

THE FA CLUB & LEAGUE
FOOTBALL FORUM

FREE WEBINAR



The presentation will commence just after 8pm.

Please mute your microphones and turn off any cameras whilst we are waiting.

Thank you for your co-operation.

THE FA CLUB & LEAGUE
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FREE WEBINAR



Community Engagement

Ways in which you can begin to understand the power
of your local network

Wednesday 10th June 2020

WELCOME



Danielle Warnes
National Clubs Services Manager
The Football Association

Any questions you may have post this webinar please don't hesitate to get in touch with your local county FA or drop us an email on

Clubsprogramme@thefa.com

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.

WEBINAR RECAP

Clubsprogramme@thefa.com



<http://www.thefa.com/get-involved/player/clubs-and-leagues>

TODAY IS THE SECOND OF A 4 PART SERIES

Last week

- **Part 1 – Overview – Community**

Tonight

- **Wednesday 10th June – Power of your Network / Individual skills**

Part 3

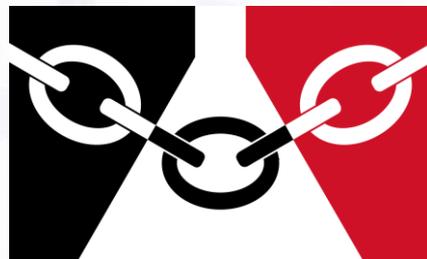
- **Wednesday 17th June – Relationships, Education and Institutes**

Part 4

- **Wednesday 24th June – Place, Spaces and Faces – wider community development**

WHO AM I?

Worked in Coaching and Community for 20 years



WITH SPECIAL GUESTS

Steve Hobson



Phil Hulme



Ashton United FC



Kewford Eagles FC

RECAP - THINKING ABOUT THE ABCD's



SO WHAT ARE THE ABCD'S IN COMMUNITY?

- **A- Asset**
- **B- Based**
- **C- Community**
- **D- Development**

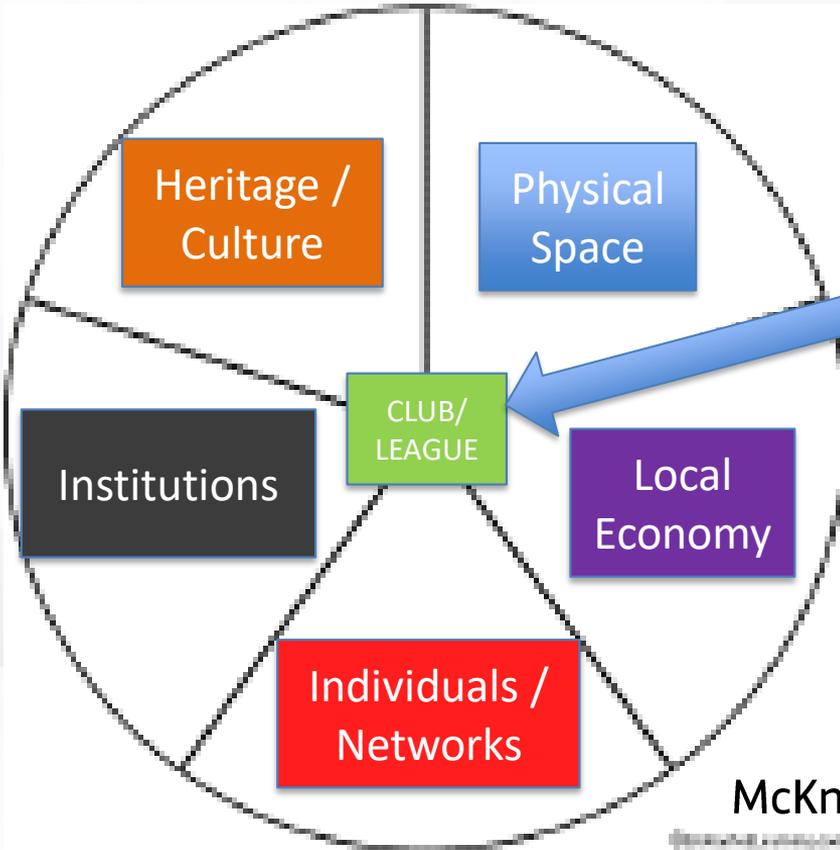


SO BASICALLY



So What , Why and Where
In and around us is the Common Unity within the community.

CLUB/LEAGUE/ORGANISATION AT THE CENTRE

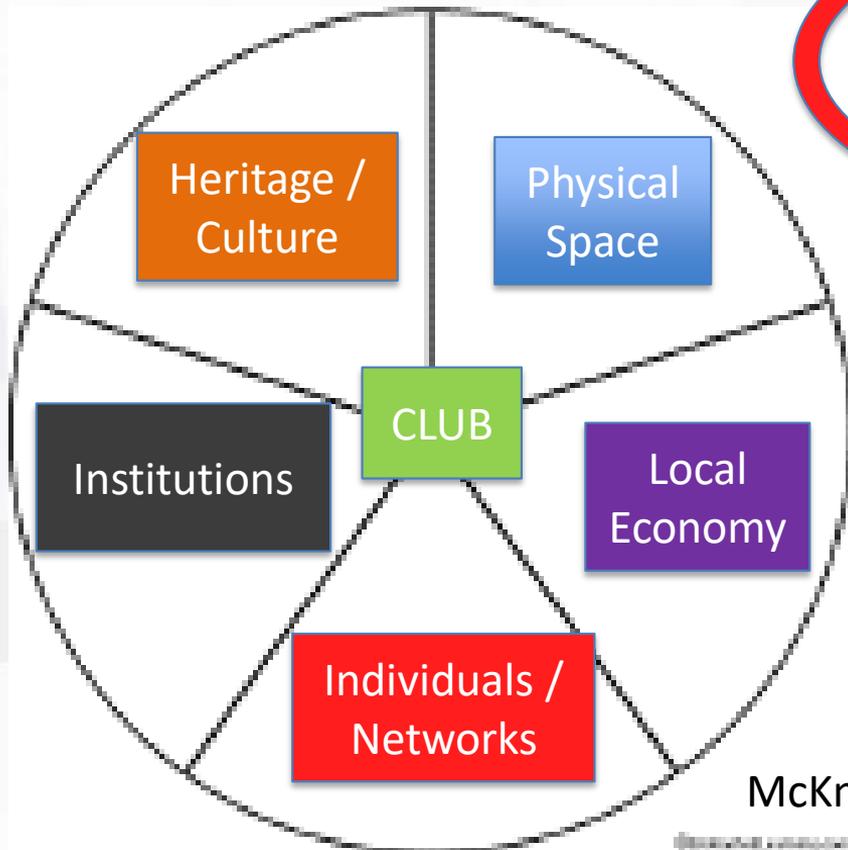


McKnight and Kretzmann 1993



IT'S A 2 WAY STREET

THE AIM OF THE WEBINARS



Tonight – 10th June

Individuals /
Networks

Local
Economy

Webinar 3 – 17th June

Institutions

Webinar 4 – 24th June

Physical
Space

Heritage /
Culture

McKnight and Kretzmann 1993

TONIGHT TO START US OFF



&



LETS HAVE A LOOK AT SOME



&



ACCOUNTANCY

COACHING

ADMINISTRATION

MARKETING

ORGANISING

GROUNDS / MAINTENANCE

APROACHABLE

UNDERSTANDING

WILLING

ENTHUSIASTIC

INIATIAVE

PASSIONATE

You may have some gaps



People in the wrong roles



Or need to build capacity



+



=



If you always do
what you've always done,
you will always get
what you always got.



Has / Does your Club have any –



Own Goals experiences

Fill any gaps



Charitable Incorporated
Organisation



70+
Registered Volunteers

Students

People with complex needs

Family members

Supporters

Team members

Neighbourhood support

Other organisations

HurstFest

The catalyst for change



Social Change Outcomes

- Asylum Seekers granted asylum – Ken & Timothy
- Students secure full-time roles in the Sports industry – Michael, Abbey & George
- Long term unemployed (12yrs) gaining employment - James
- Changing Lives – confidence, loneliness and isolation - Lewis



Growing Well in Tameside

Working in Partnership

- Tameside MBC – population health, early years, children and young people’s partnership forum, Active Tameside
- Integrated Care Foundation Trust, CCG, GP’s, Healthy Young Minds, TOG Mind
- Local schools, Ashton 6th Form College
- JIGSAW Housing Group
- Voluntary groups, Broadoak and Smallshaw Community Centre, Action Together, local parents.
- Greater Manchester Police
- Ashton United in the Community, Ashton United FC
- Local faith groups

£25k – Volunteer
Manager

£25k - Community
Development
Manager

£20k – Community
engagement
activities

£10k - Capacity
Building –
Governance
support

£3k – Covid-19
Community
Support

£10k - Community
Support

£5k - HurstFest

Pounds Shillings & Pence

How does this help the football club?

- The charity buys services from the club e.g. room hire, catering, coaching services.
- Local goodwill and fan engagement is enhanced increasing footfall in clubhouse and at matches.
- New sources of knowledge, skills and shared resources are available e.g. HR, legal, equipment, funding.
- Networking with decision makers creates influencing opportunity and 'cuts red tape' e.g. LA policy, funding allocation, leasing.
- Positive PR and marketing. People get to know about the club and associate it with social value.



For more information

Contact – Steve Hobson – 07868 849184

stevehobsonafc@live.co.uk



Local Economy The Kewford Eagles Card

For more information contact;
Phil Hulme
Facebook - @kewford
Website -

<https://www.kewfordeagles.co.uk/index.php/en/club-info/about-us>

NHS

**Lancashire &
South Cumbria**
NHS Foundation Trust



Hertfordshire
Chamber of
Commerce



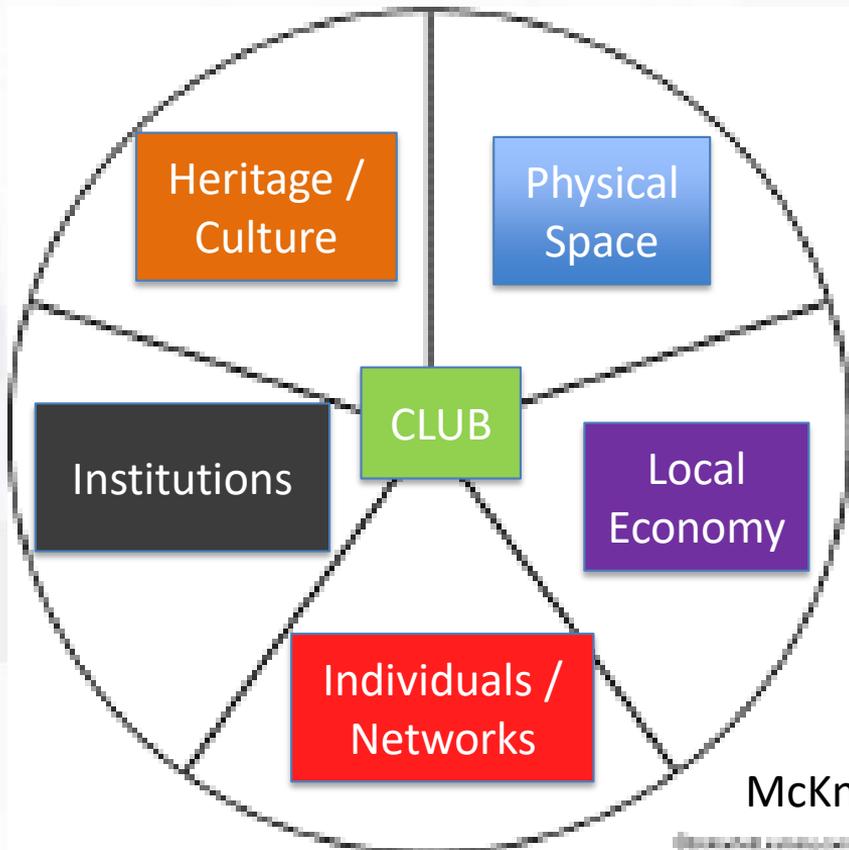
Wolverhampton
Voluntary Sector Council



Active Partnerships

Engaging Communities, Transforming Lives

THE AIM OF THE NEXT 2 WEBINARS



Webinar 2 – 10th June

Individuals /
Networks

Local
Economy

Webinar 3 – 17th June

Institutions

Webinar 4 – 24th June

Physical
Space

Heritage /
Culture

McKnight and Kretzmann 1993



NHS



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



TheFA

FULL-TIME

Integrated with Whole Game System

Create & Manage Fixtures

Manage Results

Integrated with Matchday



Appoint Referees Easily

Track Player Stats

Free Public Facing Site

PLEASE REMEMBER

IT'S THEIR GAME
NOT OURS
LET CHILDREN
& YOUNG PEOPLE
ENJOY THE GAME
& THE HUMAN &
SPORTS WILL HAPPEN
IT'S THEIR GAME
JUST LET THEM PLAY



[REGISTER HERE](#)

The FA Club and League Football Forums

FREE WEBINAR

HOW YOU CAN BUILD RELATIONSHIPS WITH EDUCATION ESTABLISHMENTS IN YOUR COMMUNITY

DATE: 17.06.2020

TIME: 20.00 - 21.30

Register your interest to join.



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THANK YOU