

ARSENAL WOMEN SISTER CLUB PROGRAMME

2018/19 SEASON



INSPIRING EVERY GIRL TO LOVE THE GAME

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The Arsenal Women Sister Club Programme is one of the biggest and wide ranging women & girls club support programmes in the country. With 18 Sister Clubs involved in the 2017/18 season, the Arsenal Women Sister Club Programme provides a comprehensive package of club support with the key aims of:

- Inspiring every girl to love the game
- Supporting grassroots coaches with skills & confidence to create the right environment for girls to play and get better at football

Our Programme of aspires to provide a broad range of support to grassroots clubs who are dedicated to developing girls football. Clubs who have been involved in previous years have benefited from:

- Unique experiences for Sister Club players at Arsenal Women home games, The Women's FA Cup Final, Continental Cup final and more
- Increased player recruitment & promotion of their club
- Learning & development opportunities for sister club coaches

Across the 2018/19 Season the Arsenal Women Sister Club Programme will be open for clubs to pick and chose their package of support, enabling clubs to pick a package that suits their development needs, size of club and budget. Benefits available in the 2018/19 season include:

- Arsenal Women Programme Ambassador
- Coaching Session Plans
- Coach Development Workshops (In person & online)
- Sister Club Festival
- Arsenal Women Tickets
- Online Coaching Group (Hive)
- Match day Experiences
- Sister Club Specific Coach Development Workshops
- Arsenal Women Coaching Sessions
- And much more!

More information on the 2017/18 Arsenal Women Sister Club Programme can be found via <https://www.arsenal.com/women/arsenalsisterclubprogramme>



HITCHIN BELLES FC

What was the impact of the Sister Club Programme on the players at Hitchin Belles?

Our players have thoroughly enjoyed being part of the sister club programme. There is so much to offer, festivals, match day experiences, AWFC games where many of our players have met the team. The sister club programme has helped to create memories our players will remember forever.

What was the impact of the Sister Club Programme on the coaches at Hitchin Belles?

Our coaches have gained more knowledge through the workshops and email content that is sent through. Many coaches have commented on how useful and relevant the sessions are. All the feedback the club has received has been positive and they can't wait for next season.

What was the impact of the Sister Club Programme on Hitchin Belles overall?

The club's profile both in local and national newspapers and press articles has increased significantly, with coverage given to our link-up with the Sister club programme.

Our social media presence has also greatly increased due to our involvement with the programme and with Arsenal Women's players like Heather O'Reilly sharing photos and tweets of her visit to one of our training session, has really helped to grow our presence further.

When Heather visited one of our training sessions during the season, this gave the players who were present, great inspiration and they all thoroughly enjoyed meeting her and with Heather actually taking part in each of their sessions, was something they enjoyed immensely.

In summary, the impact on the club by joining the programme has been truly amazing and significantly helped to raise our profile and we continue to see the impact of this, by more and more girls coming to us looking to participate in the game.



SHEFFORD SAINTS FC

What was the impact of the Sister Club Programme on the players at Shefford Saints?

The impact on our players has been nothing short of a positive influence from day one, the girls are proud to be associated with the Arsenal Ladies & they have looked up to every coach & player they have had contact with thru the season. One parent summed it up perfectly to me in a message "It is creating memories & opportunities that will stay with the girls for life.

What was the impact of the Sister Club Programme on the coaches at Shefford Saints?

The impact on our coaches has also been an extremely positive one, as a coach you are always learning & it has been a privilege for them to witness & to be involved with the coaching sessions that took place this season with the Arsenal coaches, coupled with the CPD events they attended externally & internally....everything has been a benefit to them & they can't wait until next season.

What was the impact of the Sister Club Programme on Shefford Saints overall?

Impact on the Club: Being part of the Sister programme this season can be summed up in one word "supercalifragilisticexpialidocious" there has been a real buzz around the club due to being part of this programme. Being able to display the Arsenal FA WSL logo has been a great asset to our club in respect of publicity & social media posts within our local community & beyond, here's to the 2018-19 season with you.

Being accepted onto the Arsenal Women Sister Club Programme as a platinum club, has probably been one of the best ventures Shefford Saints (Juniors) FC has entered for many years.

The more you put into the programme the greater the benefits, the harder you work, the harder The Arsenal team of coaches work to support you. Shefford Saints made use of every benefit available to us & we are over the moon with how this season panned out & we can't wait to continue the good work we've started next season.



ARSENAL WOMEN SISTER CLUB PROGRAMME 2018/19 SEASON SISTER CLUB FEEDBACK



ENFIELD TOWN LADIES

What was the impact of the Sister Club Programme on the players at Enfield Town Ladies?

Our players have benefited highly from being an Arsenal Women Sister Club, they feel like they are part of Arsenal Women and are proud to say they play for a club that is a Sister Club. Through encouragement and knowledge some of our girls have also been part of the Arsenal Women Player Development Programme.

What was the impact of the Sister Club Programme on the coaches at Enfield Town Ladies?

Our coaches have had the opportunity to have sessions with their teams led by Arsenal Women Coaches. Support and advice is always available from Arsenal.

What was the impact of the Sister Club Programme on Enfield Town Ladies overall?

Our club has had so many great opportunities due to being a Sister Club. For example, Match day experiences and the Sister Club Parade at Wembley Stadium – which gives our players the chance to meet Arsenal Women Players, stand on the pitch that the players play on and represent our club in front of the Arsenal Women supporters.

We have had many new players that have come to us because they like that we are a Sister Club and we have had players that have been sent our information for various reasons from Arsenal. Every youth team has benefited from new players directed in our direction from Arsenal.

The fact that we are a Sister Club is good promotion for our club and we have benefited in so many different ways.



HARPENDEN COLTS

What was the impact of the Sister Club Programme on the players at Harpenden Colts?

Our players love being part of the Arsenal family, attending matches and meeting the Arsenal players. The girls feel connected and inspired and particularly enjoyed the Mascot Day and Player Appearance.

What was the impact of the Sister Club Programme on the coaches at Harpenden Colts?

The Coaches Workshop was a great event to bring our Girls' Section squad leads together and offer practical advice to become better coaches.

What was the impact of the Sister Club Programme on Harpenden Colts overall?

We have used our Arsenal Sister Club programme to help create positive momentum behind our Girls' Section. A particular highlight was the Masco Day with 150 players and family in attendance.



PROGRAMME SUPPORT PACKAGES 2018/19 SEASON



Across the 2018/19 season, Arsenal Women are changing the way they support Sister Clubs. Packages of support can be chosen to suit the specific development needs, size & budget of every grassroots club. All Sister Clubs joining the programme will receive the following support:

ARSENAL WOMEN PROGRAMME AMBASSADOR

The Sister Club Programme will have a lead ambassador who will be an Arsenal Women player. Over the season there will be opportunities for the Programme Ambassador to attend Sister Club events and make player appearances.

The type and nature and amount of player appearances will be communicated and agreed throughout the season depending on player availability.

In the 2017/18 season, the Programme Ambassador Heather O'Reilly made numerous player appearances at sister club training sessions & events.

COACHING SESSION PLANS

Arsenal Women will develop 10 coaching session plan resources, to give coaches at your club some new inspiration for their regular coaching sessions.

The session plans will give clear instructions, for coaches to easily run the coaching practices, links to The FA 4 corner model with ideas on how to challenge the players technically, physically, psychologically & socially and links to which type of player would shine in the practice.

On the back of the session plan there is a blank area for the Sister Club coach to develop the session to challenge their players further.

SISTER CLUB FESTIVAL

Arsenal Women will run a Sister Club Festival, which will be open for all Sister Clubs to enter teams to play in a fun and developmental football environment.

The festival is likely to take place in April / May 2019. In the 2017/18 Season teams from a range of Sister Clubs took part in the festival, looking to bring the Arsenal FC club values to life.

ARSENAL WOMEN TICKETS

All clubs who are part of the Arsenal Women Sister Club Programme will be able to select the amount of tickets they would like to include as part of their membership package. Clubs can select from a minimum of 50, to a maximum of 500 tickets. The tickets can be used by anyone connected with the Sister Club.

Tickets can be used at any Arsenal Women home game throughout the 2018/19 season. It is really important that Sister Clubs look to make use of their full allocation of tickets across the season.

COACH DEVELOPMENT WORKSHOPS

Arsenal Women will facilitate & deliver 3x 2 hour coach development workshops throughout the season. The focus of the workshop will be tailored to support the needs of the Sister Club Coaches. Each workshop will have 30 spaces available for coaches, and will be allocated on a first come first serve basis.

Last season, workshops focused on maximising ball rolling time, coaching in the social corner & using games to support development.

This season for the first time, Arsenal Women will also be running 3x online coach development workshops.

ONLINE COACHING GROUP

All coaches from Sister Clubs will have access to the Arsenal Women Sister Club Online Coaching Group, which will be available through Hive. The aim of the group is to share regular communication about the Sister Club Programme, Sessions Plans & resources, as well as a platform for coaches to share challenges and good practice from their weekly coaching & games.

Throughout the season additional benefits & opportunities may be made available for clubs, including the opportunity to feature as our Focus Sister Club, tickets to Lioness games and much more

PROGRAMME SUPPORT PACKAGES 2018/19 SEASON



Sister Clubs have the opportunity to purchase additional support and experiences. The cost of the additional benefits vary and are detailed later in the information pack:

MATCHDAY EXPERIENCES

At all Women's Super League home games Arsenal Women will be providing the opportunity for 1 club per game to take part in a matchday experience. As part of the matchday experience Arsenal Women will deliver a pre-game coaching session for up to 40 girls from your Sister Club, and up to 20 girls will have the opportunity to be flag bearers creating a guard of honour for the players to walk through, and 20 girls will have the opportunity to be player escorts, walking with an Arsenal Women or away team player on to the pitch before the game.

Places for the matchday experiences are limited, and clubs applying will be chosen based on the application process.

Fixtures throughout the season are subject to change and some specific details of matchday experiences may change depending on the day and kick of time of the game.



ARSENAL WOMEN COACHING SESSIONS

Sister Clubs can select up to and between 1 and 10 coaching sessions they would like to take place at their club. These sessions will be delivered by an Arsenal Women consultant coach, and will last 60 minutes in duration.

The theme, date and time of these coaching sessions can be agreed between the Sister Club and Arsenal Women FC. The aim of these sessions will be to give the girls at the sister club a developmental, positive and memorable football experience, inspiring them to want to play and watch more football.



SISTER CLUB SPECIFIC COACH DEVELOPMENT WORKSHOPS

Sister Clubs can select up to and between 1 and 3 coach development workshops that will take place at their club. The content of the workshops will be decided jointly between the Sister Club and Arsenal Women. The workshops can be delivered as a theory based classroom session, or combined with a practical coaching session. Workshops can last 2 hours in duration with the aim of supporting grassroots coaches with their skills & confidence of delivering football for girls.

In the 2017/18 season Sister Clubs who selected tailored coach development workshops chose themes that highlighted the Arsenal Women Coaching & Playing Philosophy, Coaching Qualities of a grassroots coach, and Long Term Player Development.





INTERNATIONAL SISTER CLUBS

For the first time ever, Arsenal Women are launching a new element to the Sister Club Programme, aimed at grassroots clubs around the world. International Sister Clubs will be able to access a range of remote support and opportunities:

ARSENAL WOMEN INTERNATIONAL PROGRAMME AMBASSADOR

International Sister Clubs will have a lead ambassador who will be an Arsenal Women player. Over the season there will be opportunities for the International Sister Club Ambassador to link digitally with the International Sister Clubs.

The type and nature and amount of engagement from the player ambassador will be communicated and agreed throughout the season depending on player availability.

INTERNATIONAL COACH DEVELOPMENT ONLINE WORKSHOP

Arsenal Women will deliver 3x 1 hour online coach development workshops aimed to support coaches from the International Sister Clubs.

The workshops will be tailored to suit the needs of the clubs and will highlight the Arsenal Women coaching & playing philosophy, provide opportunities for International Sister Clubs to consider how this will impact on the development of their club & share good practice and challenges from around the world.

ONLINE COACHING GROUP

All coaches from International Sister Clubs will have access to the Arsenal Women Sister Club Online Coaching Group, which will be available through Hive. The aim of the group is to share regular communication about the Sister Club Programme, Sessions Plans & resources, as well as a platform for coaches to share challenges and good practice from their weekly coaching & games.

COACHING SESSION PLANS

Arsenal Women will develop 10 coaching session plan resources, to give coaches at your club some new inspiration for their regular coaching sessions.

The session plans will give clear instructions, for coaches to easily run the coaching practices, links to The FA 4 corner model with ideas on how to challenge the players technically, physically, psychologically & socially and links to which type of player would shine in the practice.



ADDITIONAL COACHING & DEVELOPMENT OPPORTUNITIES

Depending on availability, additional coaching and development opportunities may be available for International Sister Clubs.

All additional support would be tailored to suit the needs of each International Sister Club, but have the potential to include groups travelling to England for:

- Coaching sessions led by Arsenal Women coaches
- Games & Fixtures with Arsenal Women Player Development teams
- Coach Development & Team Workshops

In addition to this, depending on availability, Arsenal Women may also be able to send coaches abroad to provide high quality, needs led support at the International Sister Club.

To discuss additional opportunities, email Arsenal Women Development Officer Tom Hartley—thartley@Arsenal.co.uk

PROGRAMME SUPPORT PACKAGES 2018/19 SEASON



ARSENAL WOMEN SISTER CLUB MEMBERSHIP 2018/19 SEASON

- Arsenal Women Programme Ambassador
- Coaching Sessions Plans
- Sister Club Festival
- Coach Development Workshops
- Online Coaching Group

£200

MATCHDAY EXPERIENCES

- Places for matchday experiences are limited to the amount of WSL home games throughout the season
- Arsenal Women will select Sister Clubs for matchday experiences based on their application to the Sister Club Programme

£200

ARSENAL WOMEN TICKETS

Amount	50	100	200	300	400	500
Price	£55.00	£110.00	£220.00	£330.00	£440.00	£550.00

All clubs must select a minimum of 50 tickets

SISTER CLUB SPECIFIC COACH DEVELOPMENT WORKSHOPS

Amount	1	2	3
Price	£100.00	£200.00	£250.00

ARSENAL WOMEN COACHING SESSIONS

Amount	1	2	3	4	5	6	7	8	9	10
Price	£35.00	£70.00	£100.00	£135.00	£170.00	£200.00	£235.00	£270.00	£300.00	£320.00



INTERNATIONAL SISTER CLUB MEMBERSHIP

- Arsenal Women International Programme Ambassador
- Coaching Sessions Plans
- Online Coach Development Workshops
- Online Coaching Group
- Access to potential additional coaching & development opportunities

£150

ARSENAL WOMEN SISTER CLUB PROGRAMME

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We hope that your grassroots club is interested in becoming an Arsenal Women Sister Club for the 2018/19 Season.

To Apply for a place on the programme:

- Review the application pack and support packages available for the 2018/19 season
- Select which benefits you would like to apply for
- Complete an online application through the following link: <https://goo.gl/forms/8cW8R8oKoAvRs48x1>
- Please note, places on the programme are limited, and matchday experiences, additional coaching sessions and club specific development workshops are limited and awarded based on the application from the grassroots club
- If you are applying to become an International Sister Club, please just select this option on the application form

The deadline to submit an application is **Friday 3rd August 2018**. Applications after this time will still be considered, however, the range of additional benefits available may be limited.

If you have any questions about the Arsenal Women Sister Club Programme please contact Arsenal Women Development Officer Tom Hartley—thartley@Arsenal.co.uk



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