



## Fred Perry Urban Cup 2011 - Introduction

The Fred Perry Urban Cup is a nationwide Table Tennis team competition, aimed at a grassroots level of participation within major towns and inner city areas.

In partnership with the Premier League 4 Sport (PL4S) programme and the English Table Tennis Association, the Fred Perry Urban Cup will give young people from across the country the opportunity to take part in the competition through their engagement with local Premier League Clubs.

The PL4S programme is delivered in partnership with the Premier League, Sport England and the Youth Sport Trust. Its key aim is to offer young people the opportunity to play high quality sport more often. The programme sees each of Premier League Clubs linking with a local Table Tennis Community Club known as a "hub-club". Each hub club is then linked to satellite clubs offering table tennis to young people from their communities.

The Urban Cup will take place in the following Premier League Club areas:

The Urban Cup will see competition taking place at three levels:



### Level 1 – Intra Satellite Club Competitions

By **17<sup>th</sup> October 2011** thousands of young people will be invited to attend sessions taking place at over 80 PL4S satellite clubs across the country, and offered the opportunity to take part in the Urban Cup competitions held at each club. The selected individual winners from this stage will go on to represent their PL4S satellite club at Level 2.

### Level 2 – Inter Satellite Hub Club Competitions

By **24<sup>th</sup> October 2011** the winners from Level 1 will compete with the other local satellite clubs at the next stage of the Urban Cup competition. These competitions will be at one of the PL4S table tennis hub clubs. The

Arsenal FC  
Aston Villa FC  
Blackburn Rovers FC  
Bolton Wanderers FC  
Chelsea FC  
Everton FC  
Fulham FC  
Hull City AFC  
Liverpool FC  
Manchester City FC  
Queens Park Rangers FC TBC

Manchester United FC  
Middlesbrough FC  
Newcastle United FC  
Portsmouth FC  
Stoke City FC  
Sunderland FC  
Tottenham Hotspur FC  
West Bromwich Albion FC  
West Ham United FC  
Wigan Athletic FC  
Norwich City FC TBC





individual winners from this stage will be invited to represent their PL4S Premier League Club at the National Team Final.

### Level 3 – National Team Final

On **3<sup>rd</sup> December 2011** the PL4S Premier League Club teams will compete in the National Team Finals at the London Business Design Centre. The winning Club will be crowned Fred Perry Table Tennis Urban Cup Champions 2011. The **closing date** for the National final is **31<sup>st</sup> October 2011**.

Backed by Sportmatch government funding, the Fred Perry Urban Cup will raise the profile of Table Tennis within inner city areas, accessing thousands of young people across the country and raising the level of participation in the sport.

### Premier League 4 Sport Co-ordinator Level 1 & 2 Promotion and Publicity competition!

Last year's incentive of a free table tennis robot to the football club who provided the most comprehensive promotion and publicity of the event at a local level was a great success. This year Fred Perry will very kindly offer to all Premier League 4 Sport Co-ordinators the opportunity to receive free Fred Perry clothing vouchers. Three Vouchers are available 1<sup>st</sup> place £500, 2<sup>nd</sup> place £250 and 3<sup>rd</sup> £150.

Key areas of promotion are:

- Media conversion, local press releases, website articles
- Football players attending the Level 1 & 2 events, having a go, presenting

awards

- Total number of participants in L1 & L2 competitions
- Total number of girls taking part in the L1 & L2 competitions
- Organisation of an ETTA Young Officials Award Course and the number young leaders or helpers involved in L1/L2 events

Please complete **FPUC 16** form and send to [mwillerton@etta.co.uk](mailto:mwillerton@etta.co.uk) for your entry into the promotion and publicity competition by 14<sup>th</sup> November 2011.

For further information please visit:

<http://etta.co.uk/fredperryuc>

All new 2011 resource sheets are available to download from the website.

#### Contact details:

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