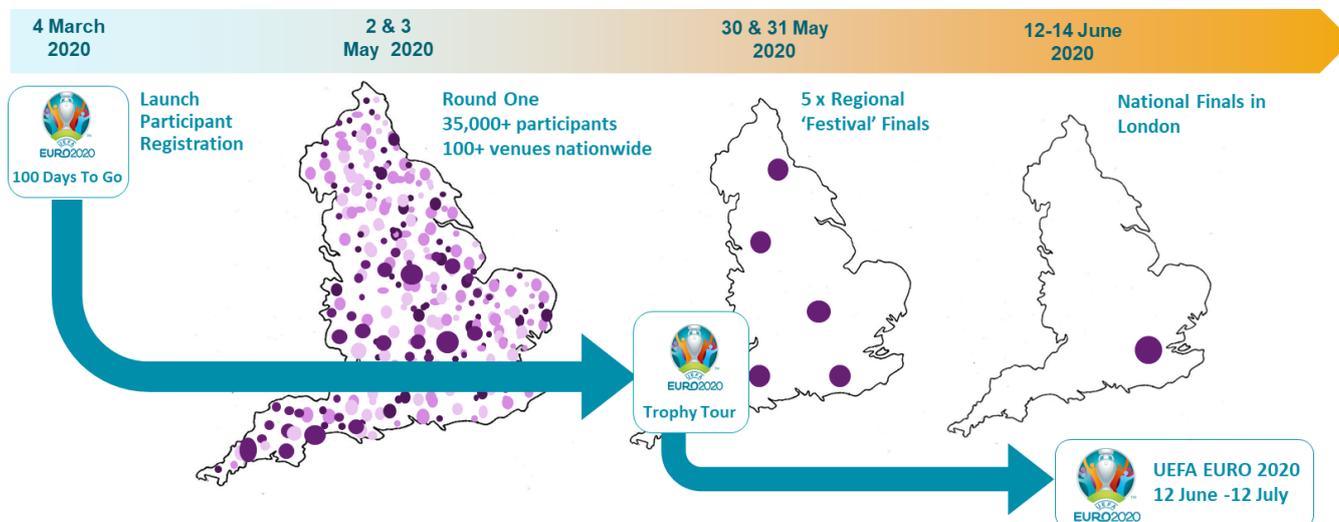
Target audiences include:

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

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

Timings and delivery format

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



Participants can sign-up to play in THE FA FIVES from 4 March 2020, 100 days to go until UEFA EURO 2020 kicks off. The dates and format for each round of THE FA FIVES tournament are as follows:

	Round 1	Regional Finals	National Final
When	2 & 3 May 2020	30 & 31 May 2020	12-14 June 2020
Where	Nation-wide	Five locations NW, NE, Midlands, SW and SE England	London
Scale	35,000+ participants nationwide (100+ venues)	c. 1,400 participants per region (7,000 in total)	Winning team in each category from the Regional Finals (75 teams)
Delivery Concept	<ul style="list-style-type: none"> Focus is on creating a fun, family-friendly environment with good interaction amongst categories Diverse range of venues (grass and 3G artificial pitches), including option of park settings with a focus on IMD areas 1 and 2 Aim for minimum one flagship event in each county, offering all 15 categories Range of smaller events across the county to provide for those categories where demand is higher Amplification of selected events for BBC coverage 	<ul style="list-style-type: none"> Focus is on delivering five large high-quality festival-style event for all the family Aim to partner with five cities and County FAs suitably spread geographically Venue selection based on availability of appropriate facilities and the appetite of regional stakeholders to support the delivery of an engaging football experience accompanied by entertainment-led elements to appeal to wider audiences National and regional BBC coverage 	<ul style="list-style-type: none"> Focus is on creating a unique and memorable experience and football showcase against the backdrop of an iconic landmark London-focused to reflect the 'All roads lead to London/Wembley' concept Individual category winners as well as overall winning 'Region' BBC coverage and involvement of UEFA and BBC talent and Ambassadors

Participant categories

Fifteen categories make up THE FA FIVES programme to ensure it provides as many people as possible with the opportunity to take part. Event Hosts will be asked during the registration process whether they can provide a non-competitive Under 12 mixed category. This category could be delivered through existing programmes and partnerships.



How qualification will work

- 🌀 The winning team in each category at each local Round One event (2-3 May) will qualify for the Regional Final in their area. Depending on the final number of Round One events in the area and the total number of participating teams, the top two teams may qualify for the Regional Finals in some instances (an FA FIVES Event Host will be notified of this prior to the delivery of Round One).
- 🌀 The winning team in each category at each of the five Regional Final events (30-31 May) will go on to represent their Region at the National Finals in London. Therefore 15 teams from each Region (75 teams across the country) will qualify for the National Finals.
- 🌀 The National Finals will be held over 12-14 June 2020 in London to determine:
 - the national winner (team) in each category
 - the winning Region - determined by the total number of points earned by all 15 teams representing each Region at the National Finals

Reward and recognition

- 🌀 Every participant that signs up and plays in THE FA FIVES in Round One will be automatically entered in to a ballot to win a pair of UEFA EURO 2020 match tickets to the first group match at Wembley stadium on 14 June 2020. One pair of match tickets will be available per category. Participants will only be eligible for the ballot if they have registered their full details on The FA's Events Platform and played in Round One.
- 🌀 Trophies and medals for winning teams will be available at both the Regional and National Finals, not Round One.
- 🌀 Match tickets for the first UEFA EURO 2020 group match at Wembley on 14 June 2020 will be awarded to the national winner (team) in each category.
- 🌀 The winning 'Region' will also be honoured albeit this won't include UEFA EURO 2020 match tickets.
- 🌀 The FA is still reviewing options to reward other groups involved, including referees and volunteers.

3. Why be an FA FIVES Events Host?

THE FA FIVES programme offers several benefits to an Event Host, a Host Venue and their networks:

For clarity the Event Host is the lead organiser of THE FA FIVES event (e.g. could be a County FA, a club, a football facility operator or local authority).

An opportunity to be part of the largest celebration of European football in history

In its 60th anniversary year, UEFA EURO 2020 will be the biggest and most inclusive EURO tournament to date. The tournament's 51 matches are being hosted across 12 nations and it's the first time that England has hosted senior international tournament football since 1996.

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

The programme is an opportunity to further build existing relationships and networks as well as form new partnerships. It is an opportunity to deepen participation levels for existing players and kickstart the involvement of new players.

Leverage local and national media opportunities

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

Youth engagement and volunteering

The programme offers the opportunity to engage young leaders and volunteers to proactively involve and give meaningful roles and responsibility as ambassadors for the programme in their local community.

Raise the profile of facilities

Our aim is to encourage a diverse range of accessible football and community football facilities to host FA FIVES events. It's an opportunity to throw a strong spotlight on your facilities to promote longer term participation opportunities at these facilities.

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

Through the Sport England Legacy Small Grants programme, all Event Hosts can apply for funding to deliver participation programmes that impact on people from low socio-economic groups and to help sustain participation interest and activity levels beyond UEFA EURO 2020.

4. Event Host requirements (Round One)

Who can become an FA FIVES Event Host?

- ⚡ FA FIVES events must take place within England (including the Channel Islands) on the weekend of 2-3 May 2020. Consideration will be given to events that fall on dates within one week either side of the Round One weekend in exceptional circumstances only.
- ⚡ All FA FIVES events must take place on a grass or 3G astroturf /artificial surface and use the normal five-a side match rules provided by The FA for each category.
- ⚡ The format will be group stage (league) followed by a knock-out stage. Each team should be guaranteed a minimum of 40 minutes of match time.
- ⚡ An FA FIVES Event Host must have experience of delivering football tournaments and meet the requirements set out in the *Service Level Agreement (SLA)*.

How many categories should an FA FIVES event offer?

- ⚡ The programme would like to see large engaging Round One events offering a good range of categories and creating a festival feel in the build-up to UEFA EURO 2020.

- ⚡ **A minimum of three categories** is required to register an application to host an **FA FIVES** event. Please liaise with the key contacts listed in section 9 if there are any questions related to the number of categories/which categories an FA FIVES event must cater for.

Adult Male	Under-16 Male
Adult Female	Under-16 Female
Male Veterans (35yr+)	Under-14 Male
Female Veterans (35yr+)	Under-14 Female
Female Walking Football (40yr+)	
Mixed Walking Football (50yr+)	

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

Key requirements of an FA FIVES Event Host

An **FA FIVES Event Host** must:

- ⚡ Have relevant experience and capacity to organise the management of the Round One **FA FIVES** event for all or selected categories.
- ⚡ Be able to provide full contact details for the **FA FIVES** Event Host; the Host Venue as well as for the event sessions being offered in each category.
- ⚡ Agree to promote their **FA FIVES** event through their available marketing and communication channels and networks. Guidance on how to promote **FA FIVES** events will be made available through scheduled webinars, email communications and a digital toolkit.
- ⚡ Agree to **THE FA FIVES** Service Level Agreement (SLA) which includes all relevant health and safety laws and The FA's safeguarding policies. Please see full SLA [here](#).
- ⚡ Ensure all **FA FIVES** sessions are booked in at the venue using the venue's normal internal booking procedures.
- ⚡ Have a dedicated person (Event Host) as the lead for the **FA FIVES** event. The details of this person need to be provided during the registration process.



- 🌀 Fully brief all venue staff members to be able to deal with any **FA FIVES** queries in the lead-up to – and during – the Round One weekend.
- 🌀 Display branding provided by The FA prominently at the venue on the agreed event dates.
- 🌀 Ensure all officiating referees are FA-qualified and wearing consistent apparel (where possible).
- 🌀 Help to generate a strong festival feel and excitement in the build-up to UEFA EURO 2020, where possible working with local partners and suppliers to ensure it is an engaging experience For ALL
- 🌀 Submit all results from **THE FA FIVES** event on the same day, via The FA's online Events Platform.

5. Support available to Event Hosts

Event Delivery & Promotion

The FA and their delivery agency Limelight Sports Ltd will support FA FIVES Event Hosts throughout the planning and delivery of their FA FIVES event.

Specifically:

- 🌀 FA FIVES event guides and webinars will be provided to assist all FA FIVES Event Hosts. These will cover how to:
 1. Market and promote an FA FIVES event;
 2. Plan your FA FIVES event;
 3. Deliver your FA FIVES event;
 4. Use The FA's digital tools (e.g. Playing Surface, Full Time, Events Platform)
- 🌀 Branded digital and physical assets will be provided to promote and brand your FA FIVES event.
- 🌀 Limelight Sports will seek potential exposure for FA FIVES events through The FA and BBC channels, as well as local media.
- 🌀 Financial contribution towards the cost of hosting THE FA FIVES event. The financial contribution is dependent on the number of categories offered at THE FA FIVES event.
- 🌀 Whilst we recognise that the financial contribution available may not always meet the costs of the event, the wider benefits of being involved in THE FA FIVES programme should be considered too. We have still to confirm how referees that volunteer their time to the programme are recognised.
- 🌀 Please note that the financial contribution for Regional Final events is different from the above due to the specific requirements for each Regional Finals event.

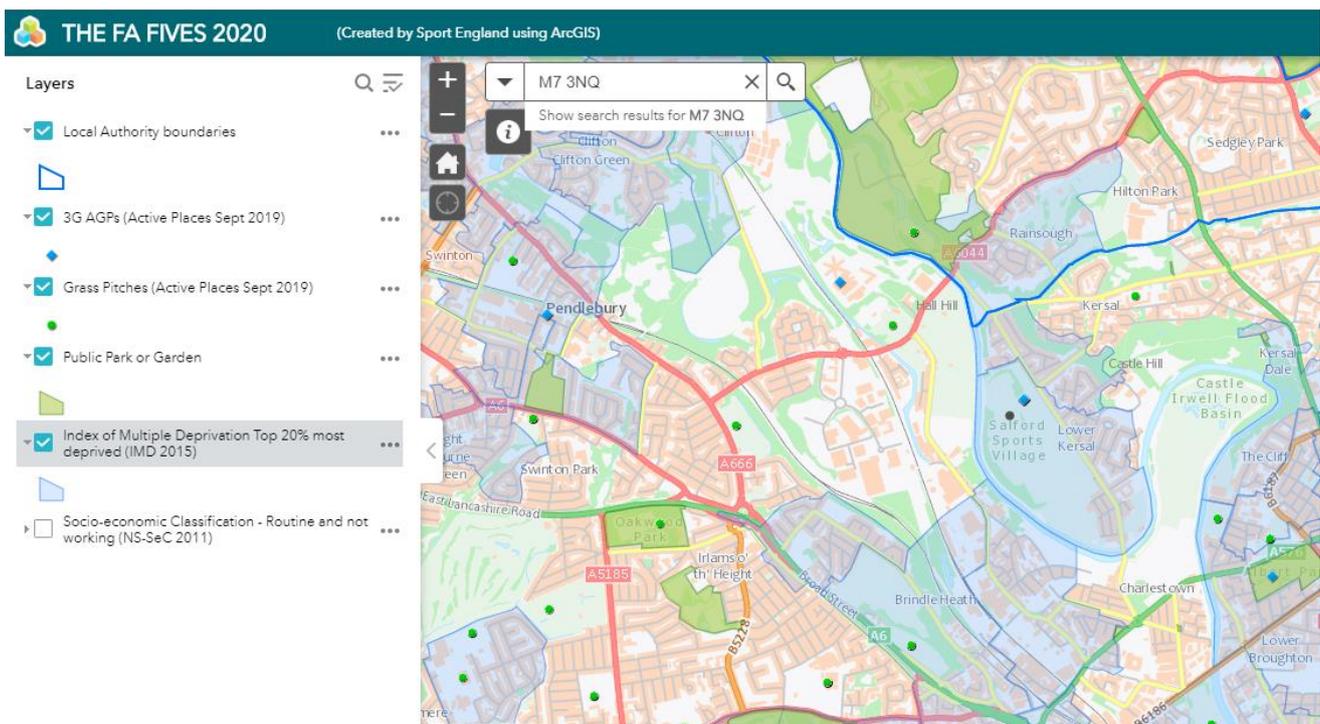
Mapping Tool

- 🌀 Sport England is providing all prospective FA FIVES Event Hosts with access to a Mapping Tool enabling them to determine if proposed venues are located in the top 20% most deprived parts of England (according to Index of Multiple Deprivation) as well as whether people from lower socio-economic groups (National Socio-Economic Classification 6-8, routine and non-working) live close to the venue.
- 🌀 It is not an obligation for an FA FIVES event to be located within a top 20% most deprived area but this is an important criteria should you wish to apply for a Sport England EURO 2020 Legacy Small Grant at a later date.
- 🌀 We have included some tips overleaf on how to use the Mapping Tool. The Mapping Tool can be accessed via the following link:

<http://sportengland.maps.arcgis.com/apps/webappviewer/index.html?id=6a51a01c02ba4c67b3a4f331cdfdb7d8>

Mapping Tool User tips

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



6. Event Host registration process

Online FA FIVES hub

🌀 The FA will launch and direct all prospective Event Hosts to the online FA FIVES hub. THE FA FIVES hub will go live on 1 October and will host the following information

- An overview of THE FA FIVES Programme
- How to get involved
- SLA for Event Hosts
- Online registration form
- FAQs

🌀 **All prospective Event Hosts will need to register their Event through the online application process hosted on the online FA FIVES hub.**

The URL for the online FA FIVES Hub is: TheFA.com/THEFAFIVES

Key dates

1 October 2019	Event Host registration period opens
15 November 2019	Event Host registration period closes
22 November 2019	Success / non-successful applications will be notified.

- 🌀 Anyone registering an application will receive an automated email confirming that their application has been received.
- 🌀 Once an application has been submitted, the user will be able to edit **THE FA FIVES** application through a unique link that will be included within the automated confirmation email that they will receive shortly after the application was submitted.
- 🌀 Users will not be able to save their application and go back to it before submitting a final version – it is therefore **IMPORTANT** that they have all the below information to hand before starting the registration process. Event hosts will have the opportunity to update the details e.g. timings of an FA FIVES event later and prior to participant sign-up launches in March 2020.

Information required to register an FA FIVES event:

1. Contact information (email and phone) for THE FA FIVES Event Host and an alternative contact
 2. FAN number (FA account number), this can be accessed through the account area on TheFA.com
 3. The address details of the venue where THE FA FIVES event is taking place
 4. The participant categories that the Event Host is offering
 5. The dates and start/finish times of THE FA FIVES event (note these can be edited at a later date)
 6. Whether the event is open or closed to the general public
 7. Maximum number of teams per category that the Event Host can accommodate (capacity)
 8. Pitch surface at the venue (must be grass or 3G AstroTurf)
 9. Additional facilities available at venue (select from a dropdown list)
- 🌀 THE FA FIVES Support Team (EventHost@THEFAFIVES.co.uk, 0203 8656 972) have a dedicated email and telephone number and will be available between 09:00 and 17:30 Monday to Friday (excluding public holidays) to respond to all queries.

7. Sport England Legacy Small Grants Programme

QUICK FACTS

- Revenue investment opportunity– from £300 to £10,000
- Legacy opportunity – either pre or post FA FIVES Round One event (for up to 3 years)
- Projects located in top 20% most deprived areas and impacting on people from low socio-economic groups
- Eligible items include coaching/activation costs, venue hire, promotion/publicity (including community engagement), non-fixed equipment, transport/travel costs
- Up to 10% of the grant can go towards the costs of an FA FIVES Round One event (including equipment)
- Two application windows:
 - Window 1* Open 29 November until 13 January 2020 (for projects starting before FA FIVES Round One)
Decision 28 February 2020
 - Window 2* Open 15 January until 10 February 2020 (for projects starting after FA FIVES Round One)
Decision 27 March 2020

- 🌀 The DCMS and The FA are keen to ensure that THE FA FIVES is not just a success as a 'festival of football', but that it also delivers a tangible legacy.
- 🌀 The FA has worked with Sport England to link THE FA FIVES to Sport England's existing Small Grants Programme which provides revenue awards to support its 'Towards an Active Nation Strategy'.
- 🌀 The initiative supports the desire to use a diverse range of accessible facilities including park settings for FA FIVES Round One events, with a focus on delivering projects in the top 20% most deprived areas in England (as classified by the Index of Multiple Deprivation (IMD) 2015) and impacting on people from lower socio-economic groups (classified as NS-SEC-groups 6-8)².
- 🌀 Not-for profit (and for-profit organisations in limited circumstances) can apply for grants from £300 to £10,000 to deliver programmes that:
 1. support the activation of local parks and other suitable facilities in the top 20% most deprived areas of England and with a high concentration of inactive people
 2. impact on people from low socio-economic groups (LSEG)
 3. sustain the participation interest and activity levels generated beyond UEFA EURO2020
- 🌀 Sport England has provided access to a **Mapping Tool** to assist organisations in determining if prospective projects are located in the top 20% of most deprived parts of England as well as whether people from lower socio-economic groups live close to a potential project. To access the mapping tool please [click here](#)
- 🌀 Applicants will need to demonstrate how the project has been designed and developed in consultation with the local community to support people to become more active. Up to 10% of the grant can be put towards the costs of hosting an FA FIVES Round One event (including equipment).
- 🌀 Applicants should consider how they are seeking to address the barriers to participating in football outlined in the Small-sided Football Insight Report which is [downloadable here](#).
- 🌀 Sport England is looking to support projects delivering new activity or projects that show a clear expansion on what the applicant offers. They will support those projects which have the best chance of making the biggest impact - not necessarily the best written applications.

For further information please visit TheFA.com/THEFAFIVES

² The National Statistics Socio-economic Classification (the **NS-SEC**) is the social class grouping system (or variable) that is used for all official statistics and surveys since the 2001 Census.

8. Summary of key dates

Event Host Registration process	1 October 2019	Registration opens for FA FIVES Event Hosts (Round One)
	15 November 2019	Registration closes for FA FIVES Event Hosts (Round One)
	22 November 2019	Successful / non-successful Event Host applications notified

Sport England EURO 2020 Legacy Small Grant Applications	<i>Window 1</i>	
	29 November 2019	Application window open
	13 January 2020	Application window deadline
	28 February 2020	Sport England will inform applicants of decisions
	<i>Window 2</i>	
	15 January 2020	Application window open
10 February 2020	Application window deadline	
27 March 2020	Sport England will inform applicants of decisions	

Participant Sign-up	04 March 2020	Sign-up opens (100 days to go to UEFA EURO 2020)
	23 April 2020	Sign-up closes (50 days to go to UEFA EURO 2020)

Live Events	2 & 3 May 2020	Round One including flagship events (nation-wide)
	30 & 31 May 2020	Regional 'Festival' Finals (five locations across England)
	12 - 14 June '2020	National Finals in London (on the opening weekend of EURO 2020)

9. Key contacts

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

THE FA FIVES Support Team at Limelight Sports

EventHost@THEFAFIVES.co.uk

0203 8656 972

For further information on THE FA FIVES, please visit TheFA.com/THEFAFIVES

