



Step by Step guide for Clubs

1. Propose the idea to the club committee

In order for the links to be effective the club must be committed from the outset.

2. Address key questions at the committee meeting:

Is the club committee interested in setting up a school club link? If the

committee is interested, why do you want to develop a link?

Are there any specific schools you wish to target? This could be for practical reasons e.g. proximity between the school and club venue or others reasons e.g. good existing relationships.

Who from the club will be lead on the developing the link? The effectiveness of the link will be down to the commitment of the people involved. It is suggested that as least 2 people are actively involved in establishing a link.

What are you able to offer the school? This could be a series of taster sessions at the school, specific club nights providing an introduction to the club and practical sessions, agree what you are able to offer, given the practical issues involved e.g. availability of club coaches during school time. You may wish to consider developing a short welcome pack for the school so that the school can easily see what the club has to offer.

3. Contact Berks & Bucks FA to inform them of your intention to set up a School Club Link

They may be able to support!



4. Contact your targeted schools

One of the first things a club can do is to see if they have anyone who works in a school environment within their club; this can provide a way into a local school.

For secondary schools ask for the head of PE or primary schools ask for the head teacher and find out who the best person to liaise with is. It is unlikely that you will get through first time due to the nature of the school day. Leave a message and ask for their email address. Follow up via email.

5. If the school is interested in setting up a link arrange a time to meet up and discuss the plans for the link further.

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School sport has in recent years suffered due to the pressures placed on schools from the ever-changing national curriculum, financial constraints and limited time. Therefore both the number of hours available for PE and for after-school sports clubs has in some schools diminished, leaving an opportunity for local sports clubs help to provide quality-sporting opportunities for young people.

If the school are not interested in setting up a link/if you are not able to get hold of them over the course of several weeks, consider your next school to target. It is vital that both the school and club are committed to a link and that you are in regular communication.

6. Put your plan into action

7. Sign a School Club Link agreement form with the school

The Berks & Bucks FA Agreement can be found on the Berks & Bucks FA website. Signing a formal agreement form formalises the link and ensures that both the club and school are clear on the expectations set.

8. Monitor the number of young people joining your club from different schools over the course of the season.

This can be achieved by adding a column to your club registration form. Or simply by asking each new participant which school they attend at their first coaching session. This will help to demonstrate the effectiveness of your school club link. To encourage initial participation at the club session you may wish to consider offering the first one or two sessions free of charge.