



Devon County FA: Just Play Hub Application 2014-15

What is Just Play?

Just Play is simply “turn up & play” recreational football. It is a national project which has a network of sessions across Devon to encourage participants aged 16+ to get back into football and ‘Just Play’.

For some players affiliated football is not an option, for a range of reasons, such as time or commitment. For these players, *FA Mars Just Play* offers a viable alternative to allow engagement with the game in an organised, but informal way – Something that hasn’t been on offer before.

Want to encourage adults back to football & incentivise their participation?

Do you already have a session for players aged 16+ where they can turn up, pay and play?

What is a Devon County FA Just Play Hub?

A Devon County FA Just Play Hub is a brand new initiative which looks to support & incentivise recreational bookings at affiliated facility providers across the County.

The initiative is an opportunity for facilities to incorporate *FA Mars Just Play*, to support their bookings, by adding more value and benefits to their customer’s experience.

For example, 10 friends who play on a weekly basis together, privately, can receive additional benefits to enhance their playing experience.

By signing up to become a Devon County FA Just Play Hub, you are committing to promoting the *FA Mars Just Play* brand and encouraging your private bookings to sign up to the initiative, adding more value to their weekly experiences.

2014-15 Season Pilot Hub – FREE

2015-16* Season Hub - £100 (*into effect from 1st July 2015)

Apply to register your venue as a Devon County FA Just Play Hub!

To register your centre as a Devon County FA Just Play hub you will need to complete the application form. The completed application form should be sent to Howard Shaddick (Just Play Officer). You will get a response within 28 days of submitting your application.

If successful, this will serve as your service level agreement for the agreed period.

What will you receive if successful?

If your application is successful:

- Full Nike Kit Package (see page 2)
- *FA Mars Just Play* Administration Package (see page 2)
- *FA Mars Just Play* Promotional Package (see page 2)
- Additional Marketing support from Devon County FA (see page 2)
- Dedicated support from the Just Play Officer from Devon County FA.
- The opportunity to purchase additional *FA Mars Just Play* equipment, branding and incentives at a reduced cost.

As a Devon County FA Just Play Hub:

If your application is successful, you will agree to*:

Deliver a minimum of 26 weeks of *FA Mars Just Play* activity; open to all individuals aged 16+

OR

All private bookings to sign up to become a *FA Mars Just Play* sessions (10 week blocks)

- Use the *FA Mars Just Play* marketing (branding/kit) to advertise playing opportunities at your hub
- Compile registers for each individual session, which will be returned to the County FA monthly

****If your application is successful, but you do not adhere to the actions stated in the SLA, equipment and resources will be expected to be returned to the County FA.***

Facility Nike Kit Package

Available to loan to private group sessions and deliver facility managed sessions

- 3 x Nike Footballs
- 2 x Coloured sets of FA Mars Just Play Bibs
- 1 x Nike Kit Bag
- 1 x FA Mars Just Play Organiser Kit (Facility managed sessions only)

Facility Administration Package

- 1 x FA Mars Just Play Branded Folder
- 1 x FA Mars Just Play Branded Clipboard
- 10x FA Mars Just Play Register Templates (Paper)
- 1x Online FA Mars Just Play Register Templates
- 100 x FA Mars Just Play, Player Registration Forms
- 50 x FA Mars Just Play Membership Card Holders
- 50 x FA Mars Just Play Membership Cards

FA Mars Just Play Promotional Package & Marketing Support

- 1 x FA Mars Just Play Banner
- 5 x FA Mars Just Play Posters
- Presence on Devon County FA website promoting playing opportunities at your venue
- Social media promotion of programmes at your facility

Player Incentive Programme (Private Group Bookings)

Based upon minimum of 10 players each completing the following number of sessions:

- 10 sessions – 1x Nike ball
 - Free Entry to Selected Devon FA Small-Sided Football Events
- 25 Sessions – 2x coloured sets of 6 Nike Bibs
- 40 Sessions - 2x coloured sets of 6 Nike Playing T-shirts

Devon County FA Just Play Hub Application Form

Session aims (Facility-run Just Play Activity):

- When is your project due to start? _____
- Where will your session take place? _____
- (Location, indoors or outdoors, surface type)
- Who are your target audience? _____
- (Gender and age)
- When will your community session take place? _____
- (Day and time)
- How much will you charge for your community session? _____

Private Bookings

How many *private* group bookings do you currently have on a weekly basis? _____

How many *new* group bookings will you be targeting as a FA Mars Just Play Hub? _____

Details:

Contact name: Contact number:

Organisation..... Email:

Signed:

Office Use Only:

Devon County FA Application Approval:

Name:

Title:

Signed:

Date:

Devon County FA
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