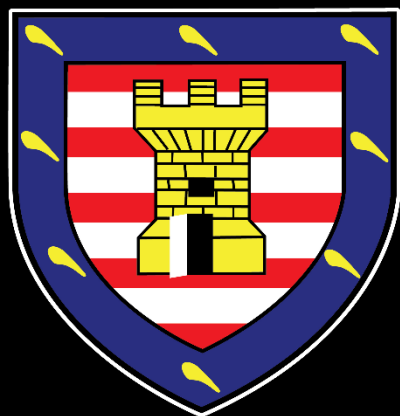




**CLUB HANDBOOK  
SEASON 2023/24**



**MORPETH TOWN  
JUNIORS F.C.**



# CONTENTS

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- Our Partnerships & Community Connections
- Fun Day 2023





# WELCOME



*“Welcome to Morpeth Town Juniors and this, the club’s first digital handbook it is circulating to all parents.*

*The aim of the handbook is to tell you more about the club, how we operate, what we offer and what we stand for. The club was formed in the 1990s and for the coming 2023/24 season, it will be fielding 39 squads, more than it has ever done. It reflects the growing size of the town, the increasing demand for junior football and of course, the big uptake in female participation throughout the age groups.*

*The big news for this coming season is the club’s launch of the town’s first women’s team which is important on two fronts. Firstly, it was long overdue and secondly, it provides a pathway into adult football for our girls with some teams nearing that step into senior football.*

*It is something that the club has been planning for some time and it formed part of our 5-year development plan that was finalised at the start of 2023 and is being circulated with this handbook. The plan is aspirational and wide-ranging and includes our hope to cement and build on relationships with Morpeth Town FC, the redevelopment of Morpeth Common to allow a better concentration of teams in and around Craik Park whilst clearly defining our vision and ethos of the club.*

*None of the above could be done without the time, effort and commitment of our volunteers, be they coaches, admin support for squads or members of the committee. Without them, the club would simply not function and once again, I want to thank them all for their massive contribution.*

*Good luck to all our players and teams for the upcoming season and as always, thank you too for your continued support for Morpeth Town Juniors. It is very much appreciated.”*

***Paul***

Paul Barwick (Chairman)



ALL ABOUT  
**MORPETH TOWN  
JUNIORS**

In this section

- Our Identity / Our Ethos
- Club Structure
- Club Development
- Club Governance
- Club Membership & Finances
- MTJ Digital





# OUR IDENTITY / OUR ETHOS

***“A football club’s identity reflects everything for which it stands and showcases – who it is and how it behaves on and off the pitch. The club’s visual identity – it’s badge, colours etc – should convey this identity.”***

*The club’s identity is everything the club stands for. As well as physical and tangible things such as club colours, it includes :*

- *Its vision and values.*
- *The club ethos as represented by players, coaches, volunteers and spectators in terms of creating the right standards and culture on and off the pitch.*
- *The way we coach and play.*

This is taken from the club’s development plan and we define our visions, missions, ethos and how we seek to coach and play in that accompanying document, but our overall objective is as follows :

***“Morpeth Town Juniors to be a distinct, respected and community focussed club run for the benefit of its members.”***

This underpins the way we operate and the decisions we make, at the same time seeking to set standards in grassroots football. Players, Coaches, Volunteers, Parents and Spectators all play a part in defining the club’s identity and maintaining those very standards.



**MORPETH TOWN JUNIORS F.C.**

***“Our Coaching Ethos – The way we coach”***

INFORMATION FOR COACHES AND PARENTS





# CLUB GOVERNANCE

***“Governance is all the systems, policies and procedures the club employs to frame the way the club is run all the time.”***

This is an all-encompassing phrase, but our governance dictates everything from how we manage our financial decisions to broad guidance into the practicalities of running a squad.

However, there are certain areas which are of greater importance in terms of meeting our expectations and our stated goal of being a **‘standard bearer for grass roots youth football’**.

These are our :

- Codes of Conduct and Policies
- Safeguarding & Welfare
- Parental and Spectator Values

## **Codes of Conduct and Policies**

We adhere to and endorse the various FA Codes of Conduct and Policies that are listed on our website

[www.morpethtownjuniors.co.uk/documents](http://www.morpethtownjuniors.co.uk/documents).

There are codes that cover players, coaches and spectators, but we need to be mindful of the content of these codes so that we’re not blindly highlighting them without understanding and more important acknowledging and following them.

They have to be our guiding principles when it comes to how we operate.

## **Safeguarding**

It is our responsibility to safeguard the welfare of every child or young

person at the club and it is inherent upon us to provide a safe environment for all members. Our safeguarding policy is on our website and EVERY coach involved at the club MUST have a current ‘FA Safeguarding Children qualification’. There will be occasions when the welfare of a child is raised – be it from the club’s perspective or via the actions of persons not connected with the club - and we are obliged to look into these matters. Our welfare team led by Sean Douglas actions this and if anyone has any queries regarding welfare or safeguarding issues, Sean and the team can be contacted via email at [welfare@morpethtownjuniors.co.uk](mailto:welfare@morpethtownjuniors.co.uk).

## **Parental and Spectator Values**

Sadly, the number of reported incidents involving parents and spectators at grassroots youth football nationally, is rising significantly. Our local junior league is no exception and as a club, we need to remind parents and spectators of their obligations.

Football at all age levels can prompt emotions and it is important that we all remain POSITIVE in our approach to our children and coaches and to the opposition’s players and coaches. Likewise to referees and other officials.

**Such has been the incidence of disciplinary issues in the Northumberland Football League (and Morpeth Town Juniors hasn’t been free of them), the club will be hosting a club-wide meeting early in the season with the mandatory attendance by a coach AND a parent from every squad to reaffirm our expectations and requirements for this coming season.**

Win or lose, the most important thing is that your child enjoys their footballing experience and is playing in a supportive environment, rather than a hostile, aggressive and pressuring matchday environment.



# CLUB STRUCTURE

Morpeth Town Juniors FC is an unincorporated association which means it is run by a group of individuals that is bound by the club's constitution.

## CLUB COMMITTEE

The club is run by a committee of volunteers as detailed opposite. We were delighted with the response to our appeal for help at the end of last season meaning that we have filled nearly all the roles required – the coach communication and football and coach development roles are ones we need to clearly define and implement over the course of this coming season.

As the club grows, it is important that we have the capacity to manage this growth. We are very grateful for all the help, but if anyone else is interested in help shape the club's future, please contact the club secretary Ted Cromar on

[secretary@morpethtownjuniors.co.uk](mailto:secretary@morpethtownjuniors.co.uk)

## CLUB COMMITTEE – ROLES & RESPONSIBILITIES

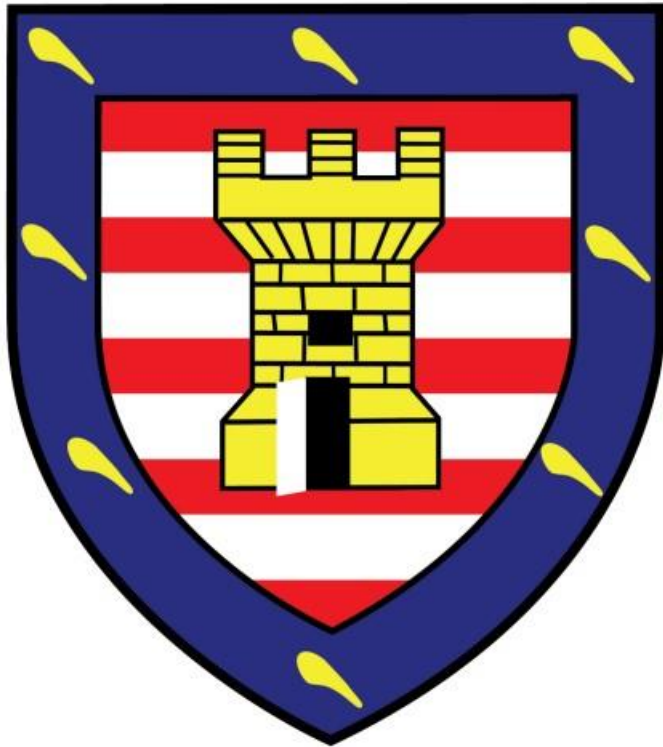
<b>CLUB CHAIRMAN</b>	PAUL BARWICK
<b>CLUB SECRETARY</b>	TED CROMAR
<b>CLUB TREASURER</b>	KEVIN O'CONNOR
<b>CLUB WELFARE OFFICER</b>	SEAN DOUGLAS
<b>CLUB WELFARE OFFICER</b>	ANGELA DAVINSON
<b>CLUB WELFARE OFFICER</b>	SHAUN JOHNSON
<b>CLUB WELFARE OFFICER</b>	SAM MILLS
<b>KIT OFFICER</b>	NICKY DUTTA
<b>PITCHES &amp; COUNCIL LIAISON</b>	SHAUN JOHNSON
<b>FACILITIES &amp; GOVERNANCE</b>	
<b>ADVICE</b>	HELEN BEALES
<b>COACH COMMUNICATION</b>	TBA
<b>GIRLS FOOTBALL OFFICER</b>	KRIS MACKENZIE
<b>GIRLS FOOTBALL OFFICER</b>	LAURA COLE
<b>FOOTBALL &amp; COACH</b>	
<b>DEVELOPMENT</b>	TBA
<b>MEMBERSHIP SECRETARY</b>	LEANNE TAYLOR
<b>DIGITAL MEDIA OFFICER</b>	TBA
<b>MINIS &amp; WILDCATS</b>	PAUL BARWICK
<b>NEW COACH MENTOR</b>	SEAN DOUGLAS







# CLUB DEVELOPMENT



## MORPETH TOWN JUNIORS CLUB DEVELOPMENT PLAN 2023-2028

Alongside this digital handbook you will receive a copy of the club's development plan covering the next five seasons.

This is a very aspirational plan, but it is essentially a business plan for the club to help it get from where it is now to where we want it to be in five years' time, in line with its vision and values. It has involved much self-analysis in line with the FA's England Accredited Scheme (we are a 3-star England Accredited club), identifying the issues and opportunities the club has. It recognises that the club is growing, much like the town itself, and what we need to do manage that growth whilst ensuring that we keep our vision and specific objectives in mind.

### **Club Vision and Missions**

*"Morpeth Town Juniors to be a distinct, respected and community focussed club run for the benefit of its members."*

- Seek to provide football opportunities for all ages and abilities (playing and / or participation).
- Be recognised as an integral part of the Morpeth residential and commercial community.
- Help members maximise potential on and off the field.
- To run the club with the interests and wellbeing of the members a priority.
- To make being a member an enjoyable and worthwhile experience for the children and their families.
- To be recognised as a standard bearer for grassroots youth football.

It's a working document and it will have to change in line with the club's and its stakeholder's requirements, but please take the time to have a look at it and we welcome any comments / thoughts.

It's the members' club and the plan is built around its members.



# MTJ DIGITAL – our online presence

It's fair to say, our digital presence could be better. We have our website and Facebook, Instagram and Twitter accounts, but our usage has been limited. This has largely been down to lack of expertise and personal usage of social media at committee level.

However, we understand the importance of each of them (and other media) in terms of communication and was identified in the club development plan as an area we must improve greatly over the coming season. The appointment of a Digital Media Officer (or two) is crucial to ensure our online presence is enhanced and developed to make it fit for purpose.

Watch this space!



**MorpethTownJuniors**



**morpethtownjnr**s



**morpethtownjnr**s

HOME CONTACT US TEAMS OUR LOCATIONS CLUB KIT & TRAINING WEAR SPONSORS DOCUMENTS MORPETH TOWN FC

THE OFFICIAL HOME OF



MORPETH TOWN JUNIORS



# MTJ

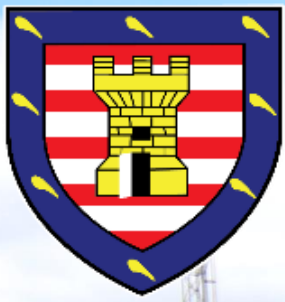


GET IN TOUCH

## Get social - follow us online

If you don't already, please follow us on social media - we're on Facebook, Twitter and Instagram - like, comment, share and help spread the word about MORPETH TOWN JUNIORS.

[www.morpethtownjuniors.co.uk](http://www.morpethtownjuniors.co.uk) - Our website should contain all the information you need to get yourself familiar with the club and all club information and documentation is updated regularly



# ALL ABOUT OUR FOOTBALL



In this section

- Our Playing & Training Venues
- Morpeth Minis
- Girls' & Women's Football
- Youth & Professional Development Phases
- Our Club Coaching
- Morpeth Wildcats
- Foundation Phase
- Our Pathway to Adult Football



# OUR PLAYING & TRAINING VENUES



**CRAIK PARK** – Our older teams that play 11v11 on a full-size pitch play their home games at Morpeth Town's ground at Craik Park. A state of the art, 3G surface installed in 2021, it represents one of the best junior home pitches in the area.

**CHANTRY & NEWMINSTER MIDDLE SCHOOLS** – Here we have 2 youth sized 11v11 pitches for U13s and U14s and a 9v9 pitch.

**PEGSWOOD WELFARE** – Behind the back of the Fire Station, here we have 2 9v9 pitches for U11s and U12s and have set up a back-up full size pitch for older teams.

**ABBEYFIELDS FIRST SCHOOL** – A single 7v7 pitch is used by the club's U10 boys' teams.

Our younger boys and girls' teams play at various **CENTRAL VENUES**.

**CRAIK PARK** – Many of the club's teams use Craik Park's floodlights for winter training on Monday, Wednesday and Friday evenings.

**CHANTRY MUGA** – Another recently opened, floodlit facility that the club has access to. The venue provides a 45 x 30 sq metre 3G surface and can be hired as a single full pitch or split into two smaller areas.

**CHANTRY TRAINING SHED** – An indoor training venue that the club has used for a number of years.

**MORPETH COMMON** – The open common space is used on Sunday mornings for the pre-team Morpeth Minis and Morpeth Wildcats training sessions.

**LONGHIRST** – Floodlit surface owned by Morpeth Cricket, Hockey & Tennis club





# OUR PLAYING & TRAINING VENUES – MORPETH COMMON



Morpeth Common is going to be central to the club's future. For many years, the club has led a nomadic existence playing at various pitches in and around Morpeth. This has been functional, but has led to a very fragmented club with the annual fun day being the only opportunity to bring it together as a whole. With the opening of the 3G pitch at Craik Park, the club has sought to restore Morpeth Common back to what it was around 30 years ago, when there were numerous full-sized pitches there.

Via extended communications involving the club, Northumberland County Council, Northumberland FA and the Football Foundation, we are on the verge of agreeing a long-term licence for use at the site. This will see works start to improve the playing surfaces over the next 9 months with the aim of having a number of new pitches ready for the beginning of the 2024/25 season.

Given its location next to Craik Park, it gives the club a real opportunity to create a 'home', where most of our teams can play and train, where we can utilise better the facilities of Morpeth Town AFC and Craik Park whilst creating a better club environment. In addition to better quality pitches which the club can manage, the senior club can benefit with increased footfall in and around their facilities thereby cementing the relationship between the Juniors and Morpeth Town AFC. A very important development for the club.



# OUR CLUB COACHING

With 39 squads for the upcoming 2023/24 season, it can be difficult to present a consistent coaching style or philosophy, but in line with our club development plan we are aiming to do this. Our coaching needs to ensure the children are having FUN and get enjoyment from playing the game. It needs to be player-focused with the aim of developing a child's footballing skills in an environment where they can learn football without the pressure to win.

We align our coaching with the FA's England DNA, its four-cornered model and apply it in line with the relevant age phases of development. The FA four-cornered model encompasses four key attributes that are vital for any developing young footballer: **Physical, Technical, Psychological** and **Social** elements, helping children to develop more than just their football skills – **Helping them to gain confidence, build self-esteem, learn to work as a team and improve their decision making.**

Each team at the club aims to have a minimum of one hour's coaching per week (weather and coach availability permitting) and in addition to all coaches being DBS approved, every team must have at least one coach holding the FA's Introduction to Coaching Football qualification. That qualification can be supplemented by locally delivered coach the coach sessions run by Northumberland FA and the club is establishing a coaches' forum where best practices can be shared. Underpinning all this is the club's guide detailing 'our coaching ethos – the way we coach'. This document provides guidance and information for parents and coaches with the aim of promoting a consistent approach to coaching club-wide – what we seek to achieve and ultimately, the club will seek to appoint a football development officer whose remit will be to drive the commitment to this coaching philosophy.



A key resource available to all our coaches is the club's subscription to 'The Coaching Manual'.

It is an extensive package built for coaches who want to improve their understanding of coaching and find real, practical sessions which they can use to accelerate the development of their players

It allows our coaches to view and use age-appropriate practices and sessions, many with video demonstrations by professional and experienced coaches detailing the key coaching / learning points, all underpinned by the FA's four-cornered model.



# MORPETH MINIS

**MORPETH MINIS** is the club's ever popular sessions for boys in the pre-team age groups (mainly Reception, Year 1 and Year 2 children, although some slightly younger attend in the summer before they start school).

It is run every Sunday morning on Morpeth Common\* with sessions at 9.00 – 10.00 and 10.00 – 11.00. It is available for any child to attend, whatever their ability.

The emphasis of MORPETH MINIS is for the children to have fun whilst learning the basic motor and football skills. For those that want to, there are opportunities to join the club's U7 teams which is the youngest age group where organised games are played.

MORPETH MINIS is run by club chairman Paul Barwick (a fully qualified coach) along with DBS checked volunteers and the focus is to develop the following aspects of a child's ability :

- Ball introduction
- Small-sided games – more touches for everyone
- Ball manipulation / mastery
- Skill development
- Social and confidence development
- Motor skills

For more information or interest in Morpeth Minis, please contact [chairman@morpethtownjuniors.co.uk](mailto:chairman@morpethtownjuniors.co.uk).

\* Morpeth Minis will likely move to Chantry when the proposed Common redevelopment starts at some point in the season.





# MORPETH WILDCATS

**MORPETH WILDCATS** mirrors MORPETH MINIS by providing pre-team football opportunities for girls (mainly for girls in School Years 1 and 2, although younger and older children still attend).

In the past, some girls used to attend Morpeth Minis, but often found it a little intimidating playing with mostly boys. Wildcats provides the ideal opportunity for girls to come along and enjoy sessions whilst accommodating an increasing demand for girls' football.

It is run every Sunday morning on Morpeth Common\* (11.00 – 12.00) and is available for any girl to attend, whatever their ability.

The emphasis of MORPETH WILDCATS is for the girls to have fun whilst learning the basic motor and football skills. For those that want to, there are opportunities to join the club's U8 teams which is the youngest age group where organised girls' games are played.

MORPETH WILDCATS is run by club chairman Paul Barwick (a fully qualified coach) along with DBS checked volunteers and the focus is develop the following aspects of a child's ability :

- Ball introduction
- Small-sided games – more touches for everyone
- Ball manipulation / mastery
- Skill development
- Social and confidence development
- Motor skills

For more information or interest in Morpeth Minis, please contact [chairman@morpethtownjuniors.co.uk](mailto:chairman@morpethtownjuniors.co.uk).

\* Morpeth Wildcats will likely move to Chantry when the proposed Common redevelopment starts at some point in the season.



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**TALENTHHEADS**



# GIRLS' & WOMEN'S FOOTBALL



An increasingly important part of the club with over a quarter of the club's squads now being female teams which also follow the FA Phases of Development.

Games are played on Saturday mornings at the venues below apart from the Women's team that will play Sundays.

**The club has just appointed two Girls Football Officers in Laura Cole and Kris Mackenzie to further push and develop initiatives for female football and members at the club. GREAT NEWS!**

## OUR FEMALE SQUADS

TEAM	MATCHDAY VENUE
U8 MERMAIDS	CENTRAL VENUE
U9 CHEETAHS	CENTRAL VENUE
U10 MEERKATS	CENTRAL VENUE
U10 LIGHTNING	CENTRAL VENUE
U12 TOPCATS	PEGSWOOD WELFARE
U13 JAGUARS	CHANTRY MIDDLE SCHOOL
U13 TIGERS	CHANTRY MIDDLE SCHOOL
U15 LIONESSES	CRAIK PARK
U16 MADRID	CRAIK PARK
ADULT TEAM	MATCHDAY VENUE
MORPETH TOWN WOMEN	CRAIK PARK



SPONSORED BY

**TALENTHEADS**



# FOUNDATION PHASE

The FA Foundation Phase is covered largely by 'Mini Soccer' which is the introduction to organised football for young players.

At the three youngest age groups, (U7 to U9), matches take place at a central venue on artificial grass with referees provided by the league. Venues include Cochrane Park in Heaton (Newcastle University's Sports Ground) or 'Goals' at Gosforth next to the racecourse. Games are played with smaller teams (5v5) with smaller pitch sizes and goals. At U9s they move to 7v7 for two years with the U10s playing home and away rather than centrally (although Saturday teams still play at Central Venues). Still using smaller balls, goals and pitch size, there remains no offsides at this stage of the game. There is also the 'retreat line' whereby opposition teams have to retreat to the half-way line when a goal kick occurs.

At U11s, they move to 9v9, bigger goals and balls and they play offside.



## OUR FOUNDATION PHASE SQUADS

TEAM	MATCHDAY VENUE
U7 PRIME	CENTRAL VENUE
U7 SPARKS	CENTRAL VENUE
U7 RHINOS	CENTRAL VENUE
U8 THUNDER	CENTRAL VENUE
U8 TORNADOES	CENTRAL VENUE
U8 RAPTORS	CENTRAL VENUE
U8 MAVERICKS	CENTRAL VENUE
U9 THUNDER	CENTRAL VENUE
U9 WASPS	CENTRAL VENUE
U10 TIGERS	ABBEYFIELDS
U10 BEES	ABBEYFIELDS
U10 LIONS	ABBEYFIELDS
U11 PANTHERS	PEGSWOOD WELFARE
U11 WASPS	PEGSWOOD WELFARE
U11 WOLVES	PEGSWOOD WELFARE



## YOUTH DEVELOPMENT PHASE

The FA Youth Development Phase covers the U12 to U16 age range. U12s operate the same format as U11s, before moving to 11-a-side at U13 & U14s (albeit with smaller sized pitch and goals). Eventually, teams start playing on a full-sized pitch and with full sized goals at U15.

### OUR YOUTH DEVELOPMENT PHASE SQUADS

TEAM	MATCHDAY VENUE
U12 LIONS	CHANTRY MIDDLE SCHOOL
U12 PANTHERS	PEGSWOOD WELFARE
U13 DRAGONS	NEWMINSTER MIDDLE SCHOOL
U13 SHOOTING STARS	NEWMINSTER MIDDLE SCHOOL
U14 DRAGONS	CHANTRY MIDDLE SCHOOL
U14 EAGLES	CHANTRY MIDDLE SCHOOL
U15 PANTHERS	CRAIK PARK
U15 WARRIORS	CRAIK PARK
U16 COBRAS	CRAIK PARK
U16 MAGPIES	CRAIK PARK



## PROFESSIONAL DEVELOPMENT PHASE

### OUR PROFESSIONAL DEVELOPMENT PHASE SQUADS

TEAM	MATCHDAY VENUE
U17 BENGALS	CRAIK PARK
U18 MAGPIES	CRAIK PARK



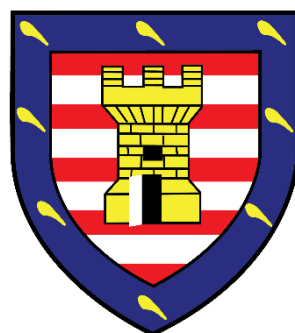
# OUR PATHWAY TO ADULT FOOTBALL

As an England Accredited 3-star club, we need to create a pathway into adult football for both boys and girls. It's fair to say that as a club, many of our oldest members leave to go to university, but those that do stay locally, we want to see progress into adult football.

There are options and we don't have to form our own adult teams, but for males we have a connection to Morpeth FC (see below) whose current squad includes a number of ex-juniors. On the female side, we have just launched Morpeth Town Women. This came off the back of some open sessions started back in May and has seen the launch of both the women's team and a participation squad for those that simply want to enjoy a bit of fun and exercise.



A local Saturday adult team that plays in the Northern Football Alliance league and is run by ex-junior club coaches. Many squad members are ex-Morpeth Town Juniors players too.



## MORPETH TOWN WOMEN

Newly launching for the 2023/24 season, a long-overdue women's team in Morpeth will be joining the Northumberland Football League Women's League.

A participation 'training-only' squad will also be running under the club's name.

**tyne metropolitan college**

**MORPETH TOWN AFC ACADEMY**

Established pathways into senior football.

Education pathways including trade qualifications in construction & engineering.

University pathway courses: A-Levels & Level 3 Diploma in Sport among others.

Player development support including Sports Science, Strength & Conditioning, Catapult GPS, Match Analysis & Sports Therapy.

Showcase games & trial opportunities.

Train every day at Craik Park on a state of the art 3G surface.

Coached & mentored daily by UEFA qualified coaches including first team staff.

*Building clear pathways to brighter future!*

If you are interested in joining our academy please get in touch!

Morpeth Town FC's post-16 Academy football / education programme.



# OUR PATHWAY TO ADULT FOOTBALL – MORPETH WOMEN

## MORPETH TOWN WOMEN'S TEAM

Do you want the opportunity to play for our first ever **Morpeth Town Women's team?**

We are recruiting players for all positions to add to our growing squad for this exciting new season.

If you're keen to continue playing after grassroots football or looking to get back into the game, why not come along to our training sessions.

TUESDAY 6pm-7pm at Craik Park, Morpeth (boots with rubber or plastic studs only).

Contact James Callaghan  
M 07772 193022  
E callaghan\_james1@sky.com



A long overdue initiative has been the setting up of a new women's team in Morpeth.

As an England accredited club, we needed to create a pathway into adult football for our ever-increasing number of female members and this requirement, along with the fact there was no offering for adult females in the town wanting to play football, led to training sessions at Craik Park back in May.

From that, we established there was sufficient interest in setting up a team and the club has entered a squad into the Northumberland Football League's women league for the 2023/24 season with coach James Callaghan at the helm.

We have an excellent core squad in place for the start of the season, but James is looking to build the squad size over the coming weeks and months.

Keep an eye out in the local and digital media for publicity about the team and what we hope is the first step towards establishing a progressive and sustainable squad over the coming years. A squad that our older girls can move towards and join as they approach the latter years of junior membership.

**ALONGSIDE the team**, the club is also running a participation group for women. These will be sessions for those that don't want to be part of the playing team, but want to enjoy some coached sessions and an enjoyable kick around on a regular basis to improve fitness in a social environment.

Onwards and upwards for female football in Morpeth!

With thanks to the sponsors of Morpeth's Women's Team and Participation Squad ...

ST MARY'S INN

NORTHUMBERLAND LOGS



ST MARY'S INN

northumberland LOGS

# ADDITIONAL INFORMATION

In this section

- Sponsorship Information
- Our Kit
- Our Partnerships & Community Connections
- Sponsor Index
- Education Opportunities
- Our Fun Day 2023



# SPONSORSHIP INFORMATION

It costs around £100,000 to run Morpeth Town Juniors and whilst membership subscriptions covers the bulk of that cost, sponsorship is a key contribution towards any shortfall.

There are many opportunities to sponsor – be it the main sponsor on a club kit or squad rain-jackets, or by creating a sponsorship towards the provision of some additional team training gear. What’s more, part of the sponsorship of items the club would ordinarily have to buy (e.g. club kit), will go directly to the introducing team to spend on some specific activity or even a squad social event.

A sponsorship will last the lifetime of a kit / jacket (usually 2-3 years), **but a sponsorship agreement will help your business to:**

- Build links between your business and the local community
- Enhance your business image
- Increase local awareness of your business
- Build goodwill among the community and other local businesses
- Promote your business and attract new customers

**The benefits that we offer you as a sponsor are:**

- Your logo and profile on the Morpeth Town Juniors website
- Your logo and profile in the Morpeth Town Juniors digital handbook sent to all members and their parents.
- A sponsorship announcement on the club’s Social Media channels.
- Invitations to Morpeth Town Juniors events
- A photo of our team wearing the sponsored shirt for display in your office / workspace

## TEAM STRIP SPONSORSHIP COSTS

5-A-SIDE TEAMS	6-A-SIDE TEAMS	7-A-SIDE TEAMS	9-A-SIDE TEAMS	11-A-SIDE TEAMS
£350	£400	£450	£550	£750

## TEAM MEMBERSHIP RAINJACKET SPONSORSHIP COSTS

5-A-SIDE TEAMS	6-A-SIDE TEAMS	7-A-SIDE TEAMS	9-A-SIDE TEAMS	11-A-SIDE TEAMS
£250	£300	£350	£450	£650

## OTHER KIT SPONSORSHIP COSTS

KIT ITEM	JUNIOR SIZES	ADULT SIZES (SMALL AND BIGGER)
‘EVERTON’ T-SHIRT (ERREA)	£17 PER ITEM	£20 PER ITEM
‘VIENNA’ POLO SHIRT (ERREA)	£22 PER ITEM	£26 PER ITEM
‘JONAS’ HOODY (ERREA)	£24 PER ITEM	£29 PER ITEM
‘MANSEL’ ZIP NECK (ERREA)	£17 PER ITEM	£21 PER ITEM
‘KEY’ TRACK PANTS (ERREA)	£19 PER ITEM	£23 PER ITEM
‘ICELAND’ JACKET (ERREA)	£38 PER ITEM	£45 PER ITEM
‘STADIUM’ BEANIE	£7 PER ITEM	£7 PER ITEM
‘CUFFED’ BEANIE	£6 PER ITEM	£6 PER ITEM
‘AWDis’ T-SHIRT	£7.50 PER ITEM	£9 PER ITEM

If initials or any other addition to garment are requested on a garment, there will be an extra charge of £1.50 per addition.

*With thanks!*



# SPONSOR INDEX

We are very grateful to local businesses that have sponsored our teams. With our thanks, we are delighted to name-check and highlight them here.



**TALENTHEADS**







# SPONSOR INDEX

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# OUR KIT



**HOME KIT**



**AWAY KIT**



**KEEPER'S KIT**



Our kit is bespoke to the club and not based on a manufacturer's template. Made by Errea, the home kit is the traditional amber and black stripes coupled with plain black shorts and socks, the colours worn by Morpeth Town and the Juniors for many years.

The club rarely has a colour clash when playing (aside from Berwick Rangers Juniors), so it makes no sense nor is it cost effective to buy each team a set of away shirts. However, the club has bought a stock of away shirts of varying sizes and numbers which individual squads can utilise and return as and when required. The sky-blue shirts also mirror the colours sported by the senior club in recent seasons.

The goalkeeper shirt is an Errea 'Bahia' template of lime green with black trim.

Our kit is supplied by Elite Embroidery which is based in Newburn and we have received excellent service from their representative Michael Wilson. But, given the bespoke nature of our kit (and the supply chain issues seen globally in many industries), supply and delivery of kits haven't been as quick as desired. The close season is a very tight timescale and our kit officers (latterly Nicola Dodds and now Nicky Dutta) do an excellent job of managing the many orders received from teams and, in conjunction with Michael at Elite, try to accommodate every request received within the parameters allowed by Errea.

Depending upon the age group, the kit is expected to have a minimum recyclable life of 2 or 3 years, with occasional replacement shirts between these times for new players or sudden growth spurts!

**Playing kit belongs to the club, not the player. If a player leaves the club, the kit must be returned; in the case of a transfer, this will need to have taken place prior to the transfer being sanctioned in accordance with league rules.**



# OUR KIT & EQUIPMENT



**EVERTON T-SHIRT**



**VIENNA POLO**



**MANSEEL ZIP-NECK**



**JONAS HOODY**



**ICELAND JACKET**



**KEY TRACK-PANTS**

The club has a range of additional kit which is available for order / purchase (see <https://www.morpethtownjuniors.co.uk/club-shop>). Also manufactured by Errea and supplied by Elite Embroidery, the club requests that teams order additional garments from within its advertised range to maintain uniformity club-wide and our contract with Elite / Errea. Items can be sponsored as required.



**THE MISTRAL 'MEMBERSHIP' JACKET HAS JUST BEEN WITHDRAWN BY MANUFACTURER AND WE ARE CURRENTLY LOOKING AT OTHER OPTIONS.**

## WHAT EACH TEAM GETS

In addition to the playing kit (and Mistral Membership jacket), each squad is provided with the following :

- 2-match balls of the appropriate size and training balls amounting to size of squad (plus a ball bag / net)
- A Futsal ball of the appropriate size
- Ball pump and needle
- Training cones
- First Aid Kit
- Two sets of coloured bibs
- Coaching Tactics board
- Iceland jackets for coaches / managers
- ..... and we're looking at other items to start supplying as standard



**BEANIES / BOBBLE HATS**





# EDUCATION OPPORTUNITIES



This is an area we want to explore further. What opportunities can we offer our members that can provide mutual benefit for the club and its members?

Via the FA's 4-cornered coaching model to which the club subscribes, children should develop skills and characteristics – be they physical, social, technical or psychological, but what other opportunities can we offer?

These could include :

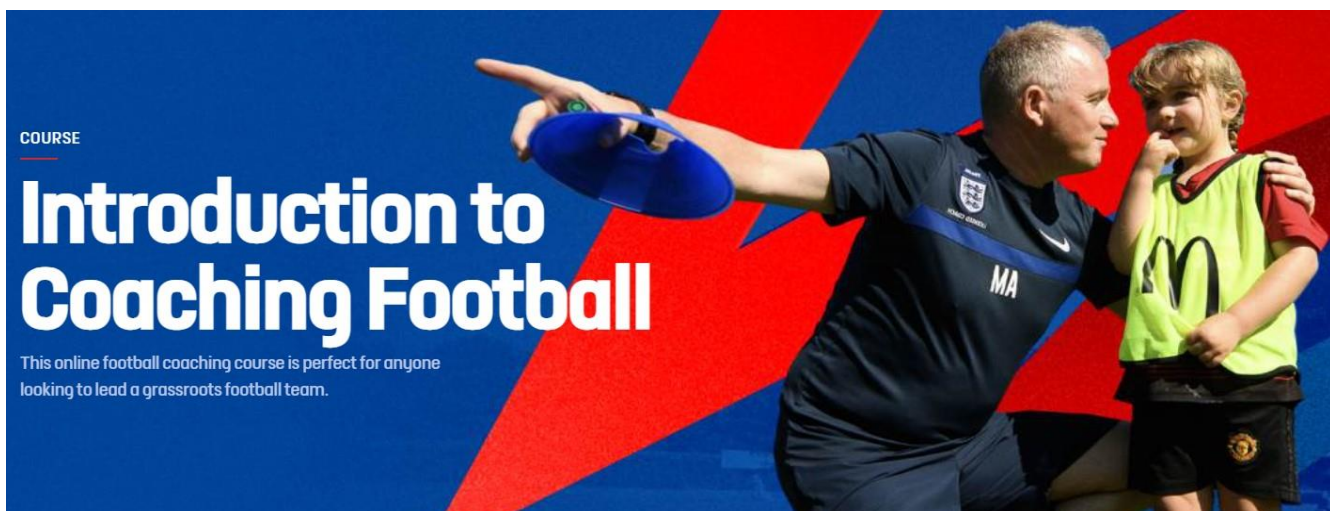
**Referee Opportunities** – possibly funding basic referee training in return for refereeing games for the club.

**Coaching Opportunities** – looking at children doing their FA coaching qualifications whilst giving them the chance to join younger squads at the club to support existing coaches and develop their own coaching skills.

In addition to gaining qualifications which they could further as they grow older, these could help youngsters by way of :

- Personal Development
- Confidence & Communication Skills
- Things that can be put on personal CV as they move towards employment or further education.
- Earning some money via referee fees!

An initiative we'll be looking closely at over this coming season. Welcome thoughts.





# OUR PARTNERSHIPS & COMMUNITY CONNECTIONS

Key to our development is to cement and strengthen our relationship with Morpeth Town FC. Whilst we are a totally separate entity (primarily for financial reasons as we are membership based and the senior club is run as a business), we want to be seen as part of the same so that both parties can mutually benefit from the presence of the Juniors.

With the help of a local FA Consultant, we are currently exploring ways to capitalise on our association and forge ever closer links and initiatives with the Morpeth community.

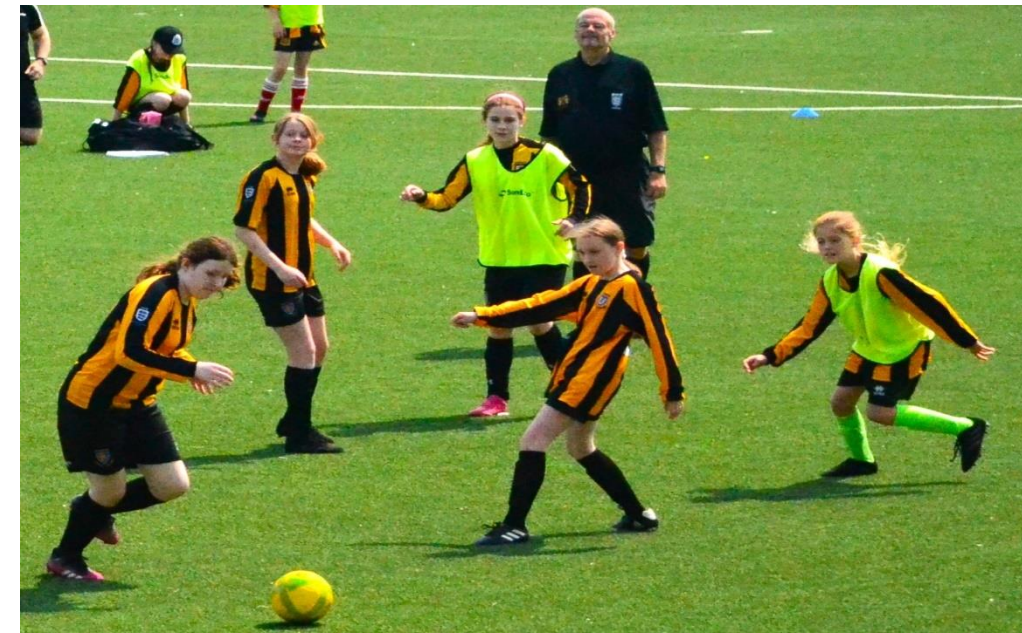
Actualize Goalkeeping (Dale Walker) provides our specialist coaching to our junior keepers, whilst the 2023 Fun Day allowed us to make charitable donations to the Wansbeck Valley Food Bank in Morpeth, Barnabas and Brightred.org – a local charity helping people with blood cancer. We hope to improve on what we did in 2023 in future years as we seek to increase awareness in the local community.

GMS assists us on pitch maintenance (and prepared the new 11v11 pitch at Pegswood), whilst in addition to providing pitch and training facilities, we seek to offer matchday experiences with Morpeth Town for the schools within the Three Rivers Trust. Elite Embroidery are our kit supplier (in conjunction with Errea) and LoveAdmin provides membership software to the club.



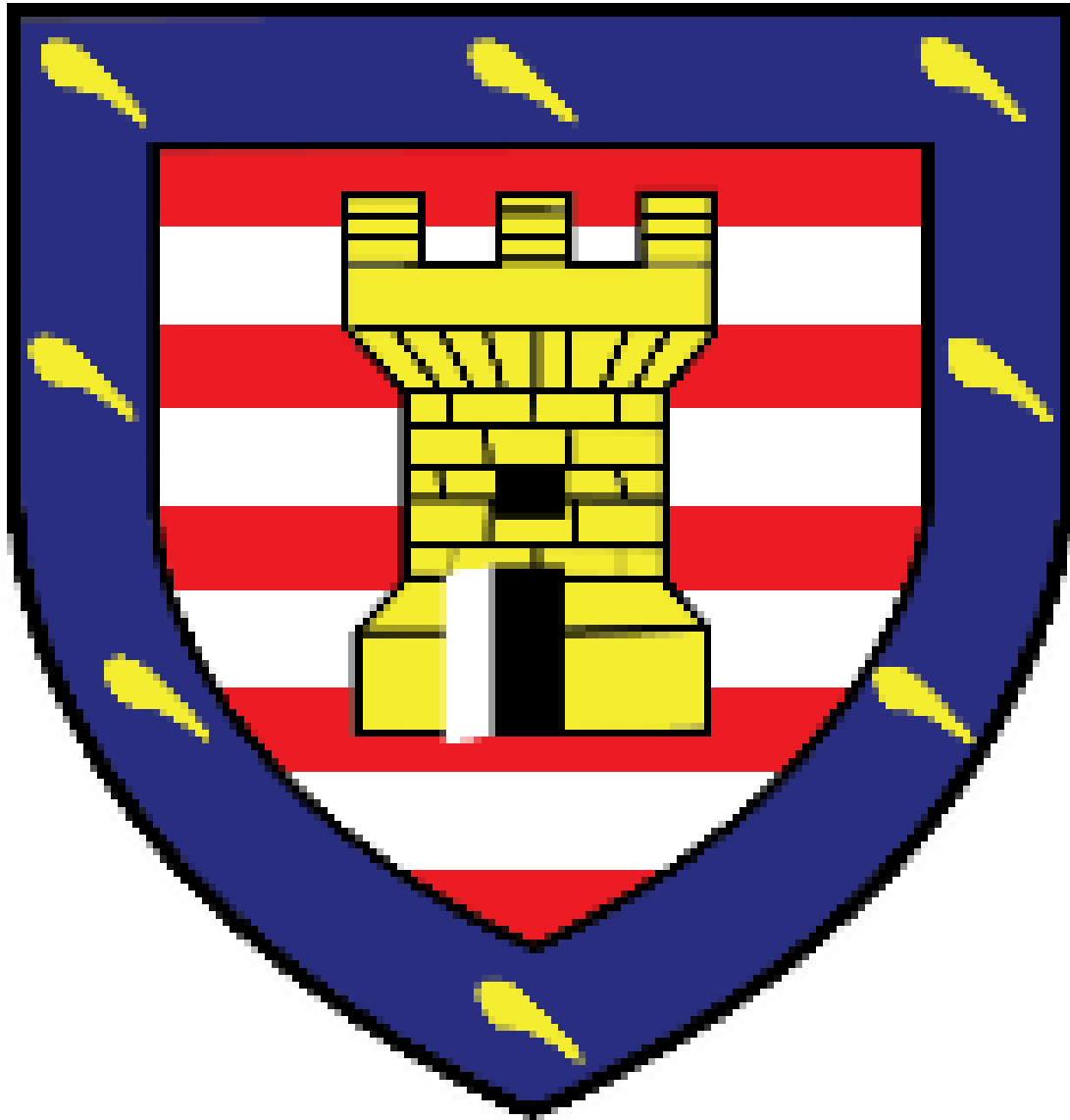


# OUR FUN DAY 2023





# CLUB HANDBOOK SEASON 2023 / 24



[www.morpethtownjuniors.co.uk](http://www.morpethtownjuniors.co.uk)