

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
FOOTBALL FORUM



FREE WEBINAR

Do you have Common-Unity

How you can build relationships with education and
institutional establishments in your local community

Wednesday 17th June 2020

BON BINI
 WELTASUALULEG
 MU AMUHEZWI
 LAIPNILÜDZAM
 SALVE
 TERVETULOA
 ALOHA
 WILKÓM
 SANNU DA ZUWA
 WELKOM
 BIENVENUE
 MAAYONG PAG-ABOT
 DEGEMER MAT
 SIYANAMKELANONKE
 WELLKUMMA
 AHLA W SAHLA
 MIRÉ SE VJEN
 WELKOM
 WELKOMMEN
 MALIPAYENG PAG-ABOT
 WELCOME
 BONVENON
 DOBRO POZHALOVAT'
 GHINI VINISHI
 BIENVENIUS
 BIENVENIDA
 SALAMAT DATANG
 WILKOMMEN
 BONVENON
 TERE TULEMAST
 WOEZOR
 SIYANAMKELANONKE
 ENNIDOS
 TALITALI FIEFIA
 BINVINUTU
 MAEVA
 RÄXIMITEGEZ
 BENNVUWE
 CROESO
 TERE TULOMAST
 BITAEMO
 XUSH KELIBSIZ
 MAUYA
 VELKOMMEN
 MALIPAYENG PAG-ABOT



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 THIRD OF A 4 PART SERIES

First week

- Part 1 – Overview – Community

Last week

- Part 2 – Power of your Network / Individual skills

Tonight

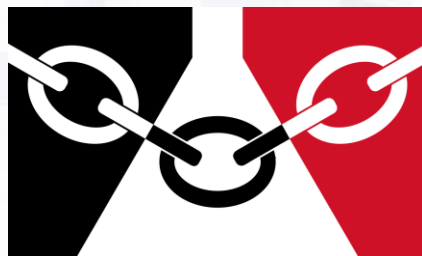
- Wednesday 17th June – Relationships, Education and Institutes

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 -



Pete Mason
Sir Tom Finney



SOCCER SCHOLAR
ACADEMY

Charlotte Doyle
Sports Development
Manager



PC Dave Harnett

RECAP - THINKING ABOUT THE ABCD's



SO WHAT ARE THE ABCD'S IN COMMUNITY?

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

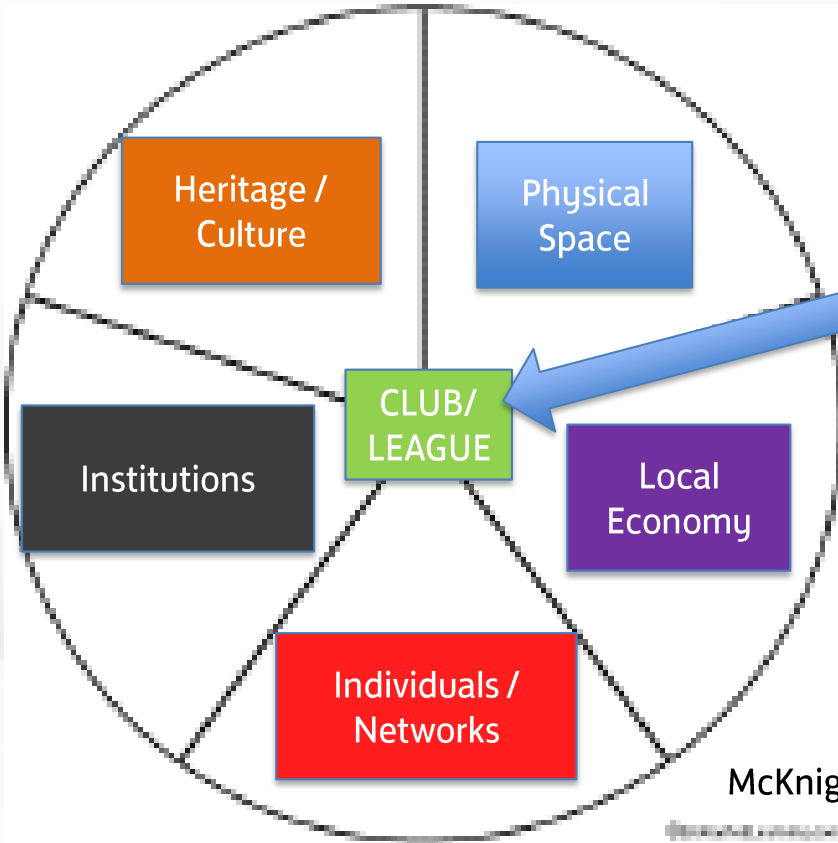


SO BASICALLY



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

CLUB/LEAGUE/ORGANISATION AT THE CENTRE

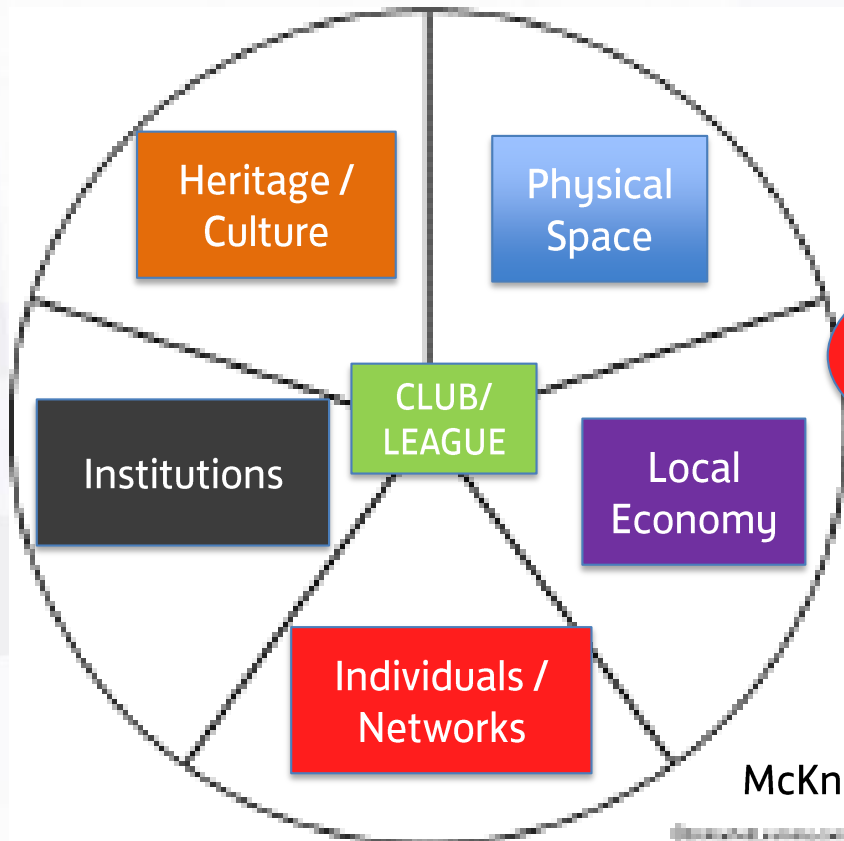


McKnight and Kretzmann 1993



IT'S A 2 WAY STREET

THE AIM OF THE WEBINARS



Last Week – 10th June

Individuals /
Networks

Local
Economy

Tonight – 17th June

Institutions

Webinar 4 – 24th June

Physical
Space

Heritage /
Culture

McKnight and Kretzmann 1993



NHS



TONIGHT TO START US OFF



WORKING WITH SCHOOLS, COLLEGE & UNIVERSITIES



Workforce



Facilities

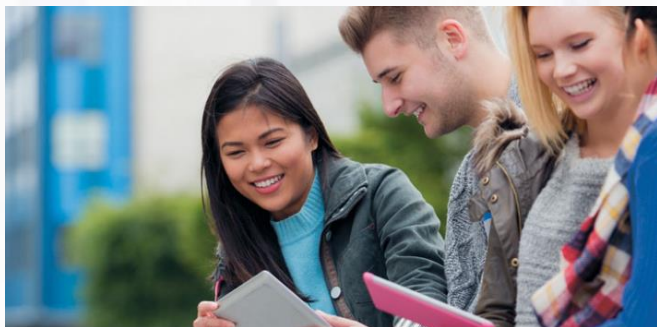


Participants (Players)

HOWEVER HAS YOUR CLUB HAD ANY BARRIERS



LETS LOOK AT SOME DIFFERENT WAYS



**FREE
SCHOOL
MEALS**

Information & Support





**Over arching bodies that have resources
and can help**





The Sir Tom Finney
Preston Soccer Centre
And Football Club

Who Are We

- In 1999 The Preston Soccer Centre was founded, with Sir Tom becoming President in 2005. Our name changed at this time to become The Sir Tom Finney Preston Soccer Centre.
- In 2001 moved to the Cottam Sports Arena/UCLAN Sports Arena
- We are an established and accessible registered children's charity that provides football coaching to all on a weekly basis.
- We are an FA Charter Standard club and a Hub Club working in partnership with the Lancashire Football Association, BUCS and UCLAN.
- 2015 Football activator, funded by FA and BUCS



Who Are We



- In 2014 following the passing of Sir Tom, Graham Alexander became our president and we developed The Sir Tom Finney Football Club as part of Sir Tom's legacy of 'Football For All' and the start of the Hub Club
- The initiative provides the opportunity for children and adults of all abilities to play in a team who were not or are not participating in competitive sport
- 2014, we had 2 teams, 2019/20 season we will have 28 teams
- Our partners are, BRC, Lancashire Constabulary, Preston City Council, Active Lancashire, Lancashire FA, Lancashire Children's Services





Our Services

Able Bodied
Coaching

Disability
Coaching

Refugee
Coaching

Competitive
Football

Coach
Development

Young Coaches
Scheme

Holiday
Courses

Disadvantaged
Children
coaching

Girls Only,
SSE
Wildcats



Able Bodied Coaching

We provide:

- Able bodied football coaching on a Saturday morning for girls and boys aged 4-16 years.
- There is a charge of £4 on the day for those who can afford to pay. Those players from disadvantaged backgrounds, who are referred to us by children's organisations or Lancashire Police and refugee children receive free places.





Disability Coaching

We provide:

- Free disability football coaching on a Saturday morning for ages 4-16 years
- Adult PAN Disability football coaching on a Friday evening for age 16 years plus. We have 65 players registered and an average attendance in excess of 35.
- Four adult pan disability teams now play in local competitive leagues. This means an average of 40 players competing. Coaches, kits, pitches and equipment are covered by The Sir Tom Finney Preston Soccer Centre.





Refugee/Asylum Seeker Coaching

We provide:

Football coaching for approximately 30 refugees/asylum seekers who are housed in Preston and are aged between 20 and 52. This is provided free of charge.

Also free coaching for 4 - 16 year olds on a Saturday morning





Competitive Teams

We provide:

- Competitive football in local LFA Affiliated Football Leagues. The Sir Tom Finney FC currently have 2 x U7, 1x U8, 2 x U9, 3 x U10, 2 x U11, 2 x U12, U13, U14, U15 and U16's. This will be developed year on year to cover all age groups and as many teams as is possible, dependent on volunteer coaches, managers and pitches.
- U9 and U11 Girls only teams, new for 2020/21 season
- 4 Disability Adult teams
- Two adult male competitive football teams playing in local LFA Affiliated Sunday Football League.
- An Adult male competitive football team playing in LFA affiliated Saturday League.
- An Over 35's team new for 2020/21 season
- Adult ladies football
 - We have two open-age teams - our first team in the NW counties league and our Development team in the Lancashire Ladies league Premier Division.
- Coach and manager qualifications, kits and equipment have been and are all funded. As with the Saturday morning coaching, those players from disadvantaged backgrounds or who are referred to us are afforded free or subsidized places subject to committee agreement.



Volunteer Opportunities

- Due to the inclusive nature, demand and continual need for volunteers, the Soccer Centre actively recruits adult volunteers from a diverse background and then develops those individuals at the Soccer Centre's and Football Clubs cost to become qualified coaches, managers or admin volunteers. The volunteers in turn give up their time in any or several of the above activities.
- We have over 150 volunteers for both the STFPSC and STFFC. Between 37 and 55 of whom are UCLAN students. 60 during 2019/20
- Our Young Coaches Scheme provides the opportunity for participants between the ages of 12-16 to be mentored and gain experience and knowledge in partnership with the Lancashire FA. All expense and fees are covered by the Soccer Centre in return for them volunteering their time.
- Holiday clubs, organised, advertised and run by UCLAN students with support





Volunteer/Student Benefits

- 1) Qualifications = FA Level 1 and 2, UEFA B, Coaching Disabled Footballers, First Aid, FUTSAL Level 1 and 2, Welfare Officer Course
- 2) Students benefited from £7,500 for qualifications, kit and transport
- 3) Putting theory into practice in a well known and respected club, with high standards
- 4) Holiday Clubs
- 5) Experience of Planning, organising and leading sessions and holiday clubs
- 6) Coaching opportunities here and abroad, Challenger, Canada and USA
- 7) Experience of coaching wide range of participants
- 8) Student Coaches get known and obtain further coaching opportunities



The Future

- 1) Regional Adult Disability league run by students and based at UCLAN
- 2) 2 new U7 Teams annually
- 3)

Pete Mason

petemason7602@gmail.com



UNIVERSITY OF
PORTSMOUTH

UNIVERSITY GRASSROOTS HUB



<https://www.youtube.com/watch?v=Fs1hQEiqC84#action=share>



Strategic Priorities - University

University Strategy

‘Welcome the community into our facilities and promote lifelong learning through public engagement activities, sports and recreation, and services for the public which build on our academic strengths

Access & Participation Plan-

- Widening Access to HE
- Increase participation from low socio-economic groups
- BAME engagement

Civic Universities

- 50 institutions are signed up to this
- Commitment to developing their communities

Strategic Priorities – University Sports Department

Increase Participation

- *Increase engagement and retention across all of our sport & physical activity programmes*
- *Increase representation of identified 'low participation groups' through targeted programmes and events*

Maximise Potential

- *Build on and develop current engagement with our **local schools and colleges** to deliver widening participation **and recruitment activities through sport***
- *Grow the **student workforce**, volunteering and development programmes for students to develop and test their skills and provide career enhancing opportunities*
- *Improve **student employability** through engagement in sport and physical activity ensuring students are skilled and knowledgeable, employable and adaptable*
- *Develop **widening participation** opportunities with FE colleges and schools*
- *Use sport as a means of actively engaging with local and regional community groups thereby **developing stronger community relations***

Academic Sports Excellence

- *DSES students to be provided with career enhancing opportunities, within Sport & Recreation and the Athletic Union*

Collaboration

- Portsmouth Football Pathway
- Hampshire FA
- Local Schools
- Portsmouth FC



Collaboration - Hampshire FA

High quality introduction to football

- Wildcats
- Drop-in sessions
- Campus Sport

Recruit, develop and support the workforce

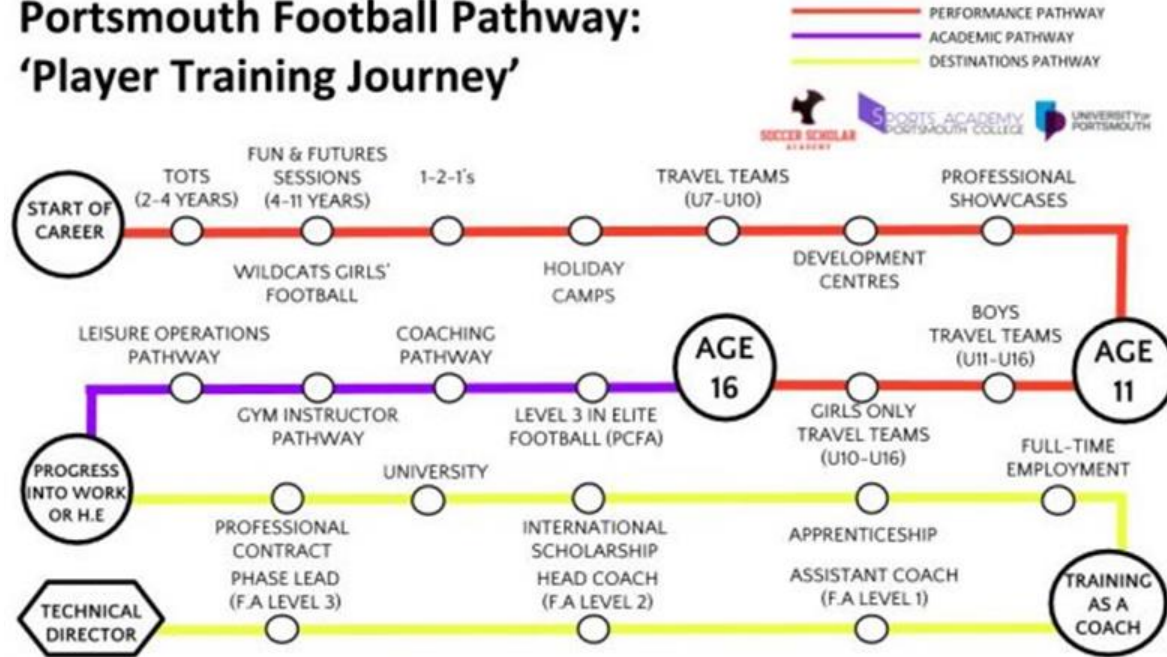
- Referee Hub
- Coaching courses
- CPD

Develop clubs and leagues

- Transition & sustainability

Collaboration - Portsmouth Football Pathway

Portsmouth Football Pathway: 'Player Training Journey'



Achievements

- **Workforce:** Opportunities for students to develop and gain employment (internal and external)
- **UOPFC:** Growth and development over the past 12 years, Charter Standard Club of the Year, 10 youth teams, presence in the community
- **Portsmouth Football Pathway:** Shared resources, sustainability, 18 youth teams catering for u7 - u15, pathway into College, University and further employment
- **Wildcats:** Sustainability, Wildcats Centre of the Year, transition into clubs
- **Referee Hub:** Sustainability, Hampshire FA support, development

Sustainability & Investment

- Referee Activator
- Internships
- Coaching & Officiating courses
- Mentoring programme
- Coaching Kit
- DBS checks
- Equipment
- Student Development (training courses, travel costs)
- Reward & Recognition

WIDER INSTITUTES



NHS



How much in **low income** communities is the average spend

A) Active leisure per week?

B) Sports club subscriptions per year?

£3.21

Active Leisure per week.



Average household is £12.11

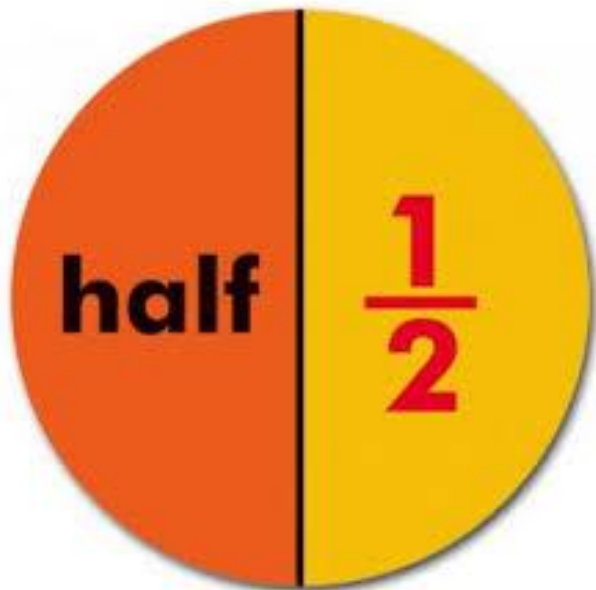
£29.00

Subscriptions to clubs per year.



Average household is £120.00

SPORT ENGLAND APS (ACTIVE PEOPLE SURVEY) TELLS US



- To Participate
- To be coached
- To Volunteer
- To be in a organised event
- Compared to their affluent peers

HOW MUCH DOES YOUTH CRIME COST US AS TAXPAYERS PER YEAR ?

£11 Billion



There are nearly 88600 10-17 year olds in the youth justice system.

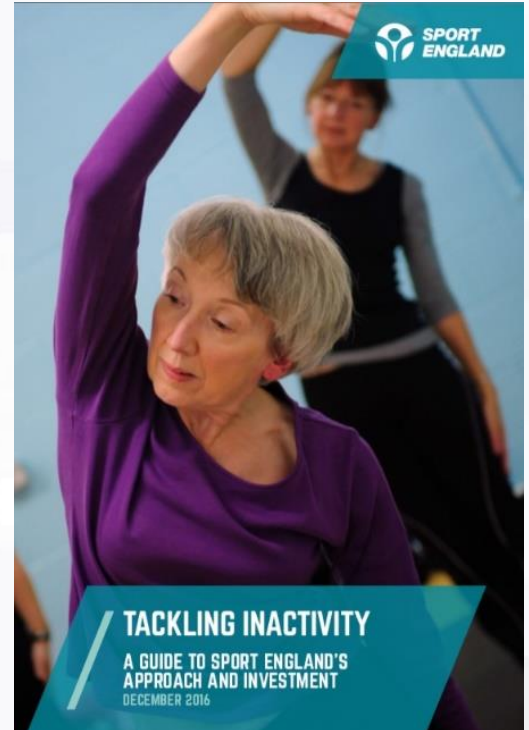
Could your club offer space, partnership or provisions?



HOW MUCH DOES SPORT ENGLAND ALLOCATE TO TACKLE INACTIVITY IN ENGLAND?

£265 Million over 5 years
2016-2021

<https://www.sportengland.org/media/11411/tackling-inactivity-approach-and-investment-guide.pdf>

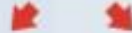


USING FOOTBALL TO MAKE THE DIFFERENCE

SOCIAL & ECONOMIC VALUE

£757k PER YEAR

THIS COMPRISES



ECONOMIC VALUE

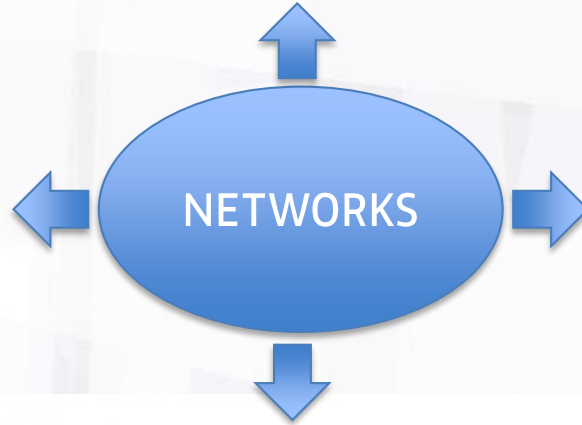
£435k PER YEAR

Direct economic value,
adult and youth players

SOCIAL VALUE

£322k PER YEAR

Value of improved wellbeing,
adult players and volunteers



NHS

**Lancashire &
South Cumbria**
NHS Foundation Trust



Wolverhampton
Voluntary Sector Council



Active Partnerships
Engaging Communities, Transforming Lives



+



=



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

PC DAVE HARNETT –VOICE FILE

An overview from PC Dave Harnett on how football in partnership with Benson Community FC has helped reduced Youth Crime in Smethwick over the past 4 years has helped reduce youth crime by 72%.



USEFUL LINKS

ACCESS TO SCHOOLS

Community School usage - Sport England guide

- <https://www.sportengland.org/how-we-can-help/facilities-and-planning/planning-for-sport/community-use-agreements>

Active partnership example

- <https://www.greatersport.co.uk/what-we-do/start-develop-well/opening-school-facilities>

WORKFORCE

BUCS

- <https://www.bucs.org.uk/workforce.html>

AOC (Association of Colleges)

- <https://www.aocsport.co.uk/policy/employment/>

Youth Sport Trust

- <https://www.youthsporttrust.org/volunteering>



USEFUL LINKS

FOOTBALL FOR GOOD

Inactivity Guide

- <https://www.sportengland.org/campaigns-and-our-work/tackling-inactivity-investment-guide>

Youth Crime prevention through Sport

- <https://network.streetgames.org/our-work-changing-lives/youth-crime>

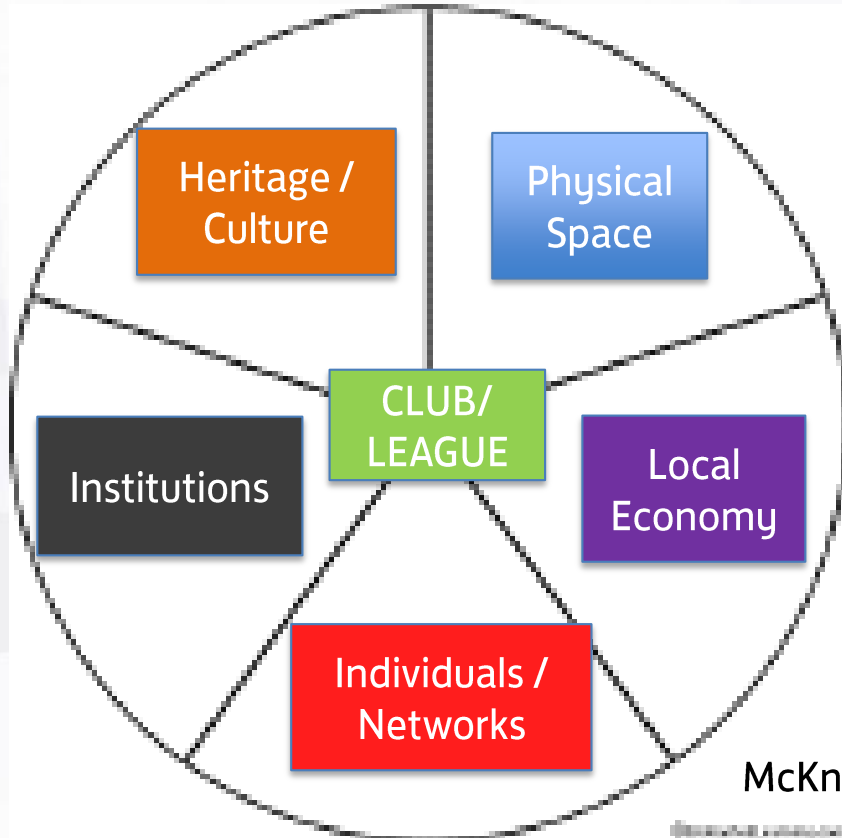
Mental Health awareness, free training for coaches

- <https://www.ukcoaching.org/courses/learn-at-home/mental-health-awareness-for-sport-and-physical-act>

Social Return calculator

- <https://www.hact.org.uk/value-calculator>

THE AIM OF THE LAST WEBINAR



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

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





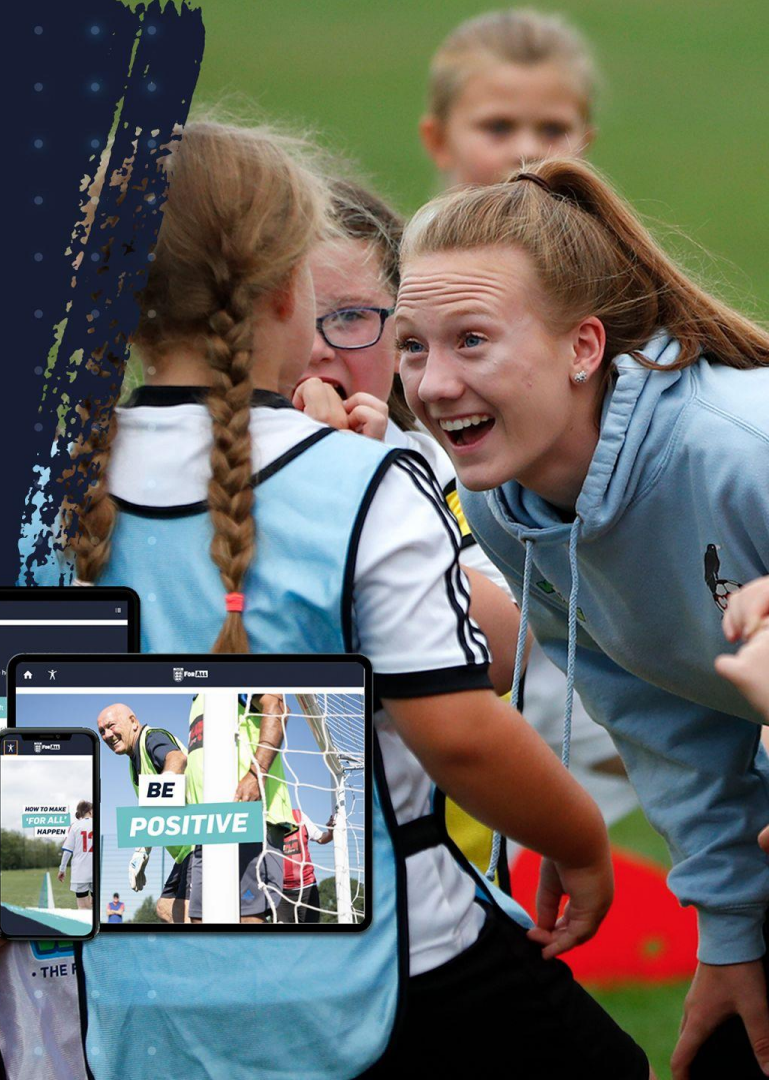
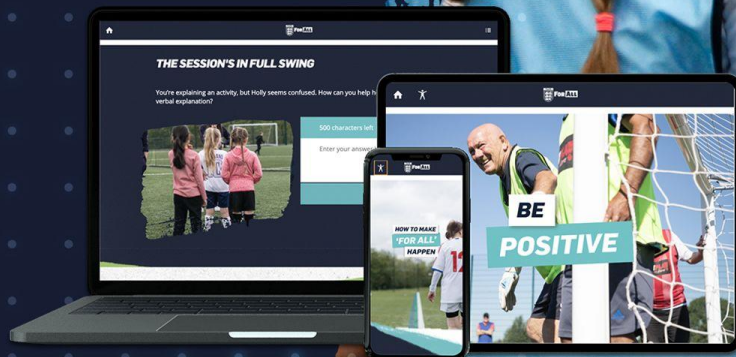
Playmaker



NEW FOOTBALL COURSE COMING SUMMER 2020

FREE. ONLINE. FOR ALL

SCROLL DOWN TO FIND OUT MORE



The FA Club and League Football Forums

FREE WEBINAR

EXPLORING PLACES, FACES, SPACES TO SUPPORT FOOTBALL AND COMMUNITY DEVELOPMENT

DATE: 24.06.2020

TIME: 20.00 - 21.30

Register your interest to join.



THE FA CLUB
FOOTBALL FORUM

FREE WEBINAR



THANK YOU