

# European Football for Development Network

## Street League: Erasmus Programme Guide

---

 The image part with relationship ID r558 was not found in the file.

Version 1.0  
August 16<sup>th</sup> 2016

3rd Floor  
Fourways House  
57 Hilton Street  
Manchester  
M1 2EJ  
+44 (0) 161 244 5418  
[www.substance.net](http://www.substance.net)

---

# European Football for Development Network Street League Erasmus Programme Guide

## Contents

1. Overview of the Street League Programme
2. The European Football for Development Network
3. Delivering the Street League Programme
4. Street League Match Rules
5. Points Scoring and Rewards
6. Monitoring and Reporting Arrangements

## 1. Overview of the Street League Programme

It is possible to win your match, but to go home with fewer points than your opponent.

The European Football for Development Network (EFDN) Street League Programme is a football competition played not only on the field but with the communities where the participants live. Young people aged between 9 – 16 learn what it means to win and lose as well as how to work together to make their own neighbourhoods safer and more respectful places to be.

The EFDN Street League Programme aims to:

- Promote social integration and cohesion within the targeted neighbourhoods
- Improve activity levels of young people and prevent obesity and other health related diseases
- Improve the mental health and well-being of young people and other residents
- Improve the behaviour of young people and prevent youth crime
- Improve educational attainment and attendance and reduce the number of young people not in education, training or employment.
- Improve the local environment and contribute to reductions of pollution

Each Street League Programme is a partnership between a Professional Football Club or Association and a cluster of neighbourhoods, the majority identified as being socially or economically disadvantaged. However, the Programme is likely to have a greater impact when other local or regional organisations play an active support role, including housing associations, schools, other voluntary sector organisations, charities and local businesses.

The Street League Programme aims to promote social integration and cohesion between people living in different neighbourhoods. The programme has been designed to teach the participants and their peer groups social values that can last a lifetime. It attempts to ensure participants have an increased pride in their own neighbourhood and access to opportunities that improve their physical health and well-being.

The main participants of each Street League Programme are boys and girls aged 9 to 14 years. Although most will live in socially and economically disadvantaged neighbourhoods, it is important that at least one group of young people from a more affluent area are included in the programme, as this will help further deliver the aim of improved social integration and cohesion and ensure participants can bridge social divides.

Street League matches can be played on a local field or in any appropriate facility within the neighbourhood. This could include a grassed area, artificial turf, a hard play surface or a 'caged' area; the quality of the venue is less important than the reception and generosity the opponents receive. Each team choose a name for their team and their 'stadium' and are responsible for keeping the playing surface and surrounding area safe and clean. Additional points are awarded for this.

Each local Street League Programme begins with 6 teams playing over a 10-week period with 3 workshops and 4 community contributions delivered during this time. Matches are generally 5-a-side (depending on the age and the size of the community 'stadiums'), although the teams are comprised of a squad of 10 boys or girls in the older age groups or equal numbers of boys and girls in the younger age group. This squad system ensures each team can field a full side, even when some players are unable to make a match. When matches are played substitutions are encouraged, as additional fair play points are awarded when all players are given equal match time.

To give the whole neighbourhood the chance to participate or support matches, games are played at times which don't clash with other organised football leagues. This ensures that the Street League Programme is not competing with grassroots clubs, but cooperating with other organised leagues in the neighbourhood. Additionally, players who begin their football journey at a Street League Programme can progress into other local opportunities.

Each local Street League competition is designed to help identify existing relevant local social problems and plan responses to them. In this way the Street League Programme can bring together people from all ages and backgrounds and create neighbourhood based projects which make communities safer and improve the lives of all residents.

A key element of this is the *Fair Play and Fair Support Awards* system. Two-thirds of all competition points that can be earned are won not by being successful on the field of play, but through fair play and open minded support of opponents and by making positive contributions within their own communities. This applies not only to the players of each team but also to their fans and supporters who can add to the points tally by showing respect and good behaviour before, during and after matches.

Teams in the Street League Programme win additional competition points by performing volunteering activities within their own neighbourhood. These *Community Contributions* are organised during the 'season' and points awarded and added up at the end. Community Contributions can include almost any type of activity, including tidying up the neighbourhood, painting and decorating a community facility, fundraising for a particular local cause or supporting other local charities to deliver their work. Each team should aim for a minimum of 4 contributions during the season. The number of points that are awarded depends on the originality and impact that the project has on the neighbourhood.

Workshops are also a central component of each Street League Programme and play an important educational role for participants. Each local programme involves the delivery of a minimum of 3 workshops to participants which are directly linked to the aims of the project; promoting social cohesion, improving physical and mental health, individual behaviour and the local environment. Local partners are encouraged to develop these themes to address particular local issues as well as deliver additional workshops where appropriate.

Once the Street League Programme has been successfully piloted in each location and the infrastructure systemised, more competitions can be organised and teams added to the format. Experience in the Netherlands has shown that participants often play for several seasons and neighbourhoods frequently have more than one team playing in the Programme.

## 2. The European Football for Development Network

The European Football for Development Network is a group of community engaged professional football clubs and associations. In almost every country across the continent a growing number of football clubs and associations show their social responsibility by working in partnership with public, voluntary and commercial organisations to improve the lives of local people. These football clubs and associations with national and international profiles facilitate access to huge numbers of disadvantaged people, mainly young people, who are often hard to reach or motivated to participate in mainstream society.

Better cooperation between clubs and associations in each country over the last thirty years has led to the creation of the European Football for Development Network which has enabled knowledge sharing on a much wider scale. As well as sharing effective practice, the EFDN has organised European programmes on youth employment, education and broader social inclusion issues.

Furthermore, many of the clubs and associations have set up exchange programmes for staff, volunteers and participants to enhance the quality of their own local programmes and initiatives. These clubs and associations have a commitment to sharing knowledge, innovating and replicating programmes which have been proved to deliver good outcomes for their participants. They believe that the key to their long term success is working effectively across their own communities, countries and the continent.

The EFDN believes that football has the potential to change lives and clubs and associations are best supported when they collaborate. The Street League Programme is an example of how this can be achieved. Working with the Football League Trust and a carefully selected group of European partners, the Street League Programme seeks to address the overarching European policies in the field of sport through the development of a consistent and measurable European model for the delivery of sport-inspired social inclusion programmes.

The Street League Programme objectives are influenced by the guiding principles of the European Union Work Plan on Sport to:

- ensure a cooperative and concerted approach among project partners from EU Member States in order to deliver added value in the field of sport at EU level.
- address the transnational challenges faced by organisations seeking to deliver sport-inspired social inclusion programmes using a coordinated EU approach.
- use the power of sport (and football in particular) to give impetus and prominence to the Commission's work in this field.
- provide clear and measurable evidence that can contribute towards future European policies in the field of sport.

### 3. Delivering the Street League Programme

The Street League Programme involves working in 6 different neighbourhoods of each club's town or city. Five of these neighbourhoods will be economically or socially disadvantaged with the remaining neighbourhood being in a more affluent area. These 6 neighbourhoods can be locations that the club has worked in before or a new one which the club has little or no experience of delivering activities in. Ideally these neighbourhoods should be selected through a process of consultation with other local partners, including the police, local health authority and other youth organisations, mainly in order to understand the social issues which the Programme will want to address. Once the neighbourhoods have been chosen the following activities should be organised.

#### Communications and Marketing Street League

The Street League Programme should be marketed to young people and their parents through both traditional forms of marketing such as in local media, outreach and working through established local organisations as well as through social media. The aim is to raise awareness of the Programme, promote the Kick Off Sports Event and sign up potential players for the Squad Selection Event.

Although it is not essential that everyone registers in advance for these events it will help the planning and organisation if coaches and volunteers have an estimate of the numbers that might attend. For those who turn up on the day, they should complete the Street League Registration form; which should then be signed by a parent or legal guardian. Other information which should be collected at this stage and which will form the basis for the data collection strategy for the Programme includes:

- First Name
- Second Name
- Date of Birth
- Gender
- Ethnicity
- Disability
- Address
- Post Code
- Email Address
- Telephone Number
- Member of a grassroots Football Club
- Parents Attendance at the Kick Off Event

#### Communicating to Residents

It is also important to promote the Street League Programme and the matches to residents of the neighbourhood. This can be done through match day posters which the team can distribute across the neighbourhood and display in community venues. This will help ensure good support on match

days but also raise awareness of the Programme and its aims across all resident groups.

### 'Kick Off Sports Event'

The Street League Kick Off Sports Event is the first activity that will be organised by club coaches and volunteers. It should be held in a neutral space and held on a Sunday afternoon, when it is less likely to clash with other organised football leagues. The event should be marketed on each estate with an explanation of the upcoming Street League Programme. Participation in the Kick Off event is compulsory for participants who already registered to play in the Street League Programme but it will also help raise the profile of the competition and generate interest among other potential players.

At the Kick Off event the coaches and volunteers should organise the participants into teams, taking care to mix young people from different neighbourhoods into the same team; the event is designed to begin the process of improving social cohesion. While the event itself should be loosely structured, this is the first opportunity to explain the concept and format of the programme and stress the importance of good behaviour both on off the pitch as the basis for collecting points. Registration forms with further details of the Programme can be distributed to those who haven't yet registered for the competition.

### Community Captains

The Kick Off event will also be the opportunity to select a Community Captain for each team that will be participating in the Street League Programme. The Community Captain's initiative, developed by the Scottish Football Association for their Midnight League Programme, ensures that one participant takes on additional responsibility for helping organise their squad's attendance at training, workshops and during the community contributions initiative. Additionally, the Community Captain will encourage good behaviour and promote the sessions to other players on a regular basis. The Community Captain will also provide the first line of communication between the club coaches and the squad of players.

### Squad Selection Event

The Squad Selection event in each neighbourhood should be organised immediately following the Kick Off event; ideally the following week to ensure that participants stay fully engaged in the programme. A coach should be appointed for each neighbourhood and stay with them for the duration of the competition. At this event a squad of 10 players will be recruited in the target age range, following a series of small sided matches where all participants have equal playing time to impress. While coaches and volunteers should be encouraged to select players who are talented and enthusiastic, priority should be given to those who are well behaved and considerate to others.

At the end of the event it will be important to communicate the reasons why each of the 10 players have made the squad and encourage those who haven't to continue to work on their game and find ways to improve their attitude. It should be stressed that there will be other opportunities to make

the team as other competitions are organised and their attendance at matches to support the squad selected will be seen very positively. They should also be invited and encouraged to attend the training sessions to ensure they remain fully involved in the Programme.

### Selecting a Team Name

The first responsibility of the Street League squad is to select a team name which represents the neighbourhood they are playing for. This could be done through an open discussion following some suggestions by the coaches or volunteers or the players themselves might want to decide to vote on names generated by the squad members. Once chosen the name will stay with the team for the duration of the competition so some thought should go into the process of picking the right name.

### Selecting a Community 'Stadium'

The squad should then be consulted as to where they should play their home matches. The stadium can be any community space where the playing of sports is encouraged, including grass and artificial pitches, hard play areas or 'cages' which are often designed for small sided games. If there is any possibility that the facility chosen might present problems for residents, they should be consulted before a final decision is made.

Once the location of the stadium has been agreed it is the responsibility of the Coach and the Community Captain to ensure it is available for the five home matches which will need to be scheduled.

### Training sessions

The squads will then begin their training sessions in preparation for the first match, which should be scheduled the following week. The 4 training sessions for each squad will precede each set of matches. Training sessions should be led by the professional club coaches although other appropriate adult support is encouraged.

Ideally the training sessions should be split into two halves, with 45 minutes to one hour for the squad of players selected to represent the neighbourhood in the Street League Programme, and an equivalent length of time for other local young people so that they can maintain their interest in the programme. Ideally, two training sessions will be organised together with a different team in the Street League Programme, where this has been achieved additional points will be awarded.

### Educational Workshops

Every team should participate in a minimum of three workshops, ideally in subjects which have been selected by the participants themselves. As these workshops are one of the main pillars of the Street League Programme they should be designed to reflect issues which are relevant to the young people, age appropriate and interactive. These workshops can be delivered by the coaches themselves with

the help of the club's playing staff or by an external agency such as the police or a local health professional. Examples of workshops which have been delivered previously by Street League Programme staff and volunteers include:

**Social Values:** How social values and interpretations of mutual respect are understood both on and off the field. These are often led by an experienced referee or police officer and can focus on how and why rules are designed and interpreted by people in authority.

**Careers Advice:** Based on the idea of becoming a professional footballer this workshop is best delivered by a club coach and one young and one experienced professional player. The younger player should focus their discussion on how they became a professional footballer and their aspirations in the game. The more experienced player should describe their experiences in the game and what they can and cannot do in order to maintain their professional career. A question and answer session with the Street League squad and the players can begin to explore how each young person might achieve their ambitions in a chosen career.

**Alcohol and Drug Education:** Depending on the age of the participants this workshop is best delivered by a health professional who is able to explain the different types of drugs and the impact that they can have and the influence of peer pressure. This can be delivered in the context of each participant's interest in sport and their individual ambition to fulfil their own potential.

**Nutrition:** This workshop will be relevant to all ages of participants and can be delivered as a practical session if the squad have access to a community venue with cooking facilities. Coaches, volunteers and health professionals can work with the young people to create a healthy and balanced diet as well as prepare a dish which can be shared with parents.

**Emergency Aid:** This workshop is best delivered as a practical session and can focus on how individuals can apply emergency aid in a sporting or wider community setting. It is best delivered by a First Aid organisation worker and can lead onto accredited qualifications for those who are interested in finding out more.

## Community Contributions

All Street League squads should be supported to design and deliver a social action project focused on increasing community engagement and improving the local environment. The concept of social action should be explained at each stage of the Street League Programme, beginning at the Kick Off event, during the squad selection event and at the first training session. The Community Captain should be encouraged to consult with other members of the squad and try to reach a consensus before seeking approval from the coach.

Each team could be offered a predetermined social action project, such as any of the following:

- Playing board games with older people in a care home for an afternoon

- Litter picking in a public area
- Organising a supermarket shopping trolley return service
- Helping to renovate a community facility
- Producing some public art such as a mural or street theatre
- Raising funds for a youth group or trip

However, additional points are awarded when the participants themselves come up with an idea, involve other local organisations and explain how it will improve the environment and lives of people living in the neighbourhood. The number of points each squad can win will depend on how difficult the problem they are trying to solve is, the originality of their idea, how well they deliver the project and the impact it has. Squad members are encouraged to collect evidence of their work through the use of photographs or video diaries and present these at the end of the Community Contribution project.

### Fair Play and Fair Support

The EFDN Street League Programme is not just a football competition. Unlike other football competitions a team's position in the league is not only determined by their performance on the pitch as two-thirds of the points available are earned by Fair Play and Fair Support points.

The match day Fair Play and Fair Support rules are in effect as soon as the away team arrives at the 'stadium'. The teams can receive points for shaking hands before the match or lose points for not showing each other enough respect before the game starts. Points can be earned on match days by the player's punctuality, appearance and respect for their opponents and the venue. Points can be awarded if the home team provides something to drink at half time for the other team, or even the referee.

The Fair Play and Fair Support system enables teams to not just win points through their good behaviour or attitude but also to lose points through bad sportsmanship or a lack of respect for opponents.

It should be remembered that it is possible to win your match but go home with fewer points than your opponent.

Keeping track of Fair Play and Fair Support points should be overseen by a referee or game Supervisor.

### Finals Event

The Finals event is the last round of the competition and is played on a neutral venue in a big public area; such as a town square or sports stadium. After the last matches are played, the semi-finals are organised with teams that have the most points (fair play / fair support points combined with the football points) competing against each other. The semi-finals and the final are judged in the same

way as the league games. The teams can win football points and fair play points.

At the end of the event, there are two teams that are declared winners. One team wins the Fair Play Award; this is the team that wins the most Fair Play points throughout the competition and at the final event. The other team is the Street League Champion. This is the team that wins the final event (Game Points and Fair Play points combined).

## 4. Street League Match Rules

The Programme match rules follow the EFDN Street League model, although it is recognised that individual clubs and associations may adapt them slightly to allow for local circumstances.

The Street League Competition consists of 10 rounds of matches. Five of the matches take place at the home 'stadium' and the other five at their opponent's stadium.

All decisions of the match referee are final and binding.

### 4.1 Squads

Each team will have a squad of 10 players, all of whom must be in the relevant age and gender groups. Teams are generally 5-a-side although this can be up to 7-a-side depending on the size of the playing area. Each European partner will work with one of the following age and gender groupings:

Mixed Teams (5 boys and 5 girls): Aged 10 - 11

Boys Only Team: Aged 12 -15

Girls Only Team: Aged: 12 - 15

If possible, the teams should be provided with matching football kit. This will raise the profile of the programme and ensure the participants feel they are representing their neighbourhood. If this is not possible it should be an aspiration to win enough points during the programme to purchase a new football kit in the future.

### 4.2 Footwear

Any footwear is allowed with the exception of football boots, unless the match is being played on natural grass.

### 4.3 Stadium

Teams will choose a stadium within their own neighbourhood that is available and safe. The pitches can be of any surface but should be a minimum size of 19 metres x 10 metres and maximum size of 42 metres x 25 metres. The pitch markings will be decided by the home team coach and explained to the opponents before the match has started. For example, some teams may want to mark the perimeter lines of a pitch with cones rather than use hard boards which might surround the playing surface.

Although the size of the goals may vary at each stadium they should be between 2 meters and 3 meters in length.

#### 4.4 Match Length

Games consist of two halves of 25 minutes. No extra time will be added to the regular time. The away team kicks off the first half. The home team kicks off the second half.

#### 4.5 Goalkeepers

The goalkeeper may play in any area of the field but can only use his hands in the goal area (ideally 3 metres). The goalkeeper cannot pick up a ball with his hands if it is played back by feet or legs. The goalkeeper may pick up the ball if played back with the head or chest. When the ball is brought back into play by the goalkeeper it cannot be kicked from the hand and the nearest opponent must be at least 3 metres away until it has been played. If the opponent gains possession from the goalkeepers pass the ball must be touched by another player before the team can score.

#### 4.6 Kick In

If the ball is kicked out of play during the game, the game will re-commence with a kick-in with opponents at least 2 meters away. If there is a fence/wall around the playing area the game continues even if it hits the fence/wall.

#### 4.7 Corners

To prevent any rough play, there are no corners in Street League. When the ball goes out over the goal line three times for what would have been a corner the attacking team is awarded a penalty.

#### 4.8 Restart

A goal is scored when the whole ball has crossed the goal line. After each goal the game recommences with a kick-off taken by the team who has just conceded from the centre circle with both teams in their own half. You can score from all locations in the field, but not directly from a kick off, kick in or free kick. If a goal is scored from a kick off, kick in or free kick it is disallowed and the game recommences with a goal kick.

#### 4.9 Violations

Game violations, as well as foul language, will be penalized with a free kick and possibly a yellow card. A yellow card results in a points deduction (-2) and a time penalty of 3 mins for the offending player. During the penalty the player must leave the field and may not be replaced. This also applies to the goal keeper. You cannot score directly from a free kick unless it is a penalty. For any free kick opposition players must be at least four meters from the ball or stand on the goal line if the ball is less than 4 meters from the goal.

In the case of extremely rough play, bad language or violent conduct, the referee can give a direct red card. A red card results in a points deduction (-5) and a one match suspension for the offending player. The player leaves the field directly and is not replaced.

#### 4.10 Sliding tackles

Sliding tackles are not allowed and are penalised by a free kick. A violation within five metres of the goal results in a penalty. Penalties are taken 7 meters from the centre of the goal line.

#### 4.11 Substitutions

Players may be changed at any time during the course of the game. There is no limit to the number of substitutions and players who have been substituted may return to the field of play. A substitute must not enter the pitch until the player coming off has left the pitch. The goalkeeper may only be changed due to an injury, yellow or red card.

#### 4.12 Team absence

If a team is absent from a game, they will lose by a score of 10-0. A team is declared absent if at the scheduled kick off time they have less than 5 players present and ready to play.

#### 4.13 Cancellations

Games can only be cancelled due to exceptionally bad weather. The away team should be informed immediately a decision has been made that the game should be cancelled.

## 5. Points Scoring and Rewards

Win a match	3 points
Draw a match	1 point
Lose a match	0 points
Positive attitude at match	3 points
Normal attitude at match	1 point
Negative attitude at match	minus 1 point
Very negative attitude at match	minus 3 points
Clean Venue	1 point
All on time	1 point
All wearing kit	1 point
Drinks for opposition	1 point
Drinks for referee	1 point
Yellow Card	minus 1 point plus two-minute ban
Red Card	minus 5 points plus one game ban
Social Action Project	2 points each participant
Workshops	2 points each participant
Attend Kick Off meeting	1 point each player
Parents at kick off meeting	1 point

### Rewards

3 Social contributions	Match Tickets
5 Social contributions	Additional prizes plus match tickets
10 Social contributions	Additional prizes plus match tickets
1 <sup>st</sup> – 3 <sup>rd</sup> place	Trophies
Most socially involved team	Trophy
Best Coach	Trophy

## 6. Monitoring and Reporting Arrangements

Projects delivering the European Football for Development Network Street League Programme will need to maintain comprehensive records of attendance, achievements and points scored related to programme activity. This will ensure that the Programme can be improved at the end of the pilot period according to 'what works' best across the five delivery sites.

All projects are provided with a license to use an adapted version of the Views impact reporting platform<sup>1</sup> and associated training to enable them to record:

- Staff, Volunteer, Parent and Participant Attendance at All Sessions and events
- Match Scores, Points Awarded and Deducted
- Case Studies and Multi Media Evidence of the Achievement of Participants

---

<sup>1</sup> <http://www.substance.net/views/>

 The image part with relationship ID 628 was not found in the file.

3rd Floor  
Fourways House  
57 Hilton Street  
Manchester  
M1 2EJ  
+44 (0) 161 244 5418  
[www.substance.net](http://www.substance.net)