



THE HUDDLE

Issue 2 - 2025



Merry Christmas Everyone

It doesn't seem long ago that we began the season with the sun on our faces as summer gently waned. Autumn came and went in a flurry of falling leaves (many of which needed clearing from the pitches!), and now we find ourselves in winter, with the final of the "BER" months upon us as we prepare for another Christmas.

It has been another truly fabulous year for the club, and one we can look back on with real pride. For the first time in many years, we didn't wave goodbye to our U16s – instead, they stayed with us to form our new U17s team, and they've been doing rather well too!

We were also delighted to welcome a new Girls' Team, who have gone from strength to strength. Having never played league football before, they took to the pitches with real enthusiasm, and their numbers have grown so much that we may be forming another girls' team in the New Year.

Throughout the year, we've welcomed new players, new teams, and new volunteers with open arms, helping to make our football community an ever more vibrant and supportive place to be.

Our Shepshed 7s Tournament was once again an incredible showcase of football, and we can't wait to start teasing you with our plans for next year!

Thank you to everyone who helps make Shepshed Dynamo Youth & Junior such a special club. On behalf of everyone at the club, we wish you a very, VERY Merry Christmas and a Happy New Year.

Go Go Dyna – HO HO HO! 🎄⚽

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Managing the Money

CHRIS FEARN - TREASURER

As Treasurer of Shepshed Dynamo Youth & Junior, my role is to ensure the club's finances run as smoothly and responsibly as possible, while always striving to keep costs reasonable for parents. We operate on a break-even basis, reinvesting all income from annual subscriptions directly back into the club. Our largest expenses include facility hire, playing kit, and essential equipment, alongside the increasing requirements set by the FA.

Much of our financial stability comes from the invaluable support of our parent community through sponsorship and our annual Shepshed 7's tournament. These contributions play a vital role in maintaining our reserves, and I want to extend my sincere thanks to everyone who has supported the club in these areas. Your involvement genuinely helps ensure that every team has the resources it needs to thrive both on and off the pitch—something we are proud to have consistently achieved.

Alongside my treasury duties, I also manage the U12 Cobras. Like many volunteers, I initially joined just to lend a hand, but over the past five years this evolved into managing the team. I'm incredibly proud to work with such a committed and enthusiastic group of players and parents. In 2024, I achieved my UEFA C Licence, further strengthening my coaching knowledge and reinforcing my dedication to providing high-quality, player-centred development for the Cobras and the wider club.



**“I’m
incredibly
proud to work
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OUR KEY OBJECTIVES

TO CREATE A SAFE ENVIRONMENT
TO LEARN AND PLAY FOOTBALL

TO ENSURE ALL OUR VOLUNTEERS
HOLD A VALID ENHANCED DBS
CHECK

TO ENSURE ALL OUR COACHES HAVE
IN-DATE SAFEGUARDING TRAINING

TO ENSURE EVERY TEAM HAS A
LEVEL 1 QUALIFIED COACH AS A
MINIMUM

TO ENSURE THE RELEVANT AMOUNT
OF VOLUNTEERS AT EACH TRAINING
SESSION AND GAME HAVE FA
APPROVED FIRST AID TRAINING

TO ENSURE OUR CHILDREN, OUR
COACHES AND EVERYONE INVOLVED
IN FOOTBALL IS TREATED FAIRLY AND
WITH RESPECT

TO ENSURE PARENTS WISHES IN
RESPECT OF PHOTOGRAPHY AND
VIDEOGRAPHY ARE UPHELD

FA Safeguarding Inspection

ANDREA TIDY - WELFARE OFFICER



It has been a nerve-wracking few weeks for me as we were told at the beginning of this season we were on the County FA list for safeguarding spot checks. It is important to note that the County FA can turn up at ANY point regardless of whether we were on the list - but to know they were definitely coming was a different feeling entirely.

“But if you’re doing everything right, why would you be worried?!” I hear you all say.... Well, it’s precisely because we try so hard and spend so much time trying to do the right thing that it would be devastating if they turned up and we fell short somehow. We have FA standards we have to meet but in the last few years we have gone over and above those because we believe it is the best thing for our players.

We aren’t a club who hide in the shadows ‘getting away’ with processes that are lacking - we very proudly shout about our ethos of doing the right thing. All coaches must be DBS checked, complete FA safeguarding and first aid qualifications. Each team must have a Level 1 Qualified coach.

KEEP IT SAFE
KEEP IT FUN

Other roles might require the qualifications are flexed a bit differently but there are basic standards we meet religiously for every role.

“We very proudly shout about our ethos of doing the right thing.”

In addition to this we ask everyone joining the volunteer team to provide two character references and we’ll always have a sit down with anyone completely new to the club to make sure they’re the right fit.

This takes a lot of time and effort from everyone involved, but to do anything less wouldn’t feel right. You trust us with your most precious things - your children, and by making them at the centre of every decision, it makes it really easy to know what the right thing to do is.

“Your children are at the centre of every decision we make.”

So when the WhatsApp message came through from a slightly flustered coach to say they had been visited by the County FA at their session and hoping they had answered all their questions right - naturally, it was a message I didn’t read until I turned up an hour later at our regular Wednesdays nights at Grace Dieu.



FA Safeguarding Inspection continued...

Brilliant, well done me! Then there were people trying not to look conspicuous as they walked / ran over to me to covertly point out the County FA officials. There was definitely an air of nervousness about everyone.

Eventually they made their way over to me and one of our Vice Chairs and had a chat. They spoke to our coaches and asked questions around who they would go to if they had a concern, where they would escalate those concerns if they felt the club did not take them seriously etc. Then they spoke with our parents and asked much the same sort of questions. Luckily for our U15s team who my son plays for, they all know who I am so when asked "Who is your Welfare Officer?" they could just point!!

I had a great chat with the Officials, we talked through some of the responses they'd had from other teams and explained how alongside providing a fun safe environment for players, we have been taking on more young coaches and nurturing them to achieve their goals as well. At no point did I feel like it was an "Us" and "Them" situation - it genuinely felt like they were there to help and support.

"A few days ticked by and eventually the email landed...."

The relief and pride I felt in our club when I read that email was hard to describe. It was overwhelmingly positive and apart from a couple of information / signposting tasks they felt like we were doing really well. They commended us for Coaches and Parents knowing who to escalate concerns to, for lots of parents attending the sessions, for all volunteers holding the correct qualifications and DBS certifications, for having specific goalkeeper training, for having an up to date website with lots of information and for having an active Facebook page promoting FA initiatives.

They praised the club for having a community feel and my favourite quote:

"It was apparent from conversations with everyone and the opportunities on show at your sessions that the club is dedicated to providing safe and fun opportunities to play football"

When you read that back, it makes you realise the effort that so many people, including all the parents, put into making our club safe and fun for everyone. I could not be prouder.

"They praised the club for having a community feel and being a safe and fun place to play football."

This doesn't mean we stop striving, it doesn't mean we ease off. It means we keep pushing for the right things. So a quick reminder...

- If you have any concerns about Players, Coaches, Volunteers or anyone and you don't know who to turn to you can contact me via welfareofficer@shepshedynamoyj.com.
- I'm also active on the WhatsApp community so you can find my number there.
- If you're not happy with the response we give, you can escalate your concerns to Leicestershire & Rutland County FA via email to safeguarding@leicestershirefa.com or 0116 286 7828 option 1.
- If the matter is urgent and you can't contact us or the County FA, you can call the NSPCC 24 Hour Helpline on 0800 800 5000.
- Most importantly, if someone is at IMMEDIATE risk do not delay and contact the Police.

Thank you to everyone for supporting us, for supporting your children, for speaking out if something doesn't sit right with you. This is a team effort and we couldn't do it without you.

**SPEAK TO YOUR COACH OR EMAIL
WELFAREOFFICER@SHEPSHEDDYNAMOYJ.COM**



Get the Merchandise and Celebrate Everything Dynamo Y&J

As the winter chill sets in and the festive season approaches, now's the perfect time to wrap up warm with our Shepshed Dynamo Y&J winter essentials. Our cosy beanies, classic bobble hats and snug snoods are made for those frosty training mornings and icy match-day sidelines. Soft, comfortable and built for warmth, they make ideal stocking fillers and thoughtful gifts for players, parents and loyal supporters.

But staying warm is only half the story — our winter range lets you show your Dynamo spirit throughout the festive period. Whether you're heading to Christmas events, cheering on the teams in the cold or simply looking for practical winter gear with a touch of club pride, these must-have items bring comfort, style and a sense of belonging to the season.

And don't forget our brand-new drawstring bags, now available and fully customisable with names, initials or squad numbers. They're the perfect companion for carrying all your winter essentials — and a great gift in their own right

DON'T DELAY
ORDER TODAY
FROM OUR STORE

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Bobble Hat

£8.00



Beanie

£6.00



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£17.50



Club Drawstring Bag

£10.00 - £12.00



Snood

£6.00



**Coming Soon
Pin Badge**



Dynamo Dogs: The Unofficial Mascots of Weekend Children's Football

Every weekend, across countless muddy pitches and dew-covered playing fields, a familiar cast of four-legged spectators takes its place on the touchline. They're not on the team sheet, they don't understand the offside rule (to be fair, neither do many parents), and they certainly don't care who wins – yet they're always there. These are the Dynamo Dogs, the loyal, chaotic, and endlessly entertaining companions of children's football.

Touchline Superfans With Wagging Tails

While parents come armed with folding chairs, flasks of lukewarm coffee, and varying levels of sideline enthusiasm, Dynamo Dogs arrive with a different agenda: to sniff everything, greet everyone, and accidentally step on as many footballs as possible during warm-ups.

They are the unofficial morale officers – tails wagging, tongues out, radiating enthusiasm that even the most reluctant early-morning goalkeeper can't resist.

FEATURED DYNAMO DOG

Name: Max

Team: U15 Vipers

Supporter since: October 2019 when I was 10 weeks old and was carried to training as a puppy.

Favourite song: I like to sing along to Happy Birthday and I also like to sing for my food.

Likes: I love my ball and chasing to get it. I love to be at football training and matches where I meet and greet my 'regulars'. I think they love me more than the football - I think I might be the real reason they all turn up....

Dislikes: Lemons, Squirrels and Cats. I bark at ALL of these things.

Jobs about the house: I get biscuits when I chase the pigeons from the garden.

Proudest Moment: Getting to wear the Shepshed Dynamo Y&J FC kit. Look at how happy I am!!!



Nominate your Dynamo Dog
via your Team Coach



2025 Remembrance Sunday

Members of Shepshed Dynamo Youth & Juniors proudly took part in this year's Remembrance Sunday parade in Shepshed, standing together with the local community to honour the servicemen and women who made the ultimate sacrifice.

Wearing their club colours with pride, players, coaches, and families gathered alongside local organisations, veterans, and residents as they marched through the town to the war memorial. For many of the young players, it was a meaningful opportunity to learn about the importance of remembrance, respect, and community spirit—values that the club strives to instil both on and off the pitch.



After the parade, representatives from the club laid a wreath at the memorial as a mark of respect. The moment of silence that followed was observed with great maturity by the young participants, reflecting the club's dedication to teaching responsibility and citizenship.

Club leaders expressed their pride in seeing so many young players participate. Their presence not only represented Shepshed Dynamo as a football club, but also highlighted their role as positive members of the wider Shepshed community.



The day served as a reminder that football is about more than just the game—it's also about unity, remembrance, and coming together to honour those who served so that future generations can enjoy the freedoms they have today.



Shepshed Dynamo Youth & Juniors Shine at the First St Botolph's Christmas Tree Festival

Shepshed Dynamo Youth & Juniors were proud to take part in our very first St Botolph's Christmas Tree Festival in Shepshed—an exciting new community event for us and a first-time experience for the club.

Having never decorated a Christmas tree for a festival before, the club embraced the challenge with enthusiasm and creativity.

Every child was invited to design and decorate a bauble in the iconic Shepshed Dynamo colours of red, black, and white—and they certainly rose to the occasion.

With imaginations running wild, the young players produced more than **70 unique baubles**, each one bursting with personality, effort, and festive Dynamo spirit.

The final tree stood proudly among the displays, dressed in black and white tinsel and dotted with mini footballs for that unmistakable Dynamo touch. Topping it all off—quite literally—was a show-stopping **football-boot-clad Santa**, a highlight that drew plenty of smiles and attention from festival visitors.



The tree received lots of votes from the public, showcasing just how much the community appreciated the children's hard work and creativity. Although the club didn't take home a prize this year, spirits remain high.

With so much enthusiasm, talent, and team spirit on display, Shepshed Dynamo Youth & Juniors are already looking ahead. **Bigger, bolder, and even more festive plans are in the pipeline for Round 2 next year.**



Well done to every child, parent, and volunteer who helped make the club's first appearance at the festival such a huge success. The future of festive football creativity in Shepshed looks very bright indeed!



Raising Funds to Build a Brighter Future for Our Football Community

Youth football is more than just a sport—it's a place where children learn teamwork, confidence, resilience, and the joy of being part of something bigger. As a club, we are committed to giving every child the best possible experience both on and off the pitch. But to keep improving our facilities and ensuring a safe, inspiring environment, we rely on the incredible generosity of our families, supporters, and local community.

Every Penny Goes Directly Back to the Kids

When our club receives money—whether through player subs, business sponsorships, raffles, or fundraising events—we want our supporters to know exactly where it goes. **Every single penny is reinvested straight back into our young players.** There are **no** hidden fees, **no** unrelated expenses, and **no** waste. Your contributions support the tools, equipment, and facilities that make our club a place children are proud to call home.

What We're Raising Money For

To continue improving and expanding our facilities, we have several important projects in need of funding. These upgrades will help us maintain safe, high-quality pitches and provide essential equipment that protects and enhances the experience for every child.

Our current priorities include:

- Ride-on lawn mower – to keep our grounds well-maintained, safe, and match-ready throughout the year.
- Line-marking equipment – ensuring clear, professional-quality pitch markings for training and match days.
- Grass and pitch enhancements – improving surfaces so that children can train and play in the best possible conditions.
- Defibrillators – essential lifesaving equipment that increases safety for players, coaches, families, and visitors.

These items may not always be visible on match day, but they are vital to keeping our club running smoothly and safely.

Why Your Support Matters

Fundraising isn't just about equipment—it's about creating a positive environment where young players can thrive. Better facilities mean better experiences. Better experiences lead to more confidence and greater passion for the game. And ultimately, that's what youth football is all about.

Whether you buy a raffle ticket, sponsor a team, attend an event, or spread the word, your support makes a real and lasting difference. Together, we can continue building a club that the children—and our whole community—can be proud of.

Thank You for Being Part of Our Journey

We are incredibly grateful for every donation, every helping hand, and every person who chooses to support our club. With your help, we can keep improving, keep growing, and keep giving our young players the amazing football experience they deserve.



The £11k Challenge

So to expand on above, our aim is to secure:

- a compact 40-horsepower tractor (approx. £21,000) to support year-round maintenance
- alongside a 6ft rotary roller mower (£8,000) to deliver a professional striped finish
- a Sisis Quadraplay (£8,000) for regular slitting and raking of the grass
- a Sisis Maxi Slit (£6,000) for deep spiking up to 10 inches to improve drainage and turf health
- a pedestrian fertiliser spreader (£400)

Together, this equipment will help us protect our pitches, reduce wear, and provide safer, higher-quality playing surfaces for every child who plays each week.

We can source 75% of the funding for this from the **Football Foundation**, a grant provider supported by the **Premier League**, the **FA** and the **UK Government**.

We are looking to raise **£10,850** as our contribution to this.

HOW, I hear you ask?



We're in the process of setting up a Crowdfunder page that can be shared far and wide and allow people to donate and give as much as they can to help towards our target. Every donation counts no matter how small. We'll be sharing the link and getting the ball rolling (sorry for the pun) in the New Year.

100 Club

In 2026 we'll be launching our own monthly draw. Tickets will be £5 each and you can buy as many as you want, as often as you like. Each month your tickets will be entered in to our Prize Draw for cash prizes!

We're Going to the Dogs (Again)

Date for your Diary: 6th March 2026

A very enjoyable event last year IS BACK. Nottingham Dogs Night. A great event and lots of fun for the whole family. Tickets will go on sale soon!

TESCO Stronger Starts

We have been selected in the Tesco Stronger Starts Campaign to be one of the three projects to receive funding. This is where people vote with blue tokens in stores. From Mid January to March there will be the chance to vote for us in the below stores:

Loughborough Extra LE11 2EX, Sileby Leicester Express Express LE12 7RX,
Shepshe Express Express LE12 9QF, Loughborough Rushes Superstore LE11 5BE
6678 Leicester Road Loughborough Express Express LE11 2AL



Our Amazing Sponsors



Featured Sponsor



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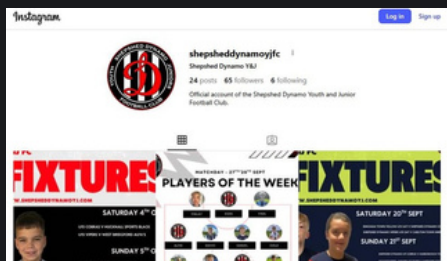
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A little bit of fun.

O	Y	T	I	C	L	L	U	H	U	E	A
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Arsenal	Everton	Newcastle
Aston Villa	Fulham	Norwich
Blackburn	Hull City	QPR
Bolton	Liverpool	Stoke City
Burnley	Man City	Sunderland
Chelsea	Man United	West Ham

Easy

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	5			4		8	1



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