|  |  |
| --- | --- |
| Meeting  | Lincolnshire FA Youth Council  |
| Date  | 15/07/23 11-3 |
| Location | Lincolnshire FA Office  |
|  |
| Present | Jordan Mason, Lauren, Millie, Michelle, Kelsey, Alex, Ethan  |
| Apologies  | Suzy, Riley, Amaya, Tom |
|  |
| Developing Youth Committees  | * Not too much to update regarding developing youth committees at clubs.
* Suzy is still pushing to implement this at Sleaford but due to the busy time of year at the club, progress has slowed.
* The scheme is ready to launch so need to push to launch at another club – potential for Lincoln United, Grimsby, Barton, Greenbank, Bottesford.
* The initiative could be launched at multiple clubs at the same time; with this happening at clubs across the county.
* The project will be pushed in a positive manner to the clubs.
* Different members of the group to assist and approach different clubs – Michelle happy to be involved in this.
 | **Ethan** to follow up with Suzy**Lauren** to contact Gemma Bell at Lincoln United **JM** to contact Lincoln United and Bottesford**Ethan** to create a short description of the project to send to clubs to generate interest **Ethan** to send the Youth Committees document to the whole group  |
| Youth Survey  | * Tom had sent the PowerPoint of results to Jordan; he sends his apologies after not being able to attend due to illness.
* The results of the survey were viewed by the group.
* The possibility of adding a text box after the ‘other’ box for participants to complete.
* **Location –** Future surveys should add a map to show the different locations to help participants.
* **Dislikes –** main responses surrounding pitch quality and spectator behaviour – the group identified the possibility of completing a project around this, building on the Silent Sidelines Weekends previously completed.
	+ It was discussed for the group to create a silent sidelines case study for the next event
* **Referees -** As the quality of referees was frequently identified, Ethan identified the potential for more support for young referees – coaching, mentors – potential for video footage, messaging with a mentor reflecting on the weekends matches. For both newly qualified and young refs, a Referee Youth Committee could be created.
* **Spectator Behaviour –** 40 out of 92 responses disliked this, the potential for this to be the focus on posts on social media
* **Disability Football –** no responses, highlighting the need to increase opportunities.
* The data generated could be used to approach clubs, specifically disability football to grow opportunities – potential to work alongside Jordan to create new opportunities and promote disability teams, could be done through schools (After-School Clubs or inclusive Youth Festivals).
* The group discussed attending festivals and tournaments to promote Youth Council and their projects.
* The 3v3 Festival at Lincoln City Foundation is an opportunity to promote. The group could have printed newsletters and sweets to incentivise kids to visit the stall.
* Printed QR code for parents to sign up to the newsletter.
* Have a survey for:
	+ Age?
	+ What do you like about football?
	+ What don’t you like about football?
	+ What would you change about football?
	+ How did you get involved in football?
	+ What sports do you play at school?
 | **Jordan** to contact Michael regarding referee youth network**Ethan** to consider ideas for referee youth networkDevelopment of Youth Festivals for participants with disabilities – **Kelsey, Alex, Millie** – **Jordan** to email next steps**Jordan** to use data to support messaging with clubs around disability football**Ethan** and **Michelle** to attend 3v3 Festival at Lincoln City Foundation (10-3). Potential for others to attend too (Millie if available)**Jordan** to contact Jake about 3v3 event |
| Key Messaging for Young People | * Amaya sends apologies for absence.

Lottie and Larry (5-11) * The next newsletter will focus on the Women’s World Cup.
* Will be produced ready to be promoted at the 3v3 Festival, these will be printed with a tournament tree of the WWC on the back.
* October newsletter will focus on Black History Month, Alex to create this.

Social Media* Regular Insta stories for Women’s World Cup (score predictions, goalscorers, player of the match etc)
* Create stories at the 3v3 festival for social media, can turn into a reel.
* Everyone can create a case study on themselves for social media (photo of younger self in football, your role in football, position in the Youth Council, who you think will win the World Cup, Favourite Player), can be written or a video/reel
* Important to make the Instagram seem less corporate.
* Post more on social media to try and grow it, use reels and trends.
* Large focus of next few months is social media.
* Start Facebook and Twitter accounts to match Instagram.
* The group will discuss social media in September to decide plans for 23/24
 | **Millie** to create newsletter for July**Alex** to lead on October Newsletter**Tom, Amaya, Millie** to divide the social media content outCreate content at 3v3 Festival **ALL -** Create social media content at any events anyone attends (playing, reffing, coaching)**ALL** to create a Case Study on themselves for social media by 22/7 (send to Millie to post)**Jordan** to ask about starting Facebook and Twitter accounts |
| Youth Engagement Strategy  | * Jordan shared the previous strategy for the group at the start of the season with the group reviewing how successfully this has been achieved.
* The group reviewed the strategy and suggested ways it may be developed.
* Jordan confirms ideas are taken from the minutes to other staff members at LFA.
* Information could be fed back to the group on what is told to other staff members. Suzy is on the IAG, Lauren to attend board meetings.
* Newsletters – could focus on mental health/ emotions and feelings (matchday journal)

Personal Professional Development* Safeguarding walks at clubs.
* **CPD =** ideas could focus on coaching pathways, career options (opportunity to learn from and connect with Lincs FA staff)
* **Event Delivery =** important to increase the number of events attended and the number of participants engaged with.
* Group very keen to run their own tournament in 2024, Michelle has event experience and Alex has links with tournament organisers
* Would be great opportunity to outreach and spread newsletters
* **Survey =** opportunity to complete a yearly survey, help to identify patterns regarding football in the county.

Terms of Reference* Everyone happy with the age range of the group.
* Everyone happy with the aims and objectives.
* A code of conduct to be created, other Youth Councils and the National Youth Council can be contacted.
* The group should contact Jordan and Lauren at earliest possible opportunity if unable to make a meeting – ideally at least 2 weeks before
* Everyone MUST attend at least 3 meetings per year, with at least 1 in person.
* 2 meetings per season will be in person only to get the whole group together.
* There will be no need to re-apply after 2 years, but all members will reflect upon their engagement after this time to continue.
* Between Lincs FA, the group chair and group secretary the agenda and meeting minutes will be sent out.
* The group reflected upon the previously created purpose, mission, and objectives at the start of the Youth Council 1 year ago.
* The group reflect on what they have achieved through a variety of projects, and are happy with what they have done so far.
 | **Jordan** to contact Grimsby Town about PL Kicks Workshops**Millie** to contact Lincoln City Foundation about using PL Kicks Workshops **Everyone** make sure they have sent Jordan a photo for ID cards**Everyone** to have provisional ideas for tournament – format, age, location, etc**Lauren** to lead on creating a Code of Conduct – contact other YCs**Jordan** to update Terms of Reference and Youth Engagement Strategy then share with group |
| AOB | * Jordan reminded the group that the FA National Youth Council are currently recruiting

Date and Time of next meeting = * 28/9/23 6-8pm
* Actions that need to be completed will be followed up 2 weeks before meeting.
 | **Jordan** to contact Suzy, Amaya, Tom, and Riley  |