

THE FA CLUB
FOOTBALL FORUM

FREE WEBINAR



HOW DO WE KNOW WE'VE MADE IT?

Defining success at your club

Thursday 26th March 2020

FORMAT & HOUSEKEEPING

- To help with recording quality, please mute sound until the discussion
- The webinar will be recorded and available to view again
- Slides will be emailed to all participants who signed up
- Any questions you have through the presentation jot them down on a piece of paper or in the chat and we will open up the floor for discussions at the end.

WHAT WE'LL COVER TODAY

- Why measure success?
- How to do it
- Linking it all up
- Capturing, sharing & celebrating
- Case study club: Hythe & Dibden FC
- Case study league: Norfolk Combined Youth Football League
- Questions

QUICK RECAP “WHAT WE STAND FOR”

The importance of having a vision, mission, goals & objectives

- **Vision:** the world we'd like to see
- **Purpose:** the reason you exist
- **Mission:** how you will get there
- **Aims** or **Goals:** quantified ambitions to realise the vision and mission
- **Objectives:** targeted and measurable intentions to fulfil our aims/goals
- **Values:** describe our core ethics and principles

CELEBRATING SUCCESS

SHE CAN PLAY STATISTICS
01/03/2019 - 01/03/2020

38,640 MINUTES WOMEN & GIRLS SPENT PLAYING FOOTBALL AT SHE CAN PLAY

EQUIVALENT TO **100** HOURS FOR A WOMEN'S WORLD CUP

32 WSL MATCHES VISITED IN

6 FA WWC GAMES

7856 MILES SUPPORTING

34 UEFA & FA QUALIFIED FEMALE COACHES

240 TRIALISTS

55 DRABROOTS TEAMS REPRESENTED IN PDC

7 PLAYERS ACCEPTED INTO RTO'S

10 FA REFEREE'S * **7** PDC SCHOLARSHIPS * **4** FA LEVEL 1 COACHES

1780 UNIFORMS VISITS TO OUR WOMEN'S & GIRLS FOOTBALL PROGRAMMES

WWW.SHECANPLAY.UK

Combining excellence in the community... with excellence on the pitch

FA Charter Standard Community Club of the Year 2016,
UEFA European Grassroots Club of the Year - Silver Award 2016
Dacorum Community Sports Club of the Year 2019

[Join Raiders today](#) [Read more](#)



PLAYERS' PROGRESS INTO LEAGUE FOOTBALL

All of these players were transferred directly from Buxton to the mentioned league clubs. Others like Carl Swan and Tony Rodwell played for the Bucks and then played for other non-league clubs before going into league football.

PLAYER	YEAR	CLUB SOLD TO
Peter Robinson	1950	Notts County
John Higgins	1950	Bolton Wanderers
Maurice Brooks	1951	Stockport County
Ray Parker	1951	Bradford City
Fred Marlow	1951	Grimsby Town
Ian Greaves	1953	Manchester United
John Brindley	1953	Chesterfield
Les Farriday	1954	Walsall
John Good	1955	Tranmere Rovers
Jimmy Anders	1956	Bradford PA
William Haydock	1959	Manchester City
Anthony Parkes	1970	Blackburn Rovers
Andy Proudlove	1975	Sheffield Wednesday

Long Lane Football Club

80 VOLUNTEERS

0:21 / 5:24

WHY MEASURE SUCCESS?

- You can only really know how successful you've been by comparing how things are now with how things were before
- Motivation - people want to achieve, build something positive
- Demonstrates to funders the value of their investment – now and in the future
- Provides evidence to support ongoing business planning
- Helps tell a positive story to members, stakeholders and the wider community
- Above all, shows you're meeting your vision/purpose

THERE ARE DIFFERENT WAYS TO MEASURE SUCCESS

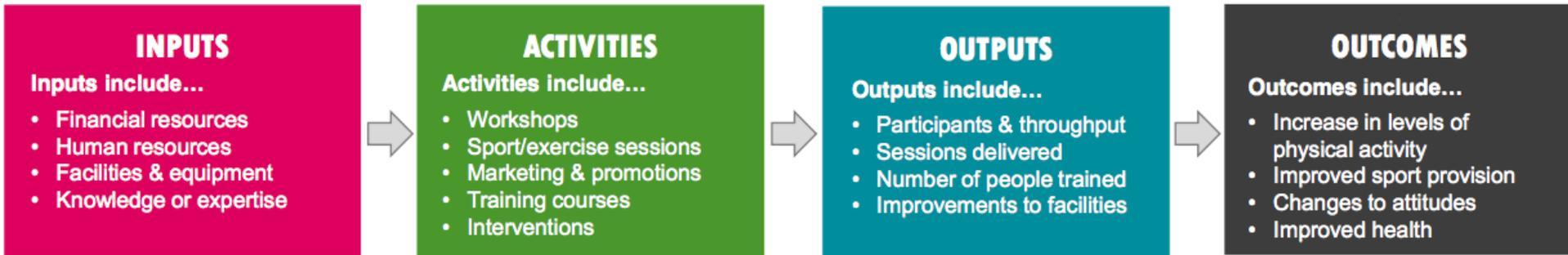
- 'Quantity' and 'Quality' indicators underpin the measurement and showcasing of success, so aim to have a number of both
- Examples of 'quantifiable' indicators:
 - Member numbers / income generated / coaching qualifications obtained / competitions entered and results achieved
- Examples of 'qualitative' indicators:
 - Member/customer satisfaction / enhanced sense of wellbeing (mental/physical) / Friendships / fun and enjoyment / overall experience

METHODS AND TOOLS FOR COLLECTING DATA

- Surveys & questionnaires (e.g. Survey Monkey)
- Free online tools
- Financial performance
- Participation and activity records
- Focus groups
- 1 to 1 interviews
- Activity diaries
- Short films
- Feedback wall

LINKING IT ALL UP – HOW YOU ACHIEVE SUCCESS

- To help define success it is often easiest to start thinking about the outcomes you are aiming to achieve and then working backwards to identify the most relevant outputs, activities and inputs to achieve them



Football Example;

Level 1 bursary > FA Level 1 Coaching qualification > Level 1 coach qualified with youth team > Club Accreditation criteria met for the season.

TAKING MEASUREMENT & EVALUATION A STEP FURTHER

CREATING IMPACT CANVAS

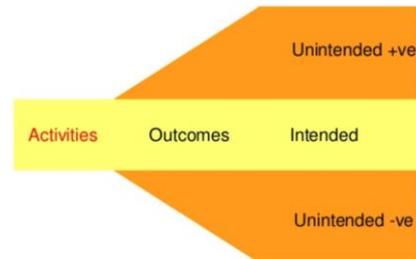
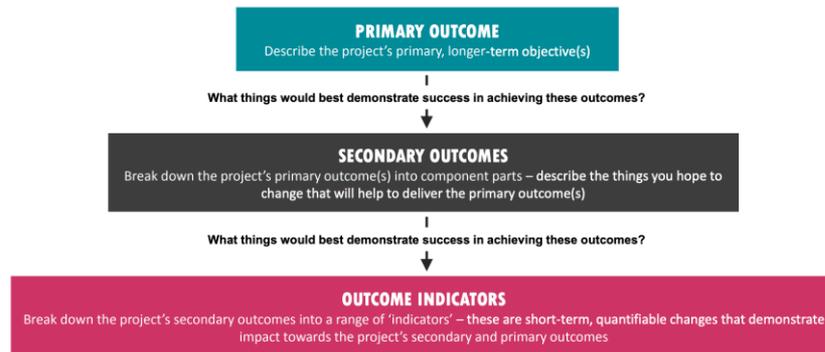
PROJECT: Dissemination Describe what you will do to spread the outcomes of the project to the target audience, and share best practices with the different stakeholders. <ul style="list-style-type: none"> How does your dissemination plan raise awareness of the project and funding programme? How does it involve your target groups and meet their needs? How does it involve and address your partners' objectives? What will be disseminated? (Tangible: books, reports, certificates; and/or intangible: knowledge, skills, feelings, awareness, etc.) Who is your target audience? (Community, partners' communities, beneficiaries, potential participants, general audience, etc.) How are you going to disseminate the outcomes? (Social media, newspapers, talks, exhibitions, online platforms, training courses, etc.) When will they be disseminated? (Planning before the project, during the project, and when the project is over) 		
Impact Effect of your activities and their outcomes on different levels (volunteers, organisation, partners, communities) <ul style="list-style-type: none"> What is the expected impact on the participants, participating organisations and target groups during the project? And when the project is over? What is the desired impact of the project at the local, regional, national, European and/or international level? How do you measure the impact during the project? (Qualitative indicators, quantitative indicators, or both) 		
Implementation Activities corresponding to the objectives and the grant quality criteria. <ul style="list-style-type: none"> Consider the involvement and objectives of partners, community and volunteers. 	Formative Evaluation (Ongoing) - How much/many? <ul style="list-style-type: none"> What are the expected outcomes in this phase? (Tangible: books, reports, etc.; and/or intangible: knowledge, skills, awareness, etc.) How do you know you have accomplished them? (SMARTA objectives)? What/Who are you assessing (volunteers, organisation, community, etc.)? What methods do you use to test the objectives throughout the activities and adjust them, if necessary? (Surveys, questionnaires, meetings, Youthpass progress reports, etc.) 	Summative Evaluation (Final) - How much/many? <ul style="list-style-type: none"> What are the expected final outcomes? (Tangible: books, reports, etc.; and/or intangible: knowledge, skills, awareness, etc.) What/Who are you assessing (participants, organisation, community, etc.)? How do you know you have accomplished them? Check your SMARTA objectives! How do you measure the objectives when the project is over? How are you going to validate them, which recognition tools are you going to use?
Activities/Methods - How? <ul style="list-style-type: none"> Are all your objectives addressed by the activities? When are you going to implement them? Which methods are you going to use for each activity? How do they meet your SMARTA objectives? What learning outcomes or competences are to be acquired/improved by participants and organisation in each planned activity of your project? 	Objectives - What? <ul style="list-style-type: none"> So, concretely, how are you going to achieve the aim of your project? What should volunteers learn during the project? What should your organisation learn during the project? What necessary steps do you need to take in order to achieve the aim? What would be the possible outcomes of the project? Are your objectives SMARTA? (Specific, Measurable, Assignable, Realistic, Time-bound and (grant) Aligned) 	Target group - Who? <ul style="list-style-type: none"> Who will benefit from the outcomes of the project? Who are the direct beneficiaries? And the indirect ones? How are they involved in the design of the project?
Preparation Focus on the involvement of young people, community and partners in the preparation process, on local and international level.	Needs analysis - Why? <ul style="list-style-type: none"> What are the challenges faced by your target group, organisation and partners? What are their priorities, their main needs? How does it link to the objectives of the funding programme priorities? What is innovative about your idea? 	Aim - What for? <ul style="list-style-type: none"> What is your project for? (Purpose) What do you want to achieve/change (within your organisation, community, partners)? (Impact) Our aim is...

Developed by Juan Ratto-Nielsen for Léargas - "Creating Impact TC" May 11-15, 2016 - Malahide, Dublin, Ireland. Trainers: Deirdre Quinlan & Juan Ratto-Nielsen - Icons made by Freepik from www.flaticon.com



Outcomes Hierarchy

An outcomes hierarchy helps you define relevant 'outcome indicators' that can be used to measure the impact of a project. Indicators are the things you will measure to assess if a project's outcomes have been achieved



SHARING AND CELEBRATING SUCCESS

- Think about the different audiences you have
- Make it authentic and meaningful
- Build it into your calendar
- Use a full range of methods to tell the world about your success
 - Annual report
 - Info graphics/images
 - presentations



CLUB SUCCESS WEBINAR

WAYNE HARRIS

Chairman, Hythe & Dibden Youth Football Club

IS OUR CLUB A
SUCCESS?
HAVE WE MADE IT?



WHAT IS SUCCESS?

"Success is peace of mind, which is a direct result of self-satisfaction in knowing you made the effort to do your best to become the best that you are capable of becoming."



WHAT DOES SUCCESS MEAN TO THE COACHES?

- Accessible Support
 - Education, learning opportunities
 - Minimal friction with parents
 - Happy children
-
- Development with all kids in all 4 corners
 - Opportunities and options for all children

WHAT DOES SUCCESS MEAN TO THE PARENTS?

- Happy children, who feel part of a team and are treated fairly
 - Respectful, positive coaching at all times
 - Kids get praise and support no matter what level of ability
 - Inclusive, going the extra mile to integrate children
-
- Helping all children achieve their potential
 - A supportive environment free from discrimination of any kind
 - Parents (and children) are aware of the Club's pathways to discuss anything that is bothering them so any issues are dealt with quickly.

WHAT DOES SUCCESS MEAN TO THE CHILDREN?



Fun!



Safe



Praise



Rewarding



Learning both
football & life
skills

WHAT DOES SUCCESS MEAN TO THE COMMITTEE?

- Security, both in terms of finance and infrastructure
 - Minimal complaints from parents
 - Successful health checks
 - Recognition from peers and the FA
 - Happy coaches, enabling them to do the best they can
- Clear processes
 - Comfortable with roles and responsibilities
 - Future proofing
 - Good retention / growth rates

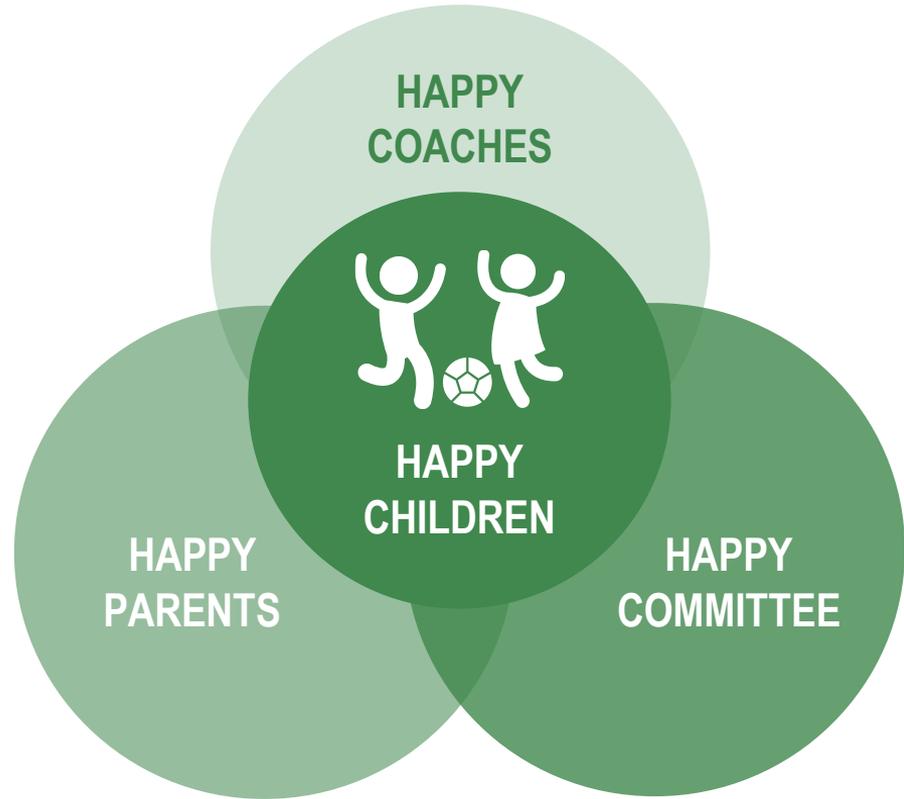
SO WHAT DOES SUCCESS LOOK LIKE FOR OUR CLUB?

Firstly we needed a guiding light, a blueprint and a set of targets, then it was down to our volunteers to work their magic.



Our recipe

**FOR
SUCCESS**



Our north star...

**WE ALL
CAN
PLAY**



OUR GLUE THAT BRINGS THIS ALL TOGETHER IS **ENVIRONMENT**

We believe by having a structure in place to be able to suit each child's individual needs we can always ensure we are able to provide the correct environment to continue a child's enjoyment and learning.



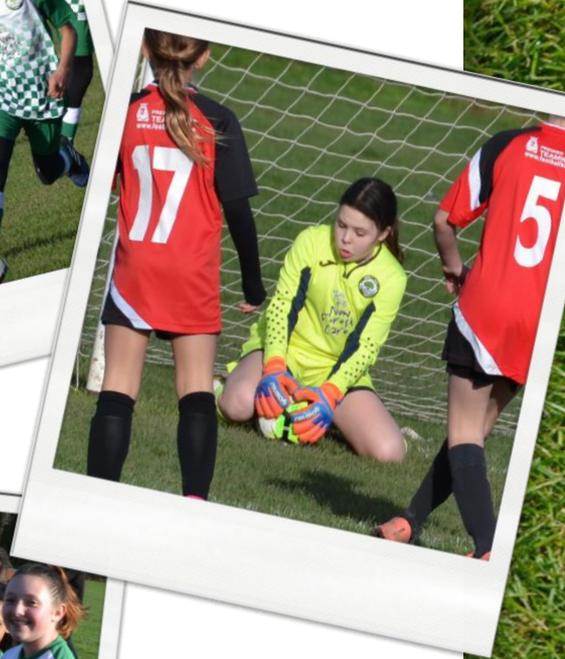
Foundations set, with a
clear vision of what we wanted to
achieve,

**WE SET OUT ON OUR
PURSUIT OF SUCCESS.**



ONCE THE ENVIRONMENT IS CORRECT, SUCCESS WILL FOLLOW.

We had massively under achieved in the development of girls football. This had to change and in 2017 it was our primary focus.





MILLIE'S STORY

Football can sometimes inspire young people to express themselves in other ways... This is from a young lady who wore the green and white kit for the first time

A COACH SUCCESS STORY: GIRLS FOOTBALL

- Brommers has championed girls football at Hythe & Dibden
- Taken the importance of winning away, focuses on positives and achieving simple targets.
- Built reputation locally for girls football, with support from Southampton FC's Saints Foundation.
- Success: Chloe Johnson came in clinging to mums leg. Now a star player, playing with boys teams too.
- 1st season lost all but one game. This season won most. Now 3 full teams plus a young girls development centre.
- Growth down to new environment. Losing and learning, coming off the pitch smiling.
- x5 players gone to Southampton Academy



Brommers

WHOLE CLUB SPONSOR

“We have chosen to sponsor Hythe and Dibden Youth Football club, as we have seen first hand the commitment and energy delivered to local kids in our community. The club ethos is sound and mirrors what New Forest Care stands for. Hythe and Dibden Youth football is not just about progressing as a footballer, it plays a bigger role in building self esteem, promoting self discipline, team work, promoting commitment, providing positive physical activity and bringing a community together for children and adults alike.”

Director, New Forest Care

IMPROVED HOW WE SHARE SUCCESS WITH PARENTS / THE COMMUNITY



OLD LOGO



NEW LOGO



The JANYNE HERDING Award



COMMITTEE SUCCESS: RECOGNITION



CLUB OF THE YEAR
(HAMPSHIRE WINNER)

A close-up, top-down view of a lush green lawn. The grass is vibrant green and appears to be a mix of different varieties, creating a textured surface. In the center of the image, the words "FUTURE SUCCESS" are written in large, bold, white, sans-serif capital letters. The text is centered both horizontally and vertically, standing out prominently against the green background.

**FUTURE
SUCCESS**

TheFA

Charter Standard Community Club.



SECURING THE FUTURE OF THE CLUB'S FACILITIES



CONCLUSION

- Success is an 'end' - there is no end in football.
 - We always have targets, and always looking to make marginal gains. When we're successful in those, we'll set new targets and look for new ways to improve what we're doing.
-
- You can't please all the people all the time, but having a clear philosophy and values helps to guide decision making and keep everyone's focus aligned.
 - If we're keeping parents, players and coaches happy, we're successful.



THANK YOU

LEAGUE CASE STUDY



Norfolk Combined Youth Football League

Success = being able to provide a safe, supportive and enjoyable opportunity to play football.

 7042
Players



Link your success
to your vision



Use data to
support
conversations



Bring everyone
together to
help you be
successful



Connect
and share
knowledge

 530
Teams

Vision = being able to provide a safe, supportive and enjoyable opportunity to play football.

OPEN DISCUSSION/QUESTIONS

- Ask Questions
- Share your own experiences
- Share your current challenges
- Solutions

If you'd like to contribute, either

1. Please type your name and club/org. into the chat box so we can effectively bring you into discussion or
2. Please type a question/comment which one of the presenters will raise



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THANK YOU