

The FA Charter Standard Club Programme Football Workforce Development



What is the Football Workforce?

The Football Workforce is an important FA programme which recognises the value of volunteers to the development of football at every level of the game.

The Football Workforce is a programme that aims to:

“Build a skilled, well supported volunteer workforce, who enjoy undertaking clearly defined roles and responsibilities and whose work is recognised and valued throughout the organisation and beyond.”

You told us:

“I do it for the love of the game but I wish I had more help.”

“In an average week, I give 20 hours to my voluntary job in football and that’s after I get home from work!”

“I took the job on because there was nobody else to show me what I was meant to do.”

“It would be nice to be appreciated - a thank you doesn’t cost anything.”

The Football Workforce will help you to:

- Recruit more volunteers into football
- Retain volunteers within the sport and help them to work smarter, not harder
- Recognise and reward the work of all volunteers.

Who is the Football Workforce designed to help?

The Football Workforce is for everybody working within football whether paid or voluntary – we’re all part of the same team.

The Football Workforce focus will be on volunteers working for football particularly at grassroots level.

The Football Workforce can be used by club secretaries, team managers, mini soccer organisers, league organisers, in fact, anybody who works alongside volunteers in football.

Whether you’re running a one-team club or administering a large league, volunteering problems are very similar but on different scales! The Football Workforce suggests ideas that can be adapted to the smallest or largest club or league.

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What will the Football Workforce look like?

The Football Workforce is an evolving programme of information, ideas, packages and products that can help to provide some practical solutions to everyday volunteering problems.

You told us:

“We just don’t seem to be able to encourage parents to get involved.”

“People just don’t seem to realise what’s involved in running the club.”

“We’re losing out on many potential volunteers because they can’t afford to take on jobs without having their expenses reimbursed.”

“People are afraid to get involved in case they are asked to take on more work than they can manage.”

The Football Workforce aims to meet the challenges like these. The programme was launched in 2001 providing guidance notes on ideas for recruitment of volunteers, retaining volunteers and advice on working smarter not harder. Since then, over 5,000 clubs/ organisations have benefited from the resource.

How can we use the Football Workforce?

- As a checklist for good practice; how well does your club or league rate?
- To find solutions to problems
- To generate new ideas, new approaches
- To share good practice – The Football Workforce aims to act as an information exchange (you can find out more about this in the mid-season notes)
- To access information and resources which you can adapt for use in your own club, league or county association.

Where will we find the Football Workforce information?

Contact your County FA office or visit The Football Association website at www.TheFA.com and get the latest information, products, ideas and workshops.

In addition you might wish to contact your County FA who run workshops on club development, funding, marketing and many more.

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Developing an effective, skilled and supported workforce within your club is one of the most important elements to ensure the club becomes sustainable and successful.

Providing volunteers with clearly defined roles and responsibilities that are recognised, valued and rewarded by the club and the wider community is key to the maintaining their involvement and keeping them motivated.

Training and developing the workforce is a key role of the club and the County FA have a number of resources and workshops that can be organised to support club volunteers. These include:

- Developing your club
- Managing your club finances
- Creating club links
- Developing and managing volunteers
- Developing funding opportunities
- Running a club
- Running a youth team
- Developing young leaders (Step into Sport)
- Developing your facilities
- Marketing your club.

Contact your County FA Football Development Team to access these workshops.