



FE good practice

case studies

Developing opportunities for 16-19 year olds to play and volunteer in football



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Strategic Context

In 2010, The Football Association in partnership with British Colleges Sport and Sport England appointed seven new “College and Community Football Co-ordinators” (CCFC’s) to run specific football intervention programmes in partnership with FE colleges and County Football Associations. The overall focus has been to make a measurable impact in addressing the drop off in participation in football of 16-19 year olds, whilst also sustaining existing participants and growing participation with a target of 10,000 new participants by 2013.

Following a successful pilot between September 2010 and June 2011, funding was approved for a further phased roll-out of fourteen new officers who are to be strategically placed within County Football Associations across England. Seven officers start from September 2011 with a final phase of seven officers starting in September 2012, taking the overall workforce to twenty one College and Community Football Coordinators working across the sector.

Introduction

This good practice guide has been developed as an illustration of the range of successful projects that are being developed by the network of College and Community Football Coordinators across England. The guide brings to the forefront real-life examples of work in progress showing projects being delivered in a variety of situations, settings and contexts.

We hope that the guide will become a useful resource for anyone seeking new ideas or looking for examples of similar work with a comparison to be made on tactics used. All of the studies have been written by those deeply involved in the projects as part of an open effort to share ideas, stimulate further discussion and connect like-minded people together from within the wider network of football, further education and community sport. Above all else, the guide is designed to help, advise, guide, influence, share and support those that are delivering football opportunities within Further Education Colleges and in the local community.

By approaching it in this way we hope to successfully engage a wide cross-section of partners with varying degrees of capacity and resources, with the aim to ensure high quality and sustainable football opportunities for young people aged 16-19 year olds.

From the research and consultation that has been undertaken alongside these programmes, we are aware that the young people highly value their involvement and the difference that such projects make to their overall student experience is significant. We see it as crucial that we support this process and provide you with the advice and tools to help grow participation and ensure young people can continue to enjoy football whilst at college and when they leave through the gates.

Please enjoy using this guide and we welcome further examples of your exciting projects.



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PROJECT TITLE: Recruitment and development of a Student Management Team

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

KPI: Number of adult male and adult female 11-a-side teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

The Student Management Team (SMT) aims to give students ownership of college football and develop links with the wider community. As a SMT member the student's role is to work as a team to develop the football programme at Birmingham Metropolitan College and provide a collective voice for students interested in football.

Tactics used:

- ▼ Promotional material was sent to all tutors and key contacts to promote the SMT to students within their respective departments
- ▼ Students had to submit an application to become a member of the Student Management Team
- ▼ All students involved in the SMT attended a mentoring scheme, through which the CCFC could support and monitor their progress, working with them on a regular basis to develop areas of interest and areas for improvement, i.e. coaching with confidence to deliver in front of their peers, general communication skills in front of groups, working with young children etc.
- ▼ SMT meetings were held every month to provide the students with the opportunity to discuss thoughts around college football provision and their vision for college football. Student's led the meetings and took minutes providing them with the opportunity to develop transferable skills to use in the future
- ▼ SMT members worked on several projects together creating a really good team spirit; using each others strengths to the team's advantage.



PROJECT TITLE:

Inclusive 5-a-side tournament specifically targeting LGBT students, supported by Football Futures volunteers

Links to the National Game Strategy:

Growth and Retention:

Continue to support existing and diverse communities to participate in affiliated football.

Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

KPI: Number of Adult Small-sided teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

- ▼ To be more inclusive towards Lesbian, Gay, Bisexual and Transsexual (LGBT) students
- ▼ To increase the number of playing opportunities for ALL students, (with close attention to LGBT individuals) whilst supporting national/local events and charity objectives
- ▼ Invest in a skilled and diverse workforce to promote, administer and develop football leagues and events within Leeds City College (LCC) and local Charter Standard clubs.

Tactics used:

- ▼ To ensure that all students are integrated into college life and to complement various taster activities held for students throughout LGBT week, the CCFC decided to host a LGBT themed 5-a-side football tournament in support of LGBT History Month and in line with the college events calendar
- ▼ The 5-a-side tournament was promoted via posters and intranet advertisements accessible across the campuses at LCC, clearly showing support for the LGBT History month by including the relevant logo
- ▼ 49 students took part in the football tournament and the venue was decorated with generic LGBT posters, plus flyers with further information, help and guidance (contacts etc.) within the college were made available for students to take at their own discretion
- ▼ Following the successful recruitment of a number of students, the CCFC had a strong base of Football Futures leaders to support the hosting of such an event and on-going CPD opportunities had been offered to the leaders to provide them with the appropriate skills to assist.

Key partners involved:

- ▼ Leeds City College /British Colleges Sport
- ▼ West Riding County FA
- ▼ Goals
- ▼ Garforth Villa
- ▼ Leeds University.

Project outcomes:

- ▼ Increase the number of students aged 16-19 playing recreational football
- ▼ LGBT students report that equal opportunities have been offered to them within extra curricular activities, despite all of them not wishing to commit to a weekly league
- ▼ The college has illustrated that it can drive participation using themed events in order to appeal to students who might not currently be involved or feel confident enough to participate in existing mainstream activities
- ▼ Raise student awareness of national events
- ▼ Develop the qualifications and experiences of the Student Management Team and the Football Futures workforce
- ▼ Signpost female players to a local Charter Standard club.

Key partners involved:

- ▼ Birmingham County Football Association

Project outcomes:

- ▼ 12 students were chosen following the application process to be part of the new Student Management Team (SMT) at Birmingham Metropolitan College
- ▼ Since establishing the SMT team they have been key figureheads in supporting the CCFC to deliver the football programme at the college. They have supported two leagues and taken ownership of the James Watt league providing 182 males and 20 females with the opportunity to participate in an intra-mural league on their campus and members have also been involved in running six tournaments across the year, providing a further 98 students with the chance to play on a monthly basis
- ▼ Two members of the SMT have been accepted to attend the National Leadership Camp and one member of the team has managed to gain employment with the Aston Villa Football in the Community Scheme. The young leader's experience and skills developed whilst working as part of the SMT helped him to develop his CV and refer to his experiences when being interviewed, making him a much stronger candidate
- ▼ The remainder of the team are currently waiting to attend a Level 1 course, Coaching Disabled Footballers, Beginners Guide to Futsal and the Basic Referees course; all of which will extend their skills and broaden their understanding of the game.

Project Costs / Value for Money: N/A

What is there still to be achieved?

A re-election process will need to take place next year, to succeed the existing members of the SMT. Additional CPD opportunities will be offered for members of the SMT to provide them with the right tools to help them develop and progress as individuals and as a collective team.

Why is this good practice?

It empowers the student workforce to deliver intra-mural league football across the campus, which subsequently supports the growth and retention of players.

Name and Contact of Lead Officer who delivered the project

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Project Costs / Value for Money:

- ▼ The facility hire for the LGBT 5-a-side tournament was negotiated for free
- ▼ The coach education courses were provided at a heavily subsidised rate due to good relations in place with West Riding CFA and the successful negotiation of a supporting budget from LCC.

What is there still to be achieved?

- ▼ Growth in all of the above activities, ensuring that they are sustainable
- ▼ Maintain working relations with student representatives from the LGBT community from within Leeds City College to build on the event's success
- ▼ Continue to create strong links with clubs so that volunteers and players can be effectively signposted
- ▼ Successful pass rate on the Level 2 coaching course. (By providing students with coaching opportunities, supporting them to complete their sessions and providing them with guidance and feedback as and when required).

Why is this good practice?

- ▼ Creating further playing opportunities for students who are statistically known to drop out of football at this age range
- ▼ Providing targeted opportunities for minority groups to ensure an inclusive approach to football provision, whilst also raising awareness and educating students on LGBT issues/history etc.
- ▼ Signposting students to community projects
- ▼ Providing students with leadership opportunities, coach education packages and personal development opportunities, which all helps to support their future employment prospects.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

The development of small-sided playing opportunities in partnership with Goals Soccer Centre

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Embed flexible formats of football such as 60 minute matches, shorter competition programmes and turn up and play opportunities.

KPI: Number of Adult Small-sided teams

Workforce:

Continue to invest and deliver the Referee Development Programme

KPI: Number of registered and active male referees

Aim of project:

- ▼ To establish a small-sided league at a Goals Soccer Centre using The FA's Small-Sided Development Fund
- ▼ To increase the opportunities and provision of small-sided football for males aged 16 -22 outside of the college environment
- ▼ To signpost LCC students from intra-mural leagues to further competitive football leagues at the small-sided provider
- ▼ To identify, recruit, train and support LCC students as small-sided referees within college and community activities.

Tactics used:

- ▼ This project has engaged male students based at Leeds City College (five campuses), Notre Dame 6th Form college and local schools/universities
- ▼ The league structure consists of two leagues including six five-a-side teams, competing over a 14 week period. A one off free tournament (in which 16 teams participated) took place a week before the league commenced to help engage players
- ▼ Complementing the playing opportunities provided, two weeks of training (small-sided referees course) was offered allowing students to gain a qualification that could lead to regular paid part-time employment
- ▼ Although The FA Small-Sided Fund supported the project there were still overheads that needed to be covered. To sustain the project and retain players throughout the season the following points were implemented:
 - o Ensured the project was cost effective for the players
 - o Distributed a welcome pack, which included fixtures, rules, directions and contact numbers
 - o A project officer was visible on match days and a point of contact was always available
 - o Confirmation calls were made to teams who were at risk of dropping out
 - o Ongoing team and player recruitment
 - o Referral scheme for players in the programme to invite new teams into the league
 - o Ensured effective PR and marketing was in place
 - o Maintained strong relationships with the key partners to help sustain and support the project.

Although the project is still in its early stages, there are plans to monitor and evaluate it by tracking players and team registrations to ensure that the data collected, accurately identifies whether the project's aims and objectives have been successfully achieved.

Key partners involved:

- ▼ Goals Soccer Centre
- ▼ British Colleges Sport
- ▼ Leeds 'Get into Football Officer'
- ▼ Notre Dame Sixth Form College
- ▼ Leeds University
- ▼ Leeds Metropolitan University
- ▼ Leeds Trinity and All Saints University.

Project outcomes:

- ▼ An increase in adult (16+) small-sided football participation
- ▼ Students signposted from informal intra-mural leagues to structured competitive community leagues
- ▼ The attraction of new male adult players into football, focusing on participants who do not normally play any form of competitive football
- ▼ Enhanced the quality and satisfaction of the player's football experience
- ▼ Delivered a unique and innovative project through The FA Small-Sided Football Development Fund (including referee development within a structured, competitive league)
- ▼ The project aims to create a two way link, attracting players from 5-a-side intra-mural leagues and feeding them into 11-a-side football following the closing stages of this project and vice versa.

Project Costs/Value for Money:

- ▼ £5500 was used for pitch hire at Goals and to provide all league games with a qualified FA small-sided referee, plus promotion and marketing costs
- ▼ £500 was targeted towards the students, allowing them to take full advantage of the centre. Any player/team registered to the league were entitled to unlimited free passes to play at the centre during off peak times.

What is there still to be achieved?

- ▼ At the start of the next season local CS clubs will be promoted as a potential exit route for players to participate within at the end of the programme
- ▼ Growth in the number of students participating in the project to ensure further recruitment of players and referees
- ▼ Players will also be signposted into other male competitions and leagues hosted by the Goals Soccer Centre.

Why is this good practice?

- ▼ Creating further playing opportunities for students who statistically are known to drop out of football at this age range
- ▼ Signposting students to community projects, through close partnership work with a local commercial small-sided centre
- ▼ Providing students with referee development packages as well as personal development opportunities, improving their employment and further education prospects.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

The hosting of Disability small-sided leagues and competitions supported by the Student Management Team

Links to the National Game Strategy:

Growth and Retention:

Continue to support existing and diverse communities to participate in affiliated football. Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

KPI: Number of Male and Female Disability teams

KPI: Number of Adult Small-sided teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

- ▼ To increase the number of playing opportunities for disabled students playing recreational small-sided football, through flexible leagues, college competitions and events
- ▼ Invest in a skilled and diverse workforce (SMT) to promote, administer and develop disability football leagues and events within Leeds City College (LCC).

Tactics used:

- ▼ An audit of student preferences (including students at LCC with a disability) was carried out to ensure that time and money spent on creating further activities and opportunities was directed by their needs
- ▼ Research questionnaires and informal discussions with students at the Fresher's fairs at the beginning of the academic year were used. The college also produced 'sign up' forms for students to complete; this feedback provided a clear indication as to which activities were more popular than others for students with a disability
- ▼ From the feedback collected it was concluded that a significant number of students with a disability at LCC wanted recreational football sessions within the timetable
- ▼ Therefore the college aided the development of disabled players through an 'all inclusive' participation programme, by creating more intra-mural leagues/ competition opportunities for both male and female students to access

- ▼ Having previously worked in partnership with the County FA and disability partners, the college had already created an Ability Counts programme targeted at male player's aged 16-19 playing college and recreational football
- ▼ The development of a league was achieved by approaching individual colleges in the local area to gather an insight into their thoughts and possible commitments to a league of this kind. After such consultation and gaining an understanding of the potential of this league, a league programme was created, which included an event pro forma, a team registration form and a fixture proposal, which was sent out to all interested colleges
- ▼ Once a formal commitment was received from certain colleges a fixture agreement and player registration forms were produced to finalise the league and the players. The programme now caters for four college teams from the Leeds and Bradford area forming an Ability Counts College League structure
- ▼ The members of the SMT were involved in this project through a number of different means. Members supported each event in the following roles; Refereeing, pitch coordinators, recording scores, answering team queries/problems, taking photos of the events
- ▼ Prior to the league events the SMT members liaised with the college disability coach regarding league fixture dates and they supported him with training sessions so that they could get to know the LCC disability team/players.

Key partners involved:

- ▼ Leeds City College
- ▼ West Riding CFA
- ▼ Leeds United Ability Counts
- ▼ Goals.

Project outcomes:

- ▼ Increase the number of disabled student's aged 16-19 playing recreational football
- ▼ Increase the experience of the Student Management Team and the Football Futures workforce.

Project Costs/Value for Money:

- ▼ Facility hire for the small-sided football leagues was provided free of charge. The college has an agreement with the community centre, allowing free 'play time' between the hours of 9-5pm. The relationship built with our small-sided provider, Goals, grants us two hours free play on a Friday afternoon. Goals have also provided four pitches free at the last themed competition
- ▼ The coach education programme is provided at a subsidised rate for the students, with the remainder covered by the CCFC's budget. The professional development training and the mentoring scheme is provided free of charge as a result of the CCFC role at the college.

What is there still to be achieved?

- ▼ Growth in all of the above activities, ensuring that they are sustainable
- ▼ Create strong pathways for volunteers and players into local clubs
- ▼ Build on the Leeds/ Bradford colleges Ability Counts league to form a BCS North East regional league structure.

Why is this good practice?

- ▼ We are creating further playing opportunities for students with disabilities who are statistically known to drop out of football at this age range
- ▼ Effectively signposting students to community projects
- ▼ Providing students with leadership opportunities, personal development and coach education packages, which will improve their employment and further education prospects.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

Creating small-sided football opportunities for Year 10 and 11 girls in feeder secondary schools

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.
Continue to support existing and diverse communities to participate in affiliated football.
Embed flexible formats of football such as 60 minute matches, shorter competition programmes and turn up and play opportunities.

KPI: Number of Adult Small-sided teams

Aim of project:

- ▼ To provide schools with the chance to visit one of the Leeds City College campuses to take part in a football festival
- ▼ To increase the number of playing opportunities for girls to participate in football, away from their school environment where often these opportunities do not exist
- ▼ To provide girls with the opportunity to play in a competitive and recreational football competition
- ▼ To provide year 11 girls with the opportunity to gain an insight into college life before the potential transition they might make in the following academic year
- ▼ To provide the college with the opportunity to recruit players for the 2011/12 Women's Football Academy Team.

Tactics used:

- ▼ Four schools brought 37 female players to the tournament, equating to four teams. They competed in three games each, along with a final and a 3rd and 4th place decider match
- ▼ Carla Cantrell (Lincoln Ladies Super League player) came along for the duration of the tournament to watch the players compete and offer her support. She then presented each of the girls with a medal and a trophy to the winning school
- ▼ Carla was extremely grateful to be invited along to the event as it meant she could gather some support for Lincoln Ladies FC, whilst also raising the profile of the female game and the Women's Super League. The girls felt honoured by her presence and support throughout the day
- ▼ Using similar principles a Club Tournament will be hosted for all local Charter Standard U16 and U17 clubs/teams in June 2011 at Horsforth Campus, with a 'FA Cup' theme.

Key partners involved:

- ▼ Leeds City College
- ▼ British Colleges Sport
- ▼ West Riding CFA.

Project outcomes:

- ▼ Increased the number of girls aged 14-16 playing recreational football
- ▼ The college has driven participation forward within the community in a slightly different direction; to benefit the uptake in students for the college in the next academic year
- ▼ One female player has been signposted to a local Charter Standard club from this tournament.

Project Costs / Value for Money:

- ▼ Facility hire for the Super League Tournament was provided free of charge. The college has an agreement with the community centre, allowing free 'play-time' between the hours of 9-5pm
- ▼ The guest appearance from Carla Cantrell from Lincoln Ladies FC Super League player was free. Carla was happy to attend to raise the profile of the female game and the Super League.

What is there still to be achieved?

- ▼ The FA cup themed tournament was organised in partnership with WRCFA and the Woman's and Girls Development Officer. Unfortunately the event was cancelled, as only one team entered the tournament. We were advised and informed by several teams who received our invitation that the selected date clashed with another event
- ▼ For the one team that did enter, a training date was organised for them. The LCC Girls Academy team travelled to Garforth Villa's U17 teams training ground
- ▼ Carla Cantrell, Lincoln Ladies Super league player ran a 45 minute coaching session collectively for the two teams and followed this with an 11-a-side game between them.

Why is this good practice?

- ▼ Creating playing opportunities for year 10 and 11 students who cannot access such provision within their school
- ▼ Signposting schools and students to wider football projects
- ▼ Creating a link between the College and feeder secondary schools
- ▼ Creating school sports partners.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

National Football Museum Ability Counts Tournament

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Continue to support existing and diverse communities to participate in affiliated football.

Embed flexible formats of football such as 60 minute matches, shorter competition programmes and turn up and play opportunities.

KPI: Number of male and female Disability teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

- ▼ To host an Ability Counts Football Tournament to retain teams from BCS NW qualifiers and link in further teams from across Greater Manchester
- ▼ Provide continued competitive playing opportunities for the two intra-mural small-sided male Ability Counts teams at The Manchester College
- ▼ Build partnerships with The National Football Museum Community Department
- ▼ Develop a link with The Manchester College's Sports Leadership Team to offer an opportunity to deliver a regional event for footballers with a disability, offering experience in event management, organisation, refereeing and reporting on an event.

Tactics used:

- ▼ Following on from the BCS NW qualifiers, The Manchester College had identified the need to retain teams and provide further competitive opportunities
- ▼ All teams that participated in the BCS event were invited, as were other colleges from Greater Manchester (through networks built up by the CCFC)
- ▼ At a later stage of the planning process, the National Football Museum (NFM) contacted The Manchester College and were able to 'piggyback' on to the event, in order to raise the profile and attract further teams (further contacts were gained from the NFM, and as a result Bolton City College and Salford City College attended)
- ▼ The tournament was split into two groups (elite and participation). Once the two groups had played, a final was hosted for each division. Leaders supported the event by taking on administration roles, pitch management and refereeing.

Key partners involved:

- ▼ The Manchester College
- ▼ The National Football Museum.

Project outcomes:

- ▼ Six teams participated from three Colleges
- ▼ An 'elite' and 'participation' league was established in order to create a level playing field
- ▼ Seven members of The Manchester Colleges Sports Leadership Team supported in the delivery of the event and the organisation on the day, including pitch management, central administration and refereeing
- ▼ Two referees completed the Basic Referees Course and a further three had completed the Small-Sided Referees Course with Powerleague and were able to gain further experience in refereeing disability football.

Project Costs / Value for Money:

No costs were incurred during the project; volunteers were used to run and referee the event and through partnership working, The National Football Museum were able to provide trophies and medals for everyone who participated and volunteered.

What is there still to be achieved?

- ▼ Following the delivery of three Ability Counts Events delivered by The Manchester College, seven colleges have been engaged, with three more expressing an interest
- ▼ A more joined up approach is needed, with greater pre-event planning to ensure that more colleges attend in the future
- ▼ The Manchester College is looking to enter a team into the new BCS NW Ability Counts structure
- ▼ A programme will be produced, which will not interfere with the BCS NW programme before the start of the year and will be distributed to college contacts in order to develop provision for footballers with a disability.

Why is this good practice?

- ▼ The National Football Museum in partnership with the college provided some funding for the event
- ▼ The National Football Museum provided contacts for further colleges who were interested in participating. Bolton City College and Salford City College have asked to be included in future events delivered by The Manchester College
- ▼ The event raised awareness of opportunities to be involved in the Ability Counts programme within The Manchester College, and further groups who have not been engaged have expressed an interest in linking in for next year
- ▼ The event also provided an opportunity for the Sports Leadership Team to engage with footballers with a disability and deliver a tournament that catered for their needs.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

Using the Champions League and FA Cup to stimulate participation via the hosting of a themed tournament

Links to the National Game Strategy:

Growth and Retention:

Develop The FA’s Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.
Embed flexible formats of football such as 60 minute matches, shorter competition programmes and turn up and play opportunities.

KPI: Number of adult male and adult female 11-a-side teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

- ▼ To increase and promote participation in 7-a-side intra-mural football
- ▼ Provide a showcase event for the Student Management Team (SMT) and Football Futures leaders to lead on
- ▼ Raise awareness of the Just Play informal ‘kick about’ sessions and the Intra-mural league.

Tactics used:

- ▼ With the football season nearing to an end the SMT at Queen Marys College decided that there was an opportunity to take advantage of the excitement of the 2011 Champions League Final at Wembley, whilst also running a themed tournament based on The FA Cup. These two tournaments were chosen for their exciting format and the prestige that surrounds them both
- ▼ It was decided that the tournaments would be formatted in the same way with one being a straight knockout to mirror the format of The FA Cup and one being a group stage and knockout to mirror the format of the Champions League. The FA Cup was promoted around the college as being unpredictable based upon its straight knockout format and this encouraged new players to sign up as they felt they had the chance to win
- ▼ The advertisement of a tournament for ‘underdogs’ and the proposition of winning a replica FA Cup attracted interest from a number of students who were also told that there would be a live cup draw and that their team name would be randomly allocated from one of this year’s FA Cup entrants
- ▼ A total of 15 teams signed up to play in the 7-a-side knockout tournament, which took place during lunchtime to ensure that no students were excluded. The teams were limited to three academy players each to ensure that there was a mix of regular football participants and non-regular participants on each team
- ▼ Building upon the success of The FA Cup tournament, the Champions League themed tournament was hosted as a follow up. The teams that took part in The FA Cup tournament were given a chance on the day to sign up for the Champions League tournament while they were waiting for their next match. This helped retain numbers participating, as the target was always to build upon the success of The FA Cup and make the Champions League tournament the showcase tournament of the academic year
- ▼ The tournament ran over two consecutive lunchtimes, one for the group stage and one for the knockout stage of the tournament. The Champions League groups were decided by way of a live cup draw with the stronger teams seeded in groups and the ‘casual football teams’ seeded together. This helped challenge the barrier of ‘casual football playing’ students feeling that they were unable to compete in the tournament much like the knockout format of The FA Cup

- ▼ The Champions League group stage was run across the 3G pitch and the sand astro-pitch in order to facilitate all of the fixtures in the hour long lunch break, with the knockout stage being run on the 3G pitch a day later. The participation numbers in the Champions League tournament grew as expected with 19 teams entering with at least seven players each. The winners of the tournament were rewarded with medals and an inflatable Champions League trophy purchased for £8, which added to the authenticity of the tournament
- ▼ The SMT team helped to recruit teams and volunteers and created a ‘buzz’ around the event. The recruitment of teams involved setting up a table on a popular walkway in the college and playing songs that were connected to the tournaments. The live cup draws were prepared and carried out by the SMT who then distributed the fixtures under the CCFC’s supervision.

Key partners involved:

- ▼ College and Community Football Coordinator
- ▼ Student Management Team
- ▼ Football Futures Young Leaders
- ▼ College FESCo.

Project outcomes:

- ▼ 16 volunteers supported the two tournaments in Football Futures themes, such as Referee and Officiating, Respect Ambassadors, Running Events and Promoting the Game
- ▼ The Champions League tournament used two volunteer referees on each pitch, with one officiating the game and the other adopting a Respect Ambassador role ensuring the referee was not abused in any way
- ▼ Teams that competed in both tournaments were signposted towards the informal Just Play ‘kick about sessions’ that take place every lunchtime as a way of continuing playing football at the college
- ▼ Increased participation in college football
- ▼ A decrease in drop off rates of 16-19 year olds
- ▼ Sustainable football in the college for non-academy students.

Project Costs / Value for Money:

- ▼ Inflatable Champions League Trophy and Winners Medals (at a minimal cost).

What is there still to be achieved?

- ▼ The planning of the 2011/12 Intra-mural League
- ▼ Increase in participation at the Just Play ‘kick about sessions’
- ▼ Further market the football based opportunities in college to the ‘newly recruited’ players, this can be achieved by signing them up to the Football Futures programme
- ▼ Evaluation of the themed tournaments and their impact on participation rates.

Why is this good practice?

- ▼ It has offered the opportunity for non-academy and ‘casual players’ to take part in structured football
- ▼ The competition has provided players with the opportunity to play football with their friends in a competitive environment
- ▼ The events have improved relations between the CCFC, SMT and the students.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

Developing positive pathways for male U18’ players into senior football

Links to the National Game Strategy:

Growth and Retention:

Halt the decline in male adult 11 a-side and retain female 11 a-side teams by improving the access and quality of pitches; providing a referee for every game; flexible formats; supporting volunteers.
Develop The FA’s Children and Young People offer to sustain participation and to address the drop out at key phases mini soccer to youth, 14-16 and 16-19.

KPI: Number of adult male 11 a-side teams

Aim of project:

- ▼ To offer an exit route for young players released from local professional clubs, enabling them to stay in football and continue with their education
- ▼ To develop pathways for male U18 players to progress into reserve and 1st team football with Bridgwater Town FC. Therefore bridging the gap between U16’s and reserve team football and developing players that are not yet physically ready for senior football
- ▼ To provide a lasting strategic legacy for U18 male football with Bridgwater Town FC via a partnership engagement with Bridgwater College, Somerset CFA and other lead partners
- ▼ To provide a positive and quality introduction for young players into senior football via Bridgwater Town FC reserve team.

Tactics used:

- ▼ An U18 Men’s Football Development Programme at Bridgwater Town FC (BTFC) was not in place and as a consequence there was a gap in provision for U18 male footballers within the town. Providing age appropriate U18 football will help to address the current drop off in post 16’s physical activity whilst also supporting player development at Bridgwater Town FC and within Bridgwater College Football Development Squad
- ▼ Alongside this project, two members of staff from Bridgwater College Football Development Squad programme had recently been appointed as Reserve Team Managers at Bridgwater Town FC. This provided a more direct player pathway into senior football. Both members of staff are UEFA B qualified and currently work full-time in teaching roles within Bridgwater College
- ▼ Through discussions with BTFC, Somerset CFA (SFA) and Bridgwater College Football Development Staff a common agreement focussed on the consensus that male U18’s football provision needed to be resurrected. SkillsActive and the SFA provided support to access funding to develop the leadership and management aspects of the proposal
- ▼ Local professional clubs were engaged to provide potential links with their non-scholars and released U16’s players
- ▼ An audit of current Bridgwater College U18 footballers participating in intra/inter competitions, highlighted a demand for structured age appropriate football alongside the current college provision
- ▼ A proposal clearly outlining the aims, objectives and KPI’s for the project was reviewed and contributed to by all interested parties
- ▼ Specific targeting of local Gifted and Talented Year 10/11 male footballers took place and players were invited to attend summer trials
- ▼ BTFC U18’s trials were held in October where the squads were picked, followed by a number of friendly fixtures throughout the season including local teams and representative sides. BTFC U18’s was officially accepted into Somerset CFA Floodlight Youth League in May 2011
- ▼ A training schedule with Bridgwater Town FC 1ST / Reserve Teams on Tuesday and Thursday evenings was agreed. The training programmes will be designed by NVQ Gym Instructor students.

Key partners involved:

- ▼ Somerset CFA Development Department (FD, Girls and Women’s, Disability)
- ▼ Somerset Refereeing Development Officer
- ▼ Sedgemoor Mendip Partnership Development Manager
- ▼ School Sports Co-ordinators and Competition Managers
- ▼ King Alfred’s, East Bridgwater, Robert Blake, Chilton Trinity and Haygrove Comprehensive Schools
- ▼ Bridgwater Town FC, Yeovil Town FC, Plymouth Argyle FC, Exeter City FC
- ▼ British Colleges Sport
- ▼ Skills Active
- ▼ Bridgwater College.

Project outcomes:

- ▼ To provide ability appropriate exit routes and pathways to local clubs
- ▼ Help players realise their potential, develop personal skills and confidence
- ▼ To develop pathways for male U18 players to progress into reserve and 1st team football within Bridgwater Town FC. Therefore bridging the gap between U16’s and reserve team football and developing players that are not yet physically ready for senior football
- ▼ To develop the next generation of local football volunteers, offering high quality and professional opportunities for young students in refereeing, marketing, administration and catering
- ▼ To support and develop Bridgwater Town FC ‘fun days’ by offering local, FA qualified young volunteers the opportunity to support coaching days.

Project Costs / Value for Money:

- ▼ £1500 from SkillsActive Leadership and Management funding steams
- ▼ £250 from Somerset CFA
- ▼ £250 from Bridgwater College Sports Academy Programme
- ▼ £1000 from Bridgwater Town FC and £500 from Bridgwater College (Umbro vouchers).

What is there still to be achieved?

- ▼ Final meeting arranged at the end of August to finalise commitments and financial responsibilities with the club and associated key partners
- ▼ Micro/macro planning for Bridgwater College/Bridgwater Town regarding football provision
- ▼ Recruit a body of young volunteers to work alongside and support the BTFC U18’s.

Why is this good practice?

- ▼ Addresses current National Game Strategy priority objectives around issues of retention, growth and player development
- ▼ Distinct and effective player pathways for male youth footballers in and out of education within the local community
- ▼ Opportunities for workforce development via Coach Education programmes to support local clubs coaching and management systems
- ▼ Provide a reliable and professional environment for young volunteers to develop their skills within an established football workforce
- ▼ Provide a quality and safe introduction into senior football for talented young players.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

Developing a sustainable player pathway for elite U17 Female Players

Links to the National Game Strategy:

Better Players:

Implement the new girls talent development pathways producing better players and coaches.
To signpost qualified coaches to The FA Licensed Coaches’ Club, to establish recognition, value and embed a culture of CPD.

Aim of project:

- ▼ To develop a sustainable player pathway for elite U17 female players by creating a new educational partnership between Bridgwater College and Somerset CFA Centre of Excellence (COE) in order to increase and sustain female football participation in Somerset
- ▼ As part of the new FA criteria for COE licences (2011-12 season criteria) there is a real need for the creation of this partnership and expansion of the U17/U18 female football programme in Somerset. This collaboration will support Bridgwater College to offer a more extensive female football programme whilst enabling Somerset CFA COE to apply for a COE licence for season 2011-12 to ultimately increase 16-19 female participation across every level within the county
- ▼ Three key priorities were identified to create an effective partnership between the educational institute and Somerset CFA in order to achieve the project aims:
 - o Provide an educational programme alongside an elite football programme in FE to complement elite players’ club/COE football with the aim to develop better players
 - o Bridge the transition between COE and Elite Women’s Football to develop better players and retain more females in the game
 - o Create a comprehensive female player pathway within FE to increase the number of 16-19 female students participating in football at every level.

Tactics used:

- ▼ As Focus College of the Year Bridgewater College was approached by Somerset CFA (SFA) to support the expansion of the U17/U18 female football programme by becoming an educational partner for the Somerset CFA COE. Through discussions with SFA and Bridgwater College Football Development staff it was agreed that a partnership between the College and Centre of Excellence would support the development and stability of the female player pathway within Somerset and the retention of female players in the game
- ▼ Meetings were held between Bridgwater College, Somerset CFA and the SFA Centre of Excellence to discuss project details, produce a project plan and define the expectations of partners involved
- ▼ The College agreed to enter one female team in the BCS Elite League, and one female (reserve) team in the BCS Performance League with the aim to increase participation through the creation of new female 11-a-side teams
- ▼ Accommodation was provided by the college for students travelling from outside the County
- ▼ A gym membership scheme at Bridgwater College was agreed upon for all players
- ▼ An Open Evening was held at the College to promote the Female Football Academy to prospective students
- ▼ Coach development opportunities were discussed with NVQ L2/L3 tutors for the Teaching, Coaching and Instructing Football programmes to provide coach observation and mentoring opportunities for students
- ▼ Regular observations of the appointed Level 3/UEFA B female Head Coach were organised for NVQ L2/L3 students
- ▼ Coach development opportunities were discussed for CYQ Fitness Instructor and Personal Trainer students, with the aim to provide an opportunity for these students to design the gym fitness training programmes for the College Women’s Elite Team for season 2011-12
- ▼ A sports massage and rehabilitation programme was put in place for the players to optimise their performance and ensure the programme meets the expectations associated with the delivery of an elite female football programme
- ▼ Appointment of a UEFA A license Technical Director to work within the Centre of Excellence.

Key partners involved:

- ▼ Somerset County Football Association
- ▼ Somerset CFA Girls Centre of Excellence
- ▼ Bridgwater Town FC (facility agreement)
- ▼ British Colleges Sport & BCS ENG representatives (player pathway)
- ▼ Pass4 Soccer/USA Scholarships (exit routes).

Project outcomes:

- ▼ Centre of Excellence Licence for 2011-12 granted by The FA
- ▼ Bridgwater College formalised as the Football Education Partner with Somerset CFA to develop an U17/18 elite football programme and a comprehensive player pathway for women's football in Somerset/South West
- ▼ The college timetable was set enabling girls access to any area of the curriculum alongside their elite football programme commitments
- ▼ Seven players from the Girls Centre of Excellence 2010/11 cohort are now enrolling at the college via this new player and education pathway, four players enrolled undertaking AS Levels and three players enrolled on Level 3 Sports courses. Two players had previously not thought about continuing their education in FE
- ▼ Two female teams will be entered into the BCS Elite and Performance leagues for the 2011/12 season.

Project Costs / Value for Money:

- ▼ Bridgwater College will provide facilities for training and gym work. Health and Fitness Suite membership provided to all players, plus sports massage and physiotherapist support
- ▼ Bridgwater College confirmed their partnership with Bridgwater Town FC for use of the pitch facility for a two-way reduced booking fee.

What is there still to be achieved?

- ▼ Open evening for prospective students for 2011/12 – October 2011
- ▼ Official promotion of the new Somerset CFA approval from The FA for the Centre of Excellence Licence 2011-12 and education player pathway in partnership with Bridgwater College.

Why is this good practice?

- ▼ The project addresses a shortfall in female football development and meets the need to sustain a Girls' COE within the county whilst developing a more extensive FE football programme within Bridgwater College to increase and sustain 16-19 female participation through a partnership approach
- ▼ It also helps to address the drop off in female participation at varying levels of the game through;
 - a) Intra-mural Football League (enrichment)
 - b) 11-a-side Reserve squad in BCS Performance League
 - c) 11-a-side Elite Squad in BCS Elite League
- ▼ Through increased communication between BWC and SFA issues of 'over play' for female college footballers can be effectively addressed
- ▼ Provides opportunities for workforce development via Coach Education programmes to support Coaches CPD and opportunities for NVQ L2/L3 Teaching, Coaching and Instructing Football students to observe sessions delivered by Level 3/A Licence Coaches (supporting the development of young volunteers and future coaches).

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

Bridgwater Town Ability Counts FC and Bridgwater College
Ability Counts Intra-mural League

Links to the National Game Strategy:

Growth and Retention:

Continue to support existing and diverse communities to participate in affiliated football.
Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

KPI: Number of female and male disability teams

Better Players:

Implement the new disability talent development pathways producing better players and coaches.

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

The vision for this football development project was to provide local, accessible and quality football provision for students with additional learning needs. Drawing on existing links between Bridgwater Town FC and Bridgwater College, this project will utilise 'Sportivate' funding via the local County Sports Partnership to support the development of Bridgwater Town Ability Counts FC.

This project will also serve to support the development of the Bridgwater College Ability Counts Intra-mural League. The Ability Counts Intra-mural League will run alongside the existing small-sided intra-mural football provision and be overseen by the Bridgwater College Student Management Team.

Bridgwater College as a result of this project will aim to:

- ▼ Expand and develop the current Ability Counts football provision
- ▼ Continue to build club links between the college and Bridgwater Town FC
- ▼ Empower and challenge talented young leaders and the Student Management Team
- ▼ Provide cross curriculum integration
- ▼ Utilise NVQ TCI Level 2/3 and CSLA/HSL students to support football provision
- ▼ Work closely with Somerset CFA Disability Centre of Excellence to identify and develop gifted and talented footballers
- ▼ Increase the number of young disabled footballers playing the game
- ▼ Address the current lack of Ability Counts community football clubs in the local area.

Tactics used:

- ▼ Developing an Ability Counts Intra-mural League within the college utilising the Student Management Team to support, deliver and administer this provision, will increase cross curriculum engagement, challenge and inspire the young leaders involved and ease staffing pressures
- ▼ The college established a 'Sports option' within the 'Learning for Living' curriculum
- ▼ The college entered the South West Ability Counts tournaments to provide competitive opportunities
- ▼ In collaboration with key partners a successful application for new kit via The FA Football Foundation Junior Kit Scheme was undertaken.

- ▼ Working closely with the Somerset CFA Disability Officer to host a South West Ability Counts Festival
- ▼ Created and delivered a 'Bridgwater College Football World Cup 2010 Event' with a specific Ability Counts section, attracting eight Ability Count Teams from across the college
- ▼ The CCFC and SMT delivered an Ability Counts Festival in the summer of 2011
- ▼ The college met with the Chairman of Bridgwater Town FC to identify the need and strategies that could be implemented
- ▼ Working with the local County Sports Partnership (CSP) a joint 'Sportivate' funding bid was developed.

Key partners involved:

- ▼ Somerset CFA Development Department (FD, Girls & Women's, Disability)
- ▼ Sedgemoor Mendip Partnership Development Manager
- ▼ School Sports Co-ordinators and Competition Managers
- ▼ King Alfred's, East Bridgwater, Robert Blake, Chilton Trinity and Haygrove Comprehensive Schools
- ▼ British Colleges Sport/FA
- ▼ College and Community Football Co-ordinator
- ▼ Bridgwater College.

Project outcomes:

- ▼ Closer College and Club links
- ▼ Clear and strategic talent development pathway for Ability Counts players
- ▼ Development of the Student Management Team
- ▼ Increased provision for Ability Counts players
- ▼ Further opportunities for cross curriculum interaction
- ▼ Increased links with Somerset CFA Disability Officer.

Project Costs / Value for Money:

- ▼ £668 from the local CSP via the Sportivate fund
- ▼ 15% discount when using facilities for the project.

What is there still to be achieved?

- ▼ Recruit staff to lead Bridgwater Town FC Ability Counts
- ▼ Recruit, mentor and develop Bridgwater College Student Management Team for 2011/2012
- ▼ Work with curriculum staff to imbed the intra-mural league into the Learning for Living programme
- ▼ Explore opportunities to access continued funding via SFA
- ▼ Promote and market league and club developments.

Why is this good practice?

- ▼ It demonstrates a creative working partnership between the college, club and CSP
- ▼ It meets demands for student enrichment and promotes cross curricula activities
- ▼ Provides safe, high quality and challenging volunteering placements for young leaders within the college
- ▼ Provides an explicit player pathway for Ability Counts players from within the college into local community clubs
- ▼ Provides an exit route for players previously in the SFA Disability Centre of Excellence
- ▼ Provides extra provision to support the college's Ability Counts 5-a-side team.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

Respect Ambassadors influencing Intra-mural football and wider community links

Links to the National Game Strategy:

Raising Standards:

Continue to implement The FA Respect Programme.

KPI: Percentage of people who state that the Respect Programme has improved their football experience

Workforce:

Continue to invest and deliver the Referee Development Programme.

KPI: Number of registered and active male and female referees

Aim of project:

Telford College of Arts and Technology (TCAT) has promoted The FA Respect Programme in a creative manner to positively influence the behaviour of players within intra-mural football. Utilising the enthusiasm and skills of the Football Focus Team (FFT) members, TCAT has not only used the Respect Programme to influence intra-mural football, but has also been successful in broadening the impact by linking such work with local schools, clubs and junior leagues.

Tactics used:

- ▼ Students taking part in intra-mural leagues/tournaments are required to attend a 15 minute Respect workshop that runs a week before the league is due to start. The workshop involves the FFT and the College and Community Football Co-ordinator (CCFC) who outline the players and spectators code of conduct, the Respect Programme along with the Respect video and rules of the game
- ▼ All team captains are required to sign a 'Code of Conduct' on the team's behalf before starting the league. This reflects what the college is looking to achieve and what is expected of the players/spectators/managers whilst playing in the leagues
- ▼ TCAT have introduced a 'sin bin' concept rather than using the traditional yellow and red cards. This allows the game to keep flowing, but the team will still be affected by the players negative behaviour due to the player involved missing four minutes of the game, providing them with the opportunity to also reflect and calm down
- ▼ A specific Respect promotional stand is placed in the main foyer of the college for different dates throughout the term, manned by members of the FFT it promotes why respectful behaviour is important within football
- ▼ TCAT also works with future Telford college students by promoting the Respect Programme to year 11 pupils and staff at nearby Sutherland Secondary School, when hosting a college Promotional Day. During the day, all pupils who expressed an interest in playing football or getting involved in coaching at Telford College in the following year attended a workshop where they played football and were educated on the Respect programme. The FFT then followed this up by spending a day with the students at the school promoting football, the Football Focus Team and the Respect programme
- ▼ Links with several Junior League Teams has provided members of the FFT to encourage leagues to sign up to the Respect Programme and by working closely with the clubs Respect has been promoted across different age groups
- ▼ A Facebook and hotmail campaign has been developed (click on link below to view) <http://www.facebook.com/pages/Telford-College-Football-Focus-Team/158254914241533> to encourage people to support the Respect programme. Within the pages end users can view Respect video campaigns, word documents and quotes from the FFT, staff and players
- ▼ College newsletters are distributed each week to all students and staff. Up-to-date news related to the Respect Programme is included on a periodic basis encouraging all players involved to show respect within the game
- ▼ All members of the FFT have undertaken The FA Respect workshop with Sean Dipple (RDO) from Shropshire CFA. The FFT members will then use their knowledge within local junior league clubs, any outside coaching commitments and within the college to promote Respect.

Key partners involved:

- ▼ Sutherland Secondary School
- ▼ Football Focus Team
- ▼ Junior League Teams (including Shifnal Town Europeans, Ercall Colts and Wrekin Juniors)
- ▼ Shropshire County Football Association.

Project outcomes:

- ▼ The college has measured levels of success by observing games and noting how students respond to referees and other players in difficult situations
- ▼ All players now shake hands before and after the game and referees are quickly becoming aware that they don't have to reinforce the need for the handshake
- ▼ Players as opposed to referees are taking responsibility for negative behaviour such as late challenges, or if a decision has gone to the other team, players are quickly resuming the game rather than goading the referee
- ▼ One key indicator demonstrating how the Respect principles have been accepted is via the members of the FFT. When they first joined the programme their response to getting involved in refereeing was quite negative. However they have since shown signs that they are warming to the idea of becoming a referee due to the rewards associated with this role
- ▼ Thirty male and two female teams have signed up to the Respect programme.

Project Costs / Value for Money:

The only project cost incurred was the hosting of the Respect Ambassador Course, which was run by Sean Dipple (Shropshire CFA RDO), equating to £130 for 26 students.

The college facilities were provided free of charge and the organisation of the project was managed by volunteers within the SMT, with the support of the CCFC.

What is there still to be achieved?

- ▼ Continue to educate and promote the Respect principles to all students within the college who are involved in football
- ▼ Provide Respect training/education for the new recruits of the SMT.

Why is this good practice?

TCAT's approach to implementing the principles of the Respect Programme demonstrates innovation, creativity and a comprehensive approach to making the programme work across a range of football formats. Utilising local Ambassadors the principles are filtered and reinforced using intra-mural football as a means to educate, train and influence student's behaviour in a positive way.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE: FE Student Coach Mentoring Scheme

Links to the National Game Strategy:

Better Players:

Support coaches and teachers to undertake coaching qualifications including The FA Youth Awards so that every youth team has a qualified coach.

KPI: % of youth teams with a qualified coach

Aim of project:

To offer a Coach Mentoring Scheme for FE students.

Tactics used:

- ▼ Hampshire FA Tesco Skills Team Leader approached the College CCFC with an enquiry into the use of the college facilities as they intended to set up a Skills Centre in Basingstoke. An agreement between the college and the Skills Team led to a pitch booking during 'college use time'. In return for such an arrangement the Skills Coaches agreed to run a 'coach mentor' scheme for FE students
- ▼ It was agreed that four students would take up placements as coach mentees. The mentee coaches would be involved in planning and delivering sessions under the guidance of the Skills Coaches. The mentees will deliver to 5-11 year olds of mixed ability and will be rotated each term to allow further FE students to access the coach mentor scheme.

Key partners involved:

- ▼ Hampshire FA Tesco Skills Coaches

Project outcomes:

- ▼ Twelve FA Level 1 qualified students will be mentored across the academic year
- ▼ The twelve coach mentees will gain expert support and guidance from experienced coaches to develop their coaching skills when working with 5-11 year olds, which will hopefully inspire them to continue coaching and gain further coaching qualifications
- ▼ The twelve coach mentees will develop a better understanding of child development and age appropriate principles as advocated by the Skills Coaches.

Project Costs / Value for Money:

A reciprocal agreement has been struck, with QMC providing the hire of college facilities for the Skills Centre, whilst the Skills Coaches agreed to allocate time to mentor QMC young coaches. This agreement allows both parties to benefit without prohibitive costs.

What is there still to be achieved?

The student mentees have yet to be recruited, this will become easier after the first student's FA Level 1 coaching course is run and when students are back in college.

The students accessing the coach mentee project must also have a Charter Standard club link in place, so that when their placement comes to an end they continue to coach and develop their skills in a local club.

Why is this good practice?

Working in a professional environment will provide the students with a taste of what they should be aiming for as coaches; working with UEFA B license coaches and learning from them has already developed other student coaches.

Building a partnership with an FA Skills Centre is also a testament to the work that QMC are undertaking towards developing football and reinforces our commitment to the Football Focus College status.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE: Attracting new female players to football within an FE setting

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

Embed flexible formats of football such as 60 minute matches, shorter competition programmes and turn up and play opportunities.

KPI: Number of Adult Small-sided teams

Aim of project:

Attracting new female players to participate in recreational football within an FE setting.

Tactics used:

- ▼ A 'Football Festival of Fun' was run by the CCFC and the Female Football Academy (based at Queen's Mary College). The Festival was made up with teams of girls that do not currently play football and have not been involved in the Female Football Academy set up. The festival used a Women's World Cup theme and female academy players were tasked with recruiting players in exchange for prizes based on recruitment numbers
- ▼ The academy players worked in pairs to recruit teams but were not allowed to take part, instead they managed/coached their team throughout the festival. By stopping the academy players participate ensured that the new players did not feel intimidated by the presence of academy players on the pitch; it also created a level playing field and ensured that a fun emphasis was maintained
- ▼ The academy players were encouraged to recruit as many teams as possible using England tickets as an incentive. When a new team signed up to take part they were 'affiliated' under a country name, which was associated with a pair of academy players. The player's with the most teams entered under their allocated country won the tickets. Incentives provided for the new players taking part included free Nando's vouchers for the winners and runners up, and small gifts were provided for all other participants
- ▼ The players that participated in the festival were guided towards a CFA female football initiative similar to 'Just Play', which will run over the summer holidays; as well as 'kick around sessions' based in college, which are aimed at beginners. A link with Basingstoke Town Ladies FC has also been established for those that wish to progress into club football. These opportunities ensure sustainability is at the heart of the programme and provides the new female players with a number of pathways they can follow
- ▼ The format of the festival was split into three sections; Visually Impaired (VI) football, kick rounders and a 3v3 mini tournament. The use of VI football was to introduce a new experience and it set the mood of the festival. The 'kick rounders' was used to develop basic ball skills and enable all players to effectively engage in the activities. The 3v3 tournament at the end was to provide a progression to more structured football, with each team playing three 5 minute fixtures. For each section of the festival the teams scored points, which were accumulated to decide the overall winner.

Key partners involved:

- ▼ British Colleges Sport
- ▼ Queen Mary's Sixth Form College
- ▼ Basingstoke Town Ladies FC
- ▼ Hampshire CFA.

Project outcomes:

- ▼ 10 new female players in football that stated they would return to a similar festival
 - o 4 players progressed into 'Just Play' sessions
 - o 3 players joined a club team after this experience
 - o 6 players volunteered in football following the Festival
- ▼ The Festival assisted with removing the 'stigma' associated with females playing football.

Project Costs / Value for Money:

The expenditure involved in hosting the Festival was quite minimal. The only expenditure noted were the small 'perks' such as free squash being provided and the mini chocolates used as prizes for winning individual tasks such as scoring goals, goalkeeping, effort and general endeavour. The Nando's vouchers were provided free of charge by the restaurant and Women's Super League promotional pens, notepads and wristbands were provided by the CFA.

What is there still to be achieved?

The participants' next move in football needs to be tracked; this has proven to be difficult due to the timing of the first Festival (which was hosted at the end of the year). As a result the momentum was difficult to maintain when trying to engage the players into further playing opportunities.

The next Festival will subsequently be hosted at the start of the academic year so that they can be tracked throughout the season.

Why is this good practice?

The Festival is an innovative idea that has attracted new female participants and tackled the problem of participation growth in the female game.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE: Creating a male Intra-mural League

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Embed flexible formats of football such as 60 minute matches, shorter competition programmes and turn up and play opportunities.

KPI: Number of Adult Small-sided teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

Creating a male Intra-mural League; resourced and supported by Football Futures Young leaders.

Tactics used:

- ▼ The intra-mural league was promoted to students through an advertising campaign run by a Football Futures young leader who wished to gain experience in the 'marketing and promotions' strand of the volunteer programme. Through their experience in marketing the young leaders created posters, flyers and slideshows to be shown and displayed around the college to catch the attention of students. The role of the CCFC was to attend the football academy training sessions, PE football assessments and PE lessons to 'sell' the league format to the students
- ▼ The concept of the league ensured that teams would have no more than three football academy players in their team to attract new players into the game
- ▼ The league ran in early November until late February consisting of 12 teams and played out in a 7v7 format. This format was chosen because of the three 7 a-side pitches located on the college's new 3G pitch, which is used by the football academy. By hosting the intra-mural league on the 3G pitch gave other students the opportunity to use the new facility. The league fixtures were played during the lunch break with time allowing for two twenty minute fixtures and each team played one fixture a week (a similar format adopted by commercial small-sided providers)
- ▼ The intra-mural league provided volunteering opportunities for a total of eight student referees, four student 'runners', one student photographer and one student journalist. The photographer's pictures were added to the journalist's match reports to produce a weekly newsletter and a weekly 'spectator's programme', detailing players in each team, the day's fixtures and the latest tables and goal scoring charts
- ▼ The journalist's promotion of the league helped to keep students involved and allowed them to check up on the latest statistics, tables, facts and match reports when they were not playing. The mention of student names in match reports also offered a little bit of profile to the students, which was encouraging for them
- ▼ The all encompassing nature of this intra-mural league allowed for constant engagement from the students and culminated in a grand final between the top two teams in a play off for the league trophy. The element of a 'winner takes all' game created a fantastic 'buzz' in the build up to the game and drew in a larger number of spectators than any other weekly fixture.

Key partners involved:

- ▼ QMC Young Leaders (signed up to FA Football Futures)
- ▼ QMC Teaching staff and coaching staff
- ▼ Hampshire CFA
- ▼ QMC Community Team (11-a-side)
- ▼ British Colleges Sport
- ▼ QMC Course Leaders.

Project outcomes:

- ▼ Provide regular competitive football for students outside the football academy
- ▼ 12 teams (approximately 84 players) were involved in the intra-mural league
- ▼ The league provided volunteering opportunities for fourteen Football Futures Young Leaders.

Project Costs / Value for Money:

Approximately £45 was spent on a trophy that will be used for all intra-mural leagues and the cost of medals for the 2010/11 winners.

What is there still to be achieved?

There are plans to split the intra-mural league into two divisions to bring in the added drama of promotions and relegations. The college will also actively signpost players from the intra-mural league into the QMC Community Team, which plays 11-a-side fixtures throughout the year against local CS clubs.

Why is this good practice?

It provides a competitive environment for non-football academy players, it also allows for inclusive use of the college's new 3G pitch, rather than just players within the college sports teams.

Name and Contact of Lead Officer who delivered the project

Daniel Greenwood, CCFC, Queen Mary's College

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**PROJECT TITLE:****Creating male U18 11 a-side playing opportunities****Links to the National Game Strategy:****Growth and Retention:**

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Embed flexible formats of football such as 60 minute matches, shorter competition programmes and turn up and play opportunities.

KPI: Number of adult male 11-a-side teams

Aim of project:

Creating FE 11 a-side playing opportunities to address an identified gap in male U18 football provision.

Tactics used:

- ▼ As a result of identifying a gap in local football provision (within Basingstoke no U18 male leagues were in place) it was decided that with the assistance of Hampshire CFA the college would create an 11-a-side team for FE college students that wanted to get back into playing 11-a-side football, but could not access any suitable local clubs. Using the CFA's Charter Standard club database, U18's teams from North Hampshire were invited to play the QMC Community Team in a friendly match on the college's 3G pitch
- ▼ The same format was also used for students aged over 18, with adult Charter Standard clubs invited to play at the college. The aim of hosting such matches was to ultimately create a QMC Community Team to enter a local league and use the college facilities for matches and training. By doing this, the college would establish its own pathway from college football into the community
- ▼ The team played in a HFA tournament that was designed to try and get players back into 11-a-side football. The tournament was run once a month for four months and proved extremely successful in terms of participation with over 25 students turning out for the team, demonstrating that there was definitely still an interest in 16-19 year olds playing 11-a-side
- ▼ Until the team is formally established, students will be offered the opportunity to train with the clubs that the students play against, using the friendly matches to familiarise themselves with the teams and their players and managers.

Key partners involved:

- ▼ Hampshire CFA
- ▼ QMC Community Team
- ▼ FA Charter Standard Clubs in North Hampshire
- ▼ Queen Mary's Sixth Form College
- ▼ British Colleges Sport.

Project outcomes:

- ▼ 11-a-side playing opportunities were offered to 16-19 year olds, which they would find difficult to access locally elsewhere
- ▼ Two friendly matches and one tournament was provided for the players involved
- ▼ A pathway from college football into community 11-a-side was being created and promoted to the players involved
- ▼ Two players moved into the CS clubs that were played against.

Project Costs / Value for Money:

The college facilities were provided at no cost and the opposition team paid for the referee, offering very good value for money.

What is there still to be achieved?

Establish a formal link with one Charter Standard club for U18's and one Charter Standard club for over 18's to ensure that there are pathways in place until the QMC Community Team is formally established and affiliated to a league.

Why is this good practice?

As a result of the 16-19 year old dropout rates in football being high and the decline in 11-a-side mirroring similar issues, this project offers an opportunity for FE students to move along the football pathway from intra-mural small-sided league football into affiliated club 11-a-side football.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

Staffordshire CFA FE/HE Futsal Festival and League

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

Embed flexible formats of football such as 60 minute matches, shorter competition programmes and turn up and play opportunities.

KPI: Number of adult male and adult female 11-a-side teams

Aim of project:

Staffordshire CFA organised and delivered a FE Futsal Festival at Keele University (FA Focus University). In a highly competitive festival over two evenings, eight teams competed to become the Festival winner. Futsal rules were applied and the teams benefited from Staffordshire CFA qualified referees. The winner also had the opportunity to represent Staffordshire at the FA Futsal Cup.

Tactics used:

- ▼ To incentivise teams to enter the Festival a £50 Umbro voucher was provided for the winning team, plus all participating teams were given two free Futsal balls from the CFA
- ▼ Teams currently playing recreational football activity within colleges were targeted
- ▼ By hosting the Festival at Keele University enabled links to be developed between local FE Colleges and the University
- ▼ The Festival adopted Futsal rules to ensure the format was engaging and inclusive
- ▼ A short Futsal demonstration was delivered by the County FDO and the CCFC prior to the tournament to ensure a basic level of understanding.

Key partners involved:

- ▼ Keele University
- ▼ FESCOs and College Sports Co-ordinators
- ▼ Staffordshire CFA.

Project outcomes:

- ▼ Due to the success of the Festival and support given by Staffordshire CFA, this has developed into a league offering regular fixtures (once a month) for interested Colleges from October 2011
- ▼ Eight new teams were generated
- ▼ A stronger relationship between the County FA and local FE colleges has developed
- ▼ The newly formed league has provided playing opportunities for students who did not previously play on a regular basis
- ▼ Stoke on Trent College became the first Futsal team to represent Staffordshire at the National FA Futsal Cup.

Project Costs / Value for Money:

There were no costs incurred as all elements of the event were provided 'in-kind'. Referees (provided by Staffordshire CFA), venue (provided by Keele University), equipment and vouchers (supplied by Staffordshire CFA).

What is there still to be achieved?

There is a need to gain greater commitment from the college teams playing in the Futsal league to sustain the new structure.

A link to or possible participation from HE teams and/or local clubs could be developed in the future. This approach would also assist with generating greater sustainability.

Why is this good practice?

The project has created new teams whilst also raising the profile of the County FA amongst local FE Colleges. Staffordshire FA has been able to successfully target a new group of people into playing football on a regular basis.

Name and Contact of Lead Officer who delivered the project

Matt Hancock, College and Community Football Coordinator, Staffordshire CFA
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PROJECT TITLE:

The establishment of a FE College Steering Group

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

KPI: Number of adult male and adult female 11-a-side teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

To create a FE College Steering Group made up of key college contacts to meet on a quarterly basis to discuss college football and support required from Staffordshire CFA.

Tactics used:

- ▼ An invite and appealing agenda was sent out to all college contacts. Currently the college contacts are staff members; however there are plans to broaden the group membership to include a student representative from each college
- ▼ The offer of FREE support, more activity for students, discounts on courses and the opportunity to influence county-wide decisions related to college football, were promoted to enthuse and engage college representatives
- ▼ Agendas had initially been very informal with discussions taking place around intra and inter college football. Key agenda items were; formats of football, young leadership and new opportunities. The group has helped to shape the first inter-College 11-a-side League within Staffordshire and also inter-college Futsal opportunities (both male and female). The group has also encouraged colleges to discuss similar challenges and showcase their current football initiatives to other colleges, so that representatives can learn from one another and share good practice. University representatives will soon be invited to the group so that better links between FE and HE can be developed.

Key partners involved:

- ▼ Nine FE Staffordshire Colleges

Project outcomes:

- ▼ The Steering Group has been successfully established and meets on a regular basis
- ▼ An 11-a-side county league has been organised by the group with eight teams entering
- ▼ An 11-a-side women's league has been organised by the group with five teams entering
- ▼ The colleges represented at the steering group meeting have been encouraged to establish Student Management Teams and small-sided leagues.

Project Costs / Value for Money: N/A

What is there still to be achieved?

There is a need to constitute the group and ensure all colleges in regular attendance receive a benefits package or extra support from the CCFC.

Why is this good practice?

It has enabled the college representatives to shape how football is delivered across the colleges. 11-a-side opportunities have been created for both male and female players, whilst also creating healthy competition between colleges via the delivery of small-sided football.

Name and Contact of Lead Officer who delivered the project

Matt Hancock, College and Community Football Coordinator, Staffordshire CFA
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PROJECT TITLE: The development of CS Club links for FE Students

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Embed flexible formats of football such as 60 minute matches, shorter competition programmes and turn up and play opportunities

KPI: Number of adult male and adult female 11-a-side teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

Provide a clear pathway into a FA Charter Standard Club for FE students to access both playing and volunteering opportunities in an appropriate environment.

Tactics used:

- ▼ Discussions took place with the CCFC and the CS Club Chairman regarding possible playing and volunteering opportunities. The club is based at the Nicholls Football Centre, which is a college owned facility and the club accesses the facility at a discounted rate
- ▼ Already, some students from the college play for the club, though there was scope for a clearer pathway for both players and volunteers
- ▼ The CS Club Chairman is also a member of staff at the college, which offers an accessible pathway into the club for students. The club agreed to deliver a FA Club Links Programme utilising the volunteer workforce at The Manchester College to support delivery
- ▼ The links were enhanced and promoted following the development of an intra-mural league taking place at the Nicholls Facility, which targeted non-engaged participants (non-academy players for example). As the first league of its kind at the college, it encouraged a new market of students from other campus sites to engage and support community based football
- ▼ Links to the CS Club were promoted via posters and through word of mouth from students, the CCFC and the club chairman. Players were invited to train with the club; which was an appropriate way of engaging them as other students from the college also played
- ▼ Volunteers were engaged using the same avenues, and via the opportunities available through the Sports Leadership Team. Due to the club chairman also being a member of staff at the college helped him to act as an effective club ambassador. This could be a role for a student volunteer to take on in the future, recruiting for the club and acting as a 'go-between' for students from the college into the community club.

Key partners involved:

- ▼ The Manchester College, Ardwick FC and Manchester CFA.

Project outcomes:

- ▼ Twenty-two male students and one female student were tracked from The Manchester College into the CS club, which had appropriate playing opportunities for U17's and two open age teams
- ▼ Not only were playing opportunities offered but voluntary coaching opportunities were also available. Such opportunities were offered through the clubs junior teams and in particular through the delivery of a FA Club Links Programme and a number of holiday programmes run by the club, with The Manchester College donating the facility either in kind or at a discounted rate
- ▼ The club had been working towards The FA Charter Standard award and with the support of the CCFC was able to complete the application and has since been awarded the Charter Standard status.

Project Costs / Value for Money: N/A

What is there still to be achieved?

For 2011/12, Ardwick FC will be running a new open age team at a Manchester Central Venue League, which is being delivered by The FA's Get into Football Officers. The team will be made up of students from The Manchester College, ensuring appropriate opportunities exist for all students. The team will be run voluntarily by members of staff at the college and will be supported by a student volunteer workforce.

Why is this good practice?

A clear pathway for players and volunteers into a FA Charter Standard Team has been established, and student movement into the club has been tracked. A clear point of contact has been established within the club, and there is the added benefit that the contact is a member of staff at the college and therefore has direct contact with the students, and can support them in accessing playing/volunteering opportunities with the club.

The club benefits from discounted rates for pitch hire from The Manchester College and has had pitch usage donated 'in kind' to run children's holiday summer camps. The club has utilised the college's student volunteer workforce to assist in the delivery of such camps utilising coaches, referees and administrators.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

Creating a 11v11 Intra-College Football Cup Competition

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Embed flexible formats of football such as 60 minute matches, shorter competition programmes and turn up and play opportunities.

KPI: Number of adult male and adult female 11-a-side teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Continue to invest and deliver the Referee Development Programme.

KPI: Number of registered and active male and female referees

Aim of project:

This project aimed to contribute towards the CCFC targets of growth and retention of players by:

- ▼ Creating new teams and playing opportunities within the college
- ▼ Supporting player pathways from the college into the community and from small-sided football to 11-a-side football
- ▼ Recruiting young leaders and volunteers to support the running of the tournament.

The hosting of the tournament also intended to support the CCFC in building further networks across the college, raise awareness of the CCFC's role and other playing opportunities (which would directly contribute to CCFC targets) and create a more joined up approach to football provision across Manchester College.

Tactics used:

- ▼ The CCFC identified demand (via consultation of small-sided football participants, who had either been involved in small-sided leagues or 'drop in' sessions on various sites and through consultation with key contacts such as members of the Youth Support Team and Centre Managers) across The Manchester College campus sites for 11-a-side football
- ▼ The Cup Competition was set up following the completion of the BCS season, allowing for two 11-a-side teams to be retained
- ▼ The competition format incorporated a quarter finals, semi finals, culminating with a finals match. Teams who were knocked out in the early stages were able to arrange friendly matches thereafter, to sustain participation.

Key partners involved:

- ▼ Manchester City Council 'Get into Football' Officers were consulted on the tournament and the CCFC will look to source some funding for a league structure at the college for the next season

Project outcomes:

- ▼ Creation of six new teams and the retention of two 11-a-side teams (engaging approx 102 players)
- ▼ Two students refereed a number of the games
- ▼ Relations improved with the Youth Support Team on campuses at Moston, Wythenshawe, Shena Simon and St Matthews
- ▼ Students and staff are now more aware of football opportunities throughout Manchester College
- ▼ Two teams (Openshaw and Moston) expressed an interest in joining community based leagues (which will be supported by the 'Get into Football' Officers and the CCFC)
- ▼ A new 11-a-side team has been formed off the back of the tournament, following teams wanting to play further friendly matches and through staff hearing about the competition and new opportunities to engage in football.

Project Costs / Value for Money:

College facilities were used in order to avoid costs for facility hire; however this meant that certain campuses had to spend a greater amount on travel. Volunteer referees were used and there are plans for next year's event to use the games to contribute towards the completion of the six games required as part of Basic Referees course. Most campuses were able to access kits, though this may be a cost that will be incurred for next season.

What is there still to be achieved?

Greater work around workforce development and volunteer recruitment is needed. The Youth Support Team/members of staff who had been co-ordinating teams need to be better informed by the CCFC regarding volunteer opportunities and how students can be more involved in the organisation and recruitment of teams.

The profile and benefits of the Football Futures programme needs to be promoted by the CCFC. Football Management Teams are planned for each campus that has been involved in the 11-a-side tournament to develop football further for the next academic year. A benefits package will be built in for joining an intra-college league next season, in partnership with Manchester County FA and Manchester City Council, potentially including funding for Level 1s (or other relevant coach education courses) and Basic Referees Courses to help meet CCFC targets.

More support could be provided for players to move into community football; potentially establish an 'adopt a club' campaign, linking teams to nearby Charter Standard Clubs.

Why is this good practice?

The introduction of an 11-a-side intra-mural tournament has raised the profile of football across The Manchester College and helped develop a more joined up approach between campuses. It has engaged over 100 participants and developed better working relations between the CCFC and staff on many campus sites.

Furthermore, tutors/staff and campuses who have not been involved have expressed an interest to establish 11-a-side teams, as they have heard about the new opportunities.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE: Referee development in partnership with Powerleague

Links to the National Game Strategy:

Workforce:

Continue to invest and deliver the Referee Development Programme.

KPI: Number of registered and active male and female referees

Aim of project:

Qualify new referees and provide young leaders with direct links into paid employment. Support the Powerleague through the supply of newly qualified referees to assist with the development of a new U23's leagues.

Tactics used:

- ▼ Partnership working with Powerleague was established through the CCFC programme and The Manchester College's status as a FA/BCS Focus College
- ▼ The referees were recruited via the college's small-sided football programme and the Football Future's Leadership and Volunteering Programme. Manchester CFA's Referee Development Officer had previously delivered a presentation to students interested in refereeing, outlining the support that Manchester CFA can offer and the benefits of becoming a qualified referee. Information was distributed on both the Basic Referees Course and the Small-Sided Referees course
- ▼ Whilst there was an interest in refereeing, it was not sufficient to deliver a dedicated course for students at the college. It was following an introductory meeting between Manchester Central Powerleague and the CCFC, that the potential for a course to be run in partnership with Powerleague emerged
- ▼ Mutual benefits were also identified for both parties, in that students who were already refereeing on a voluntary basis, would have the opportunity to access a FA Small-Sided Referees course and once qualified link in to the Powerleague to gain paid employment. Powerleague would also benefit by increasing their pool of referees, as they look to grow their leagues (in particular students and Under 23 leagues).

Key partners involved:

- ▼ Powerleague
- ▼ The Manchester College
- ▼ Manchester CFA
- ▼ British Colleges Sport.

Project outcomes:

- ▼ Eleven young leaders (ten male and one female) became qualified as Small-Sided Referees
- ▼ Referees accessed five games to practice their skills and gain experience
- ▼ Newly qualified referees could go on to access games (paid employment) at the Powerleague and be supported by Manchester CFA and The Manchester College/CCFC to access further paid opportunities in small-sided refereeing.

Project Costs / Value for Money:

The £60 fee for the Small-Sided Referees course was set aside via an agreement between the student candidates and Powerleague. The agreement allowed students to access the course free of charge, in exchange for refereeing five matches at the Powerleague free of charge. Following this, the newly qualified referees will be supported to referee at Powerleague sites across Greater Manchester and will be paid for doing so. The Manchester College will also look to create links into other paid refereeing opportunities for the leaders.

What is there still to be achieved?

The students are currently awaiting full return of their paperwork from The FA, in order to prove that they have qualified. Powerleague are intending to link the students into their new University and Student leagues when they re-start in September/October 2011.

Further work is also taking place with Powerleague, with the aim to establish a Manchester College Student League (supported through The FA's Small-Sided Development Fund). Part of the project proposal also includes the hosting of another FA Small-Sided Referees course, so that further referees at the college can become qualified.

Why is this good practice?

The Young Leaders access an FA qualification and avoid the barrier of the cost of the course. They will be able to practice their new skills and gain experience by refereeing five games voluntarily. Powerleague has agreed to support the newly qualified referees to access paid refereeing opportunities, particularly through the growth of their U23s leagues, which are soon to be launched. Powerleague also has four sites across Greater Manchester which means opportunities can be accessed across the city.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

Increasing female participation in FE intra-mural provision using the power of the 2011 Women’s World Cup

Links to the National Game Strategy:

Growth and Retention:

Develop The FA’s Children and Young People offer to sustain participation and address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

KPI: Number of adult 11-a-side female and male teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

The aim of the World Cup Legacy project was to use the power of the 2011 FIFA Women’s World Cup in Germany to increase the number of female students participating in FE Intra-mural provision, while increasing/sustaining the number of male intra-mural teams through a mixed team football festival.

Through this project Richard Huish College aimed to:

- ▼ Provide new opportunities for male and female students to participate in intra-mural football with a focus on increasing female participation
- ▼ Unite students across the entire college through a ‘mixed team’ tournament approach
- ▼ Involve the Student Management Team as the main driver for the project and provide student leaders with the opportunity to organise key elements of the World Cup event
- ▼ Promote available Charter Standard Club playing opportunities as part of the player pathway to support the movement of college/recreational players into local CS clubs.

Tactics used:

- ▼ Following the launch of intra-mural leagues across FE Somerset Colleges male participation has rapidly increased over the year with Somerset Colleges collectively creating over 70 male small-sided teams by March 2011. However in comparison, only 6 female intra-mural teams in Somerset were developed. In response to this Richard Huish College has used the World Cup Legacy project to address the underdevelopment of female participation in football through an innovative mixed football tournament, which uses ‘social football’ as a leading recruitment strategy
- ▼ A meeting took place with the SMT, CCFC and College staff in May 2011 to share ideas and begin project planning
- ▼ The playing format was discussed with the SMT to maximise the number of mixed teams entering – females play 1st half at 4v4 (max of 5 players per squad) and males play second half at 5v5 (max of 7 players per squad)
- ▼ All SMT members were allocated different roles in the organisation and planning of the World Cup Festival
- ▼ A range of ‘fun’ awards were incorporated to provide both a social and competitive element to the event
- ▼ All teams and spectators were invited to a draw the week before the World Cup Event, where team captains chose their World Cup team and group in a draw
- ▼ The tiered SMT structure was a key element to project success, with the lower 6th SMT members leading on delivery the upper sixth SMT members provided a mentor role utilising their experience from last year to provide guidance
- ▼ Male and female CS clubs from different league levels were invited to attend the World Cup event to promote club football opportunities for all college/recreational players.

Key partners involved:

- ▼ BCS
- ▼ Somerset CFA
- ▼ Local CS Clubs.

Project outcomes:

- ▼ As a result of the Richard Huish World Cup 2011 event, male and female participation has increased, addressing the 16-19 drop off in participation whilst providing development opportunities and authentic volunteering experiences for student leaders
- ▼ 10 mixed football teams participated in the event which equated to 99 players (57 male and 42 female) with an additional 12 students volunteering on the day to support delivery (roles included refereeing, results management, registration management) and 12 students acting as team coach/managers.

Project Costs / Value for Money:

- ▼ £1 entry fee per player to cover costs (e.g. purchasing of awards)
- ▼ Eight Goals were loaned from Somerset CFA (Gift in kind).

What is there still to be achieved?

- ▼ Amongst the 99 participants only 19 male and 8 female students indicated that they played for local CS Clubs, therefore a key priority for the 2011-12 academic year will be to support the transfer of players into CS clubs through formalised club links which offer differentiated playing opportunities for all playing abilities
- ▼ Work in partnership with Taunton Town FC to offer U18 playing opportunities to 11-a-side college players, addressing the participation drop off in male adult 11-a-side club football
- ▼ Develop the player pathway through a lunchtime male intra-mural league (per term) and monthly female festivals run by the SMT to sustain 2010-11 participation and recruit additional male and female participants in 2011-12
- ▼ Due to the success of the World Cup event an annual end of year football themed festival will take place which will be planned and delivered by the Student Management Team and Football Futures Leaders
- ▼ Develop a Marketing/Communications strategy to achieve the above through effective promotion and celebrating success.

Why is this good practice?

- ▼ The project addresses a shortfall in 16-19 female football participation whilst increasing and sustaining 16-19 male participation through intra-mural competition
- ▼ Supports workforce development through authentic leadership opportunities for SMT and FF Leaders (in line with the vision and aims of the Football Futures Programme)
- ▼ Supports The FA player pathway by providing non-club football participants with the opportunity to progress into local CS clubs at an appropriate level to them (differentiated exit routes).

Name and Contact of Lead Officer who delivered the project:

Harry Lee (Richard Huish College)

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Lauren O’Sullivan (Somerset CCFC, BCS)

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PROJECT TITLE:

Addressing 16-19 participation drop off through Intra-mural Football

Links to the National Game Strategy:

Growth and Retention:

Develop The FA’s Children and Young People offer to sustain participation and address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

KPI: Number of adult 11-a-side female and male teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

- To develop an extensive intra-mural football programme within Bridgwater College which will:
- a) Increase and sustain male and female participation to address the 16-19 drop off in participation
 - b) Provide authentic leadership and volunteering opportunities for student leaders
 - c) Increase inclusion within the college’s player pathway with formalised exit routes into the College BCS League and CS club football.

Tactics used:

- ▼ It has been highlighted in recent research from a range of key partners (including BCS, The FA, CSP) that the 16-19 drop off in participation is still significantly high and needs addressing. Bridgwater College aims to address the 16-19 drop off by:
- ▼ Expanding the BWC player pathway through intra-mural provision
- ▼ Consulting with students to understand student needs and organise provision accordingly
- ▼ Developing a network of student leaders to support football delivery encompassing The FA Football Futures volunteering themes
- ▼ Developing playing and volunteering opportunities within the community to support the retention of players and volunteers.

Recruitment of Student Leaders - building a workforce:

- ▼ Promotion of the Student Management Team applications to all students via a range of resources (talks, email, posters, College ‘blackboard’ system, website)
- ▼ 33 male and 14 female students were recruited to develop football in the college and local community through Football Futures
- ▼ Six leaders selected as BCS National Coach Scholars who have accessed mentor support from qualified and experienced college staff and regular coaching opportunities (inc. planning, delivery, observation and reflection).

Student Management Team, Student Leaders and Intra-mural Provision:

- ▼ Roles for SMT members were defined at an initial meeting which included: Chairman, Head of Refereeing, Administration Coordinators, Media Coordinators, League Referees, Head of Female Football Development and a Marketing and Communications representative
- ▼ Consultation was completed with the SMT to gain the student’s perspective and understand student needs in relation to male and female intra-mural provision
- ▼ The league website was updated weekly by the SMT with fixtures, results, match reports and photos to create a ‘buzz’ around the league

- ▼ A partnership was formed between the SMT and the Female Football Academy players to develop female intra-mural provision (supported by College staff and the CCFC) enabling over 40 female students to participate in monthly female intra-mural festivals led by students
- ▼ Female Coach Scholars were supported to plan and deliver female Futsal intra-mural sessions, with feedback from mentors, to support the budding coaches’ CPD and provide a fun introduction to Futsal for female students
- ▼ Football Futures Leaders, led by the SMT, organised and delivered the Champions League end of year football festival in which 22 male and 4 female teams participated. Roles included: pre-event organisation, promotion and player recruitment, refereeing, PA communication management and running of an event.

Player Pathway:

- ▼ Tracking of players from BWC World Cup 2010 into local CS Clubs
- ▼ Non-club players in the 6-a-side league were identified via the league entry form
- ▼ Bridgwater Town U18 trials promoted to all students at the start of the academic year. Players who trialled and were unsuccessful were provided with other club playing opportunities to retain players in the game
- ▼ CS Club links promoted to players through the 6-a-side league and at BWC Champions League 2011
- ▼ Four student leaders to act as ‘Club Linkers’ working alongside College staff to identify and support the transition of intra-mural players into club football.

Key partners involved:

- ▼ Bridgwater College (2 Campuses)
- ▼ College and Community Football Coordinator (CCFC)
- ▼ British Colleges Sport (BCS)
- ▼ Somerset CFA.

Project outcomes:

- ▼ The extension of BWC intra-mural football enrichment has addressed a shortfall in the retention of players aged 16-19, enabling the creation of 16 new male teams (112 players) including four male Ability Counts teams (32 players) and 8 new female teams (45 players) participating in regular intra-mural provision
- ▼ The involvement of student leaders at the heart of this project has been the key to success in driving forward male and female participation whilst providing the opportunity to develop the leader’s personal skill sets and experience.

Project Costs / Value for Money:

- ▼ College facilities used to host the events at no additional cost
- ▼ The workforce was provided on a voluntary basis
- ▼ Sports Unlimited funding used to reward student leaders with SMT Bridgwater college kit.

What is there still to be achieved?

- ▼ Grow the ‘football offer’ in the new academic year and develop a more efficient and effective tracking system of students into clubs
- ▼ Expand the intra-mural enrichment programme at the College with a ‘Just Play’ scheme and apply for ‘Sportivate’ funding to extend intra-mural provision further.

Why is this good practice?

- ▼ Addresses 16-19 drop off in participation by engaging new players into intra-mural provision and providing opportunities for the students to progress within the BWC player pathway
- ▼ The project has increased and developed the student workforce through the investment and empowerment of student leaders and creation of authentic volunteering opportunities
- ▼ Development of better players; progression of intra-mural players into inter-college competitions and clubs (e.g. seven female intra-mural players competed in the South West Futsal Qualifiers in May 2011. At the beginning of the academic year (Oct 2010) the same seven players had dropped out of football).

Name and Contact of Lead Officer who delivered the project:

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PROJECT TITLE: Matthew Boulton Male Intra-mural 5-a-side League

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and to address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

KPI: Number of adult male 11-a-side teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

The aim of the project was to create a 'buzz' around the Matthew Boulton Campus by establishing a structured intra-mural male league, which would be run on the new 3G pitch at Aston University. It was hoped that 12 male teams (84 students) as a result of this project would be involved in playing regular football. Working with the newly established SMT, members of the group would play a vital role in supporting the running of the league and making it enjoyable and exciting for all to take part.

Tactics used:

- ▼ Tactics used to promote the league included the hosting of 'Promotional Days' every Wednesday to speak directly to students and get teams signed up. Marketing materials were shown on the plasma screens across the campus, e-mails including details of the league were sent to key contacts and posters were put up on the student shared portal
- ▼ A launch event was hosted to provide students with a chance to see what playing opportunities were available via the new male intra-mural league.

Key partners involved:

- ▼ Birmingham Metropolitan staff
- ▼ Aston University staff.

Project outcomes:

- ▼ The outcome of the project was to engage as many 16-19 males that were not already participating in any football activities at the college
- ▼ 12 teams (84 male students) took part in the intra-mural league on a weekly basis
- ▼ Awards were provided to motivate students to take part, including: 'Top goal scorer', 'Player of the League' and 'Team Fair Play award'
- ▼ Six members from the Student Management Team took the lead on running the league, providing them with invaluable experiences and the opportunity to develop a range of skills.

Project Costs / Value for Money:

- ▼ £400 to cover facility hire (8 weeks)

What is there still to be achieved?

- ▼ Retention of teams for next season's Matthew Boulton Intra-mural League by working with a new cluster of students
- ▼ Encourage player movement from the intra-mural league into college academy teams/ local Charter Standard Clubs/community set-ups. Providing students with as many opportunities to play football as possible.

Why is this good practice?

The Matthew Boulton campus is based in Birmingham City Centre. As a result students don't have many opportunities to participate in any type of sport. Eighty-four students who usually wouldn't participate signed up to the league and have been playing regular football for eight weeks.

The project has led to the growth of male players participating in small-sided football on a regular basis.

Six members from the Student Management Team were responsible for the running of the league, to ensure that it was an enjoyable and positive experience for players, whilst also developing their own organisational and administration skills.

Name and Contact of Lead Officer who delivered the project

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PROJECT TITLE:

Increasing female participation in football through the development of Intra-mural provision, via pilot projects at Bridgwater College and Richard Huish College

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

KPI: Number of adult 11-a-side female teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

Pilot two female intra-mural football programmes in two BCS Focus Colleges in Somerset with the aim to increase and sustain female intra-mural participation by:

- Using the pilots to identify challenges and solutions around female provision to establish two different models of success
- Sharing models of best practice with FE Colleges across the county
- Working with Somerset FE Colleges to replicate/modify pilots to meet individual college needs to ultimately increase female football participation across the county.

Tactics used:

Prior to running the pilots it was important to note some of the challenges faced when trying to develop female intra-mural provision, which included:

- Competing with other sports for a small pool of female players (particularly hockey, netball and basketball)
- Finding the right time to organise provision (consultation with female students highlighted that many disliked playing during lunchtime whereas many male intra-mural leagues run successfully at this time)
- Changes to the FESCo role have reduced the workforce within some FE colleges to drive new provision forward.

Therefore in response to the above points there has been a real need to consult with Focus Colleges in Somerset to design some innovative strategies to pilot female intra-mural provision across the County.

- The approach adopted looked to formalise a pilot model for each college (Futsal highlighted by students in both colleges as a preferred playing format due to the style of play and emphasis on technical and tactical elements with a reduction of the contact/physical element in 5-a-side)
- A meeting took place with the Student Management Team, Football Futures leaders and college female football players to:
 - Identify suitable dates and times for provision
 - Agree a player recruitment strategy
 - Confirm a marketing plan
 - Allocate student roles to share the workload.

- Player recruitment strategies differed but the key to success was student involvement and drive:

Method a) Use of the SMT and Female Academy players to drive recruitment, which was incentivised to encourage students to recruit as many students across the entire college and discourage students from building their individual teams

Method b) The CCFC and SMT influenced the coaching staff of all female college teams in order for staff to realise the benefits of their players participating in the Futsal events and encouraging their teams to enter

- Team sheets were given to all players and the Student Management Team formulated/ distributed the festival fixtures
- SMT members were involved in the delivery of the projects (examples included: refereeing fixtures, recording results and awarding participation rewards)
- Delivery was repeated on a monthly basis
- Models were shared with Colleges across Somerset in April-June 2010.

Key partners involved:

- British Colleges Sport
- Focus Colleges (Bridgwater College and Richard Huish College)
- Somerset CFA.

Project outcomes:

- The project addressed a shortfall in female participation within the 16-19 age group through two successful, yet very different intra-mural pilot models, which can be shared amongst the FE College network in Somerset with the aim to further increase the number of female participants across the County.

Project Costs / Value for Money:

- CCFC planning and delivery support
- BCS/Somerset CFA Equipment Loan (Gift in Kind)
- College facility usage (GIK)
- College printing costs for marketing and promotional material (approx. £10).

What is there still to be achieved?

- Meet with individual colleges to replicate and/or modify the models so that female provision is 'fit for purpose' and meets the target group's needs
- Promote female intra-mural provision at Fresher's Fairs and pre-season training/trials for students to register an interest
- Create a marketing strategy for 2011-12 to support/maximise player recruitment
- Organise monthly 'female targeted' sessions at Bridgwater College 'Just Play' Centre and support the transition of college and community 'Just Play' participants into local CS clubs through partnership work with Somerset CFA.

Why is this good practice?

- Addresses the post 16 drop off in female football participation
- Supports the development of a college female player pathway
- Relieves college staff delivery pressures via the support from the Student Management Team and CCFC, at a time when funding cuts to FE are increasing work-loads and pressures
- Provides authentic leadership and volunteering opportunities for Football Futures leaders.

Name and Contact of Lead Officer who delivered the project:

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PROJECT TITLE:

Developing Intra-mural football provision across a network of nine colleges in Somerset**Links to the National Game Strategy:****Growth and Retention:**

Develop The FA's Children and Young People offer to sustain participation and address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

Develop different affiliation and benefit packages for consumer groups not traditionally affiliated, i.e. HE, FE, Intra-mural and small-sided.

KPI: Number of adult 11-a-side male teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

To address the male 16-19 year old 'participation drop-off' in Somerset through the expansion of College Football Programmes, by making football more accessible to students through intra-mural recreational provision using a small-sided format.

Tactics used:

- ▼ A meeting with the colleges across Somerset took place to gain an understanding of individual student and college needs, existing provision, resources available and to identify any potential challenges
- ▼ Support was provided to each individual college to form a Student Management Team (SMT) so that delivery was managed by student volunteers
- ▼ Through consultation with staff and students, an intra-mural model was devised for the individual colleges (see examples in the table below)

	Bridgwater College	Richard Huish College	Yeovil College
Format	6-a-side league	Futsal League	5-a-side Festival
Time	Monday lunchtimes	Wednesday lunchtimes	Monthly Festivals
Duration	Nov- April	8 weeks, Term 2	1 Festival per term (min)
Facility	Astro turf pitches	Dome indoor facility	3G pitch off site at a local school
Target group	Open to all	Targeted at disengaged players	Open to all
Project lead	SMT driven	SMT driven	SMT driven
Number of teams	8 league teams	8 league teams	12 Festival teams
Overcome challenges	Diverse playing ability: number of 11-a-side team players capped per team	No indoor goals: 8 week loan from CFA to deliver Futsal League	Limited facility access: leagues ran in the format of monthly Festivals
Justification	Monday lunchtimes selected due to being the most accessible for students. Teams are allowed a maximum of two academy players	Following consultation with students the Futsal format was adopted. Wednesday was selected to allow students not in teams to access playing opportunities	Due to limited availability of college facilities an agreement with a local school was established enabling the college to utilise facilities for the monthly festivals in exchange for leadership support at sports events

- ▼ A marketing strategy was devised, outlining:
 - a. Promotion/player recruitment strategy: e.g. role of SMT, ways to promote the league, how to best engage the target audience (players and volunteers)
 - b. Communications strategy to create a 'buzz': e.g. text team captains the day before a fixture, send weekly emails to all players with league updates, create a website with fixtures, results, match reports, photos and player statistics
 - c. Celebrating success: e.g. news articles on website for league launch.
- ▼ Incentivising player/team commitment to support the retention of players through:
 - a. Participation rewards such as 'fair play', 'most committed' team and winner of the league
 - b. Incorporate a league point system: points dropped for missed fixtures, 1 point for loosing, 2 for a draw, 3 for a win.
- ▼ Delivery of leagues: SMT was the main driver in addition to the recruitment of volunteer referees from the Football Futures Programme (part of the recruitment strategy led by the SMT). The roles adopted by members of a 'typical SMT' are detailed below:

Mar/Comms Officers (x2)	Media Officer	Head of Refereeing	Administrator	Head of Women's Football	Head of Ability Counts Football
Contacting teams/ players weekly email updates Match reports	Website Photography/ video Produces promotional material	Referee recruitment Referee organiser/ communicator	Fixtures/results Team sheets Organising rewards Updating weekly league table	Women's football development Organises female targeted sessions/ festivals	Supports delivery of Ability Counts lunchtime league Liaison with head of refereeing/ admin for running of league

- ▼ County Festivals: The CCFC with support from the College SMTs, delivers termly county intra-mural festivals to:
 - a) Reward team participation in college intra-mural league (colleges select the most committed team to progress to the county festival) and,
 - b) To engage colleges without a weekly intra-mural league, providing staff/students with an insight into the intra-mural programme with an aim to engage these colleges and launch more leagues/provision across the county (participation awards are provided at each event for every player and volunteer)
- ▼ Retention of participants and sustainability of programme:
 - a) Male and female Charter Standard Club Links are developed at each college through a service level agreement to support the transfer of players from intra-mural into CS clubs
 - b) Support is provided to each college to host an end of year themed football festival with the aim to recruit more students into the programme and retain such participants in the new academic year.

Key partners involved:

- ▼ Somerset FE Colleges
- ▼ British Colleges Sport
- ▼ Somerset CFA.

Project outcomes:

- ▼ The intra-mural programme has created 81 new male small-sided teams and regular playing opportunities for 570 players across Somerset Colleges in 2010-11, thereby making football more accessible to students and re-engaging players who had stopped participating. In addition the project has enabled student volunteers to develop their individual skill sets and gain authentic leadership experiences through the Student Management Team and/or intra-mural league delivery.

Project Costs / Value for Money:

- ▼ Use of College playing facilities (Gift in Kind)
- ▼ £10 printing costs per college (promotion/marketing materials)
- ▼ Free entry into BCS Intra-mural Championships (termly County Festivals)
- ▼ Free affiliation of small-sided intra-mural teams to the County FA (when alongside 11-a-side affiliation)
- ▼ BCS/SFA equipment loans (GIK).

What is there still to be achieved? (What will you do next?)

- ▼ Review 2010-11 intra-mural leagues with individual colleges in August 2011 to:
 - a) Retain participants
 - b) Expand the programme to increase accessibility by offering additional intra-mural provision for those who have timetable clashes with the 2010-11 time slots and,
 - c) Make the leagues more inclusive for all abilities through league divisions/capping rules
- ▼ Advertise SMT roles and promote new leagues/recruit teams in September 2011. Expand the existing SMT with a two-tiered approach, creating a mentoring role for second year students to support the sustainability of the SMT
- ▼ Launch 2011-12 intra-mural leagues in October 2011 for U19s, and utilise Sportivate funding for designated intra-mural projects in line with a launch to increase and sustain participation throughout 2011-12
- ▼ Work with local partners (Somerset CFA, County Sports Partnership and local CS Clubs) to support the transition and effective tracking of students into clubs (as players and/or volunteers).

Why is this good practice?

- ▼ The project demonstrates how flexible formats can meet the individual needs of each college (success looks different across the network) in order to address a shortfall in the retention of 16-19 year old male players and develop a more extensive FE football programme across the county to engage students as players and volunteers at every level.

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PROJECT TITLE:

FE Community Links with Charter Standard Clubs

Links to the National Game Strategy:

Growth and Retention:

Develop The FA's Children and Young People offer to sustain participation and address the drop out at key phases mini-soccer to youth, 14-16 and 16-19.

KPI: Number of adult 11-a-side female and male teams

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

The aim of the project was to provide progressive exit routes for both young leaders and players aged between 16 to 19 years of age working within the community, CS Clubs and the local CFA.

Tactics used:

- ▼ A meeting was initially arranged with Shropshire CFA to confirm the aims and objectives of the project and how it could be practically implemented
- ▼ Twenty six CS clubs from within Shropshire were engaged to identify how the project could assist with meeting their development needs, whilst meetings with Telford and Wrekin Council Football Development and AFC Telford United FC also took place to confirm the support they could provide to assist with achieving the project's overall objectives
- ▼ Members of the Student Management Team supported Shropshire CFA football events as and when required, in return the students would gain access to coach education qualifications
- ▼ In addition to supporting the work of Shropshire CFA twelve members of the SMT were supporting local CS clubs, a further nine were working with Telford and Wrekin Council within the local community delivering football in local schools, supporting holiday sessions and a 16 -19 year old project, which was based at TCAT College using the new Mars 'Just Play' Centres
- ▼ Progressive exit routes for both young leaders and players were developed via links between the CCFC, Telford and Wrekin Council, Shropshire CFA and local CS clubs
- ▼ When players signed up for intra-mural leagues, Mars 'Just Play' centres or any other college events they would be asked if they were playing for a club. If the player indicated that they were not currently playing in a club environment they would be signposted and actively encouraged to join an appropriate CS club. Once a player had registered with a CS club, the club would inform the college so that tracking of the player could be recorded and added to the overall Scoreboard supplied to the BCS and The FA.

Key partners involved:

- ▼ AFC Telford United F.C
- ▼ Shropshire CFA
- ▼ Telford and Wrekin Council
- ▼ Twenty-six local CS Clubs.

Project outcomes:

- ▼ 12 SMT members are now working with Telford and Wrekin Council Football Development service
- ▼ 26 CS club links have been developed in the county
- ▼ 10 members of the SMT are coaching in local CS clubs
- ▼ 51 male and 14 female players are playing for local CS clubs, 2 male and 2 female players have joined disability teams.

Project Costs / Value for Money: N/A

What is there still to be achieved?

- ▼ To strengthen links and provide a greater number of exit routes for students within the college
- ▼ Continue to build strong links within the community
- ▼ Continue to track students who play within CS clubs in Shropshire.

Why is this good practice?

It provides a wide range of progression routes for all students and young leaders within the college and supports local CS clubs who are in great need of additional volunteers to support their football workforce.

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PROJECT TITLE:

The development of a Football Focus Team, using the Football Futures Programme

Links to the National Game Strategy:

Workforce:

Deliver the Football Futures programme supporting 25,000 young leaders and tracking the participants to assess the number of young leaders that become volunteers in the game.

Aim of project:

At Telford College a Football Focus Team (FFT) has been established to help develop the volunteer workforce in community and college football. Once a member of the FFT, students are encouraged to adopt an active lead role in the football delivered within Telford College. The FFT currently has twenty-five members (9 females and 16 males) all working on the Football Futures programme.

Tactics used:

- ▼ In order to develop an effective FFT a number of stages were followed including:
- ▼ Stage 1: Focus Meeting with staff and students – to agree key objectives and methods of implementation. Workshops were also hosted during the holiday period for students indicating an interest
- ▼ Stage 2: Promotion - Promotion of the application process for the FFT was managed in a number of ways including: a) Message boards situated in key venues across the college campus, b) direct email advertising to students to confirm dates, times, venues and the application process, c) A web page blog was produced on the college intranet d) Tutors and the CCFC used a range of opportunities to spread the word informally
- ▼ Stage 3 – Students were interviewed and inducted.

Once appointed the students within the FFT gained the opportunity to be involved in a number of different roles, examples included:

- ▼ Intra-mural Leagues – The FFT take an active role in the intra-mural leagues with the running, collating of scores and refereeing fixtures. Taking place every Monday, Tuesday and Friday lunchtimes
- ▼ Promotions - The FFT support the promotion of any football events taking place
- ▼ Mars Just Play Centres – The FFT support the CCFC in the running and collating of records for the centres
- ▼ Disability Football sessions – Every Wednesday two FFT members support the disability drop in centres with the Sportability group running different football activities for players aged 16 to 19 years old
- ▼ Respect Ambassadors – all of the FFT members act as Respect Ambassadors whilst working as a volunteer
- ▼ British College Sport (BCS) – Members of the FFT also support national events run by the BCS e.g. National Non-elite Finals in Nuneaton, where students were responsible for the media coverage of the event, setting up awards, buffet, ball boys/girls, photo's and filming matches
- ▼ Shropshire CFA – The FFT will support any events that the Shropshire CFA may hold from ESFA Cup tournaments, Futsal events to Disability Special Olympics Football events
- ▼ Charter Standard Football Clubs – To grow the volunteer football workforce within the local community some of the FFT members support local CS Football Clubs and work alongside teams coaching, referring or supporting with administrative tasks.

Key partners involved:

- ▼ Telford College
- ▼ Telford and Wrekin Council Football Development
- ▼ Shropshire CFA.

Project outcomes:

- ▼ As referenced within the 'Tactics' section members of the FFT gained access to a wide range of opportunities to develop their leadership skills. Nine females and sixteen males are currently working on the Football Futures programme, two of which have attended the National Camp earlier this year and one other student has been asked to apply for the newly formed BCS Sports Council.

Project Costs / Value for Money:

- ▼ The cost of track suits for all SMT members

What is there still to be achieved?

- ▼ Build on the success of the current FFT by recruiting more young leaders in September 2011
- ▼ Host additional FA Level 2 and Referee courses at the college.

Why is this good practice?

This scheme has provided students with the chance to volunteer in a wide range of roles whilst also developing their professional skills. Members of the FFT students are gaining new qualifications, such as FA Level 1, FA Level 2, FA Module 1's, FA Referee basic qualification etc. By providing students with the lead responsibility to run college football has been very effective. It has resulted in the playing opportunities being designed to meet the needs of students, whilst also providing the FFT members with authentic volunteering experiences to develop a wide range of skills.

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National Delivery Partners

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