



# Westmorland County FA

## Case Study



### Westmorland County FA Player Development Programme 2019/2020

#### Current Programme

For the 2019/2020 season we ran four age groups for the Girls Player Development Programme. (U9,U11,U13 and U15) All of the groups trained fortnightly at Dallam School 3G and played fixtures as and where possible against a variety of grassroots clubs/representative teams across the North West. Coaches were James Pattison, Robert Haworth and Graeme Blair.

#### Vision

We want to offer talented players from within the County FA the opportunity to develop their skills and experience in the game, offering them a platform to maximise their opportunity of progression through the girls pathway.

#### What we did

We have put together a google form to all participants from this year's programme to gather their feedback on areas such as coaching, regularity and happiness to enable us to continue developing the programme.

#### The Feedback;

1. Out of all the respondents, 65% said they were very happy with the quality of coaching with the other 35% saying they felt the coaching was good. This meant 0% scored the quality of coaching average or poor.

2. The respondents were asked to mark their child's happiness out of 5 stars. The average rating was 4.71 stars.

3. We asked the respondents how frequently they would like to train with 88% saying they would prefer to train weekly with 12% saying they wish to remain fortnightly. 64% of these said that Thursday was the best evening to train on. 17% said they would prefer Monday nights.

4. We asked the respondents what items they would like to see if we developed a club shop. The top 3 items highlighted were Tracksuit top, tracksuit pants and rain jacket, although a number of other items also gained a number of votes

### Future Developments based on Feedback"

1. Main current coaching workforce for the programme. Look at additional assistant coaches for all age groups though to support safeguarding needs.
2. Try and book extra training slots for the programme to enable weekly training sessions. This is the main thing realised from the consultation. The feedback highlighted the current night of Thursday was the best option though.
3. Look to establish a club shop to enable players to buy kit throughout the season as and when they want. A number of items scored a lot of votes, meaning we should try and set up a club shop with a wide selection of clothing for the players.



#### Quote;

*"Excellent all round. James is a brilliant coach, Lauren has improved so much, thank you."*

WCFA Player Development Programme Parent



FOR ALL