



CASE STUDY

# HOW DO WE KNOW WE'VE MADE IT? DEFINING SUCCESS

OVERVIEW

Hythe & Dibden Youth FC prides itself on ensuring all its members are happy. Focusing on creating a happy environment is one of the key ways the club measures its success.

However, before understanding if they were 'successful' or not, the club first needed to decide its main goal and the principles on which it was based.

The main goal was agreed as: "To offer opportunities to play football to any children and young people in the area, regardless of ability and to ensure as much as possible that their footballing experiences are positive."

The next step they undertook was ask each of their members what success meant to them. Here's what the member groups said:

DEFINING SUCCESS

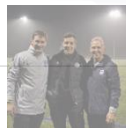
**"Once the environment is correct, success will follow."**

*Wayne Harris, Hythe & Dibden Youth FC, Chairman*



### COACHES

- Education and learning opportunities;
- Happy children;
- Opportunities and options for all children.



### COMMITTEE

- Good retention and player growth rates;
- Happy parents;
- Happy coaches; enabling them to do the best they can.



### PARENTS

- Happy children, who feel part of a team and are treated fairly;
- Helping all children achieve their potential;
- A supportive environment free from discrimination of any kind.

WHAT IS SUCCESS?

### PLAYERS

#### WHAT DOES SUCCESS MEAN TO THE CHILDREN?



Fun!



Safe



Praise

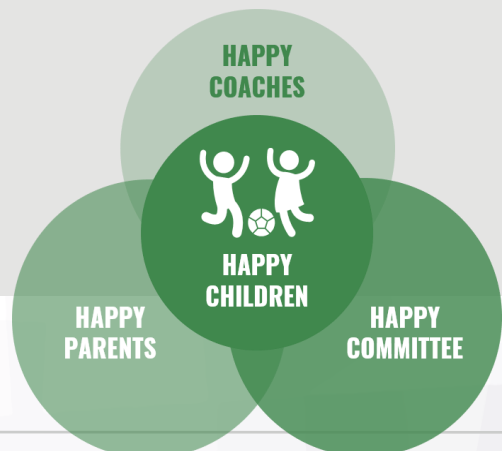


Rewarding



Learning both football & life skills

All these elements helped Hythe & Dibden Youth FC devise its recipe for success:



## WHAT HAS HAPPENED AT THE CLUB AS A RESULT OF UNDERSTANDING WHAT DEFINES ITS SUCCESSES:

### WHAT UNDERPINS SUCCESS

The club has created its own mantra: #WeAllCanPlay. It has assigned this to all social media communications. Crucially, it relates back to the main goal and what they are trying to do in their local area.

The feedback gathered, the recipe for success and the mantra combine to provide a bedrock of belief that underpins a successful environment: ***“We believe by having a structure in place to be able to suit each child’s individual needs we can always ensure we are able to provide the correct environment to continue a child’s enjoyment and learning.”***

### COMMUNICATING SUCCESS

Having a clear understanding of what ‘success’ means for the club, underpinned by a main goal and good values, has enabled the club to communicate positively. This has resulted in a key sponsor supporting the whole club because they could see ***“First hand the commitment and energy delivered to local kids in our community. The club ethos is sound and mirrors what we stand for. Hythe and Dibden Youth FC is not just about progressing as a footballer. It plays a bigger role in building self-esteem, promoting self-discipline, teamwork, promoting commitment, providing positive physical activity and bringing a community together for children and adults alike.”*** Club sponsor.

The club continues to use its constantly updated website and social media channels to share its successes with their members, sponsors and the local community.



## KEY LEARNINGS



Increased the girls’ section within the club from one female player in 2017/18 to more than 60 in 2019/20.



A complete club sponsorship based on the club’s goal and values.



Created and maintained an environment where children can openly express themselves.



Greater retention of volunteers.



Committee success recognised by receiving local County FA award.

***“We always have targets, and always looking to make marginal gains. When we’re successful in those, we’ll set new targets and look for new ways to improve what we’re doing.”***

*Wayne Harris, Hythe & Dibden YFC, Chairman*