



"Football for Everyone  
Everyone for Football"



## Love football? If so, then the Somerset football family needs you!

Refereeing?  
Volunteering?  
Community events?  
Playing?  
Coaching?  
Administration?

We need a wider representation of people involved and we need to understand the barriers that prevent this from happening so we can break them down, together.

Somerset FA are working with Coole Insight Ltd to grow a network of people in the County who will either get involved themselves, and/or help us to reach out and share our opportunities within their communities.

Get involved and help Somerset FA to achieve its mission! Contact [Steve@cooleinsightltd.co.uk](mailto:Steve@cooleinsightltd.co.uk) for more information



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### What?

Somerset FA are supporting The FA's strategy to double participation in women's and girl's football in the county by 2020. In order to do this, we need to encourage hundreds more women, girls and BAME people into the beautiful game. This project is a call to action to the people of Somerset to help us increase opportunities and ensure that everyone in our County feels able to participate in football

### Why?

Nurturing the right working environment and culture means everyone thrives and can be themselves. For the game, it means everyone's welcome, ensuring differences between us do not create barriers to getting into football and staying involved.

### How?

- Support and grow local BAME, women and girls' footballing opportunities
- Increase the number of BAME, women and girls involved in playing, coaching, refereeing and volunteering
  - Position Football as the No.1 choice of team sport for women and girls
  - Support and increase the number and quality of local leagues and clubs



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