

The Football Development Programme

Highlighting successful projects in education from around England



County FA: Birmingham

PROJECT: School-Club Link: Kingshurst FC/Smithswood SSP

MEETING THE CHALLENGE

What we wanted to do

- Build and reward the work done by Kingshurst FC
- Target non-participating Year 3 and 4 children
- Raise the profile of the club within the local community
- Provide children with, otherwise non-existent, good, appropriate exit routes.

What we did

- Six- week OSHL programmes in four primary schools in the region of Kingshurst FC
- Facilitated by the PDM/Club representative
- Supported by PLT/Learning mentors in each school
- Level 2 coaches assisted by Level 1 coaches
- Festival at club supported by JFOs from the feeder secondary school
- Six-week soccer centre followed school delivery
- Walkers OSHL utilised to continue project.

IMPACT

- The Wye Valley SSP submitted 20 CS school applications in the 2005 - 2006 academic year
- The project is now to be delivered in two additional partnerships in 06/07.



County FA: Bucks and Berks

PROJECT: CS Ambassador Project

MEETING THE CHALLENGE

What we wanted to do

- To have more schools achieve CS
- To raise the quality of football delivery within schools
- To increase the number of volunteers working in the community.

What we did

- Contacted the sports partnership and developed a loyalty scheme. The greater the number of CS schools they achieved in a year, the larger % we paid for KS teaching certificates, JFOs and TOPS courses.

IMPACT

- The Wye Valley SSP submitted 20 CS school applications in the 2005 - 2006 academic year.
- The project is now to be delivered in two additional partnerships in 06/07.



County FA: Cheshire

PROJECT: Project: Girls' High School League

MEETING THE CHALLENGE

What we wanted to do

- We wanted to provide regular competitive opportunities for girls to play football in high schools and encourage schools to form teams and provide regular coaching.

What we did

- Met with the PDM and all the SSCOs in the partnership to discuss the idea of the league
- Met the local SDO who helped to coordinate the programme with the PDM
- Got newly qualified referees from the female only referees course to officiate in the league
- Female coaches who were being mentored helped to organise activities on the day.

IMPACT

- Six teams entered the league and played at a central venue over period of six months
- Festival held at the end of the league League into its second year and has extended to include an extra age group
- Due to the success of this we now have three leagues in the county with two more planned
- County tournament planned for for the winners of each league.



County FA: Cheshire

PROJECT: Developing Young Leaders Programme and Competitive Opportunities for KS 2

MEETING THE CHALLENGE

What we wanted to do

- Deliver the JFO programme to all high schools within one SSP
- Young Leaders to support the provision of Cluster Festivals for Years 3/4 and 5/6
- Identify Young Leaders for FA SiS & CSP SiS and Young Leaders Camp
- Partnership model to demonstrate success to other SSPs.

What we did

- Met Blacon SSP's PDM to develop plan and provisional dates. PDM to discuss at SSCo planning meeting at beginning of September
- Support identifying one tutor for the one school not trained yet; linking to future JFO Tutor training
- Met with local F/F FDO and PDM to plan SSPs Festival Final for HS Cluster festivals to work towards
- Funding identified in County Plan to support deliver of programme.

IMPACT

- Five JFO Courses, one in each SSPs HS, targeting 75 Young Leaders
- Five Cluster festivals delivered to 500+ children
- One SSPs Final festival for 100+, with best JFOs supporting the running of Festival
- Potential to link Young Leaders into FA SiS programme, nominations for FA Young Leaders Camp and for CSP SiS programme for 2007/8
- A model for other SSPs.



County FA: Cheshire

PROJECT: Develop Training and Competitive Opportunities for SLD Schools

MEETING THE CHALLENGE

What we wanted to do

- Provide the opportunity for SLD schools not linked to an Ability Counts Club to receive a football training programme for Years 3 to 14
- Provide a competitive opportunity for all SLD schools.

What we did

- Met SLD School Sport Association, liaised with PDMs; to develop programme and confirm venue and dates
- Highlighted programme in County Plan
- Identified experienced coaches to deliver on the programme from different Disability clubs
- Delivered four-week coaching programme to Years 9 to 14; a four-week coaching programme to Years 3 to 8 within curriculum time and a festival for all-year groups
- Teacher mentoring on the coaching programme to support further delivery within the schools.

IMPACT

- Six schools involved in the whole programme with 102 children with varying disabilities from Years 3 to 14 receiving regular coaching
- Seven schools competed in the festival involving 97 children.
- Seven children moved into a local club linked with the programme.
- The programme to be delivered in 2006.



County FA: Devon

PROJECT: JFO – Teacher education

MEETING THE CHALLENGE

What we wanted to do

- Increase the number of schools delivering JFO courses
- Increase the number of teacher training opportunities
- Identify what teacher training opportunities are required.

What we did

- Audited PDMs
- Put together a teacher education programme
- Ran four JFO tutor courses (four corners of the county whole day and twilight courses)
- Ran two TOP up football courses
- Ran hybrid courses – two-hour football courses preceding term of football in two partnerships, led by CSC
- Offered L1 scholarship money
- Utilised tutors that had been disengaged, identified new lead education tutor, attended GTT.

IMPACT

- 12 JFO courses run within schools
- Over 100 pupils been through the course – 12 festivals
- Over 40 JFO tutors now in schools
- Over 120 teachers benefited from hybrid course
- Excellent relationship formed with PDMs
- Five teachers trained at L1
- First JFO in EBD school, pupils supported special school festival



County FA: Devon

PROJECT: Charter Standard/JKS

MEETING THE CHALLENGE

What we wanted to do

- Increase the number of CS schools
- Raise standards within schools
- Ensure schools have taken advantage of all opportunities

What we did

- Trained SSCo to complete the CS application form and JKS with PLTS
- Always had CS as an outcome in meetings with schools
- Engaged with private providers
- To get CS as an outcome of delivery in schools

IMPACT

- Over 100 new charter standard schools in 12 months
- Over £10,000 invested by FF in JKS in schools
- 2 CS school festivals
- World cup CS festival this summer targeting 50+ schools



County FA: Dorset

PROJECT: Futsal Coaching Sessions and League

MEETING THE CHALLENGE

What we wanted to do

- We looked to provide all students within the Queen Elizabeth SSP (Years 7-13) the opportunity to gain first-hand experience of Futsal
- Following this initial introduction to the game we hoped to provide players who showed further interest an exit route.

What we did

- Highlighted the programme within the SCL plan
- Liaised with PDM and SSCo
- School received Futsal equipment and fact-sheets to promote the day
- Delivered a skills session (for all Years 7 – 13) during the school day
- A separate girls' session also took place furthering the accessibility to the game for this target group
- Ongoing support to the school.

IMPACT

- Over 150 (Male 122 Female 28) students had the opportunity to try Futsal for the first time
- Two lunchtime leagues were set up during the term for boys under 16 and under 18 with the support of School Sport Partnership.



County FA: Essex

PROJECT: Love Football, Learn Football

MEETING THE CHALLENGE

What we wanted to do

- To provide an interactive and exciting learning resource based around the countries involved in the World Cup finals which would be specifically for FA Charter Standard primary schools
- To provide the schools with an insight into how football can aid learning through fun classroom and practical activities targeted at Year 3 + 4 children.

What we did

- Love Football, Learn Football resource pack devised around 10 countries for teachers and pupils
- Scheme promoted to FA Charter Standard primary schools
- Schools allocated a country to research and represent at the Love Football Learn Football World Cup festival
- 1½ hour practical and interactive theory session delivered to a class of Year 3 + 4 children by NACRO + ECFA staff

- Each school brought a team to the festival run in partnership with JFO students from a local CSD school
- Schools were challenged to get into the World Cup ethos and design flags, team shirts and come up with football chants about their allocated country.

IMPACT

- The children have been able to develop a variety of skills – including personal development through to social and academic
- Many of the children experienced a football festival for the first time and are now more confident about becoming involved with their school's existing football opportunities – whether lunchtime or after-school clubs or school teams
- The project received some excellent press coverage including a feature on Anglia TV and also the county newspaper Essex Chronicle



- This project has also benefited teachers and teaching assistants who were able to observe coaches working with their class – many of whom assisted with the practical sessions thus increasing their confidence.

County FA: Gloucestershire

PROJECT: Belmont and Bettridge Special Schools After-School Club

MEETING THE CHALLENGE

What we wanted to do

- To increase the number of disabled children participating in football
- To increase the number of qualified staff
- To provide quality coaching within curriculum time
- To provide an out of school opportunity for the children to participate in football.

What we did

- We provided both schools with eight weeks of coaching by a professional coach
- We organised for the two PE coordinators from the special schools to attend and complete a McDonald's Level 1 coaching course
- We provided access to the Coaching Disabled Footballers course
- We helped both schools achieve their FA Charter Standard status
- We guided the schools in writing a joint FF small grants bid to start an after-school club
- We created a link with a local club.

IMPACT

- Children from both special schools getting increased access to in-school quality football sessions
- An increase in after-school opportunities
- Accessing mainstream disabled pupils from the local secondary school for the after-school club
- The local football club, Southside FC, starting a junior disability section at their club.



County FA: Hampshire

PROJECT: FA Charter Standard Day – encouraging School to Club Linking

MEETING THE CHALLENGE

What we wanted to do

- We wanted to make all Charter Standard Clubs in attendance on the day aware of The FA's School - Club Links Programme this summer in preparation for planning for next year.

What we did

- Provided an overview of 'why' SCL
- Discussed the benefits to the club
- Discussed the benefits to the school
- Highlighted this and previous projects
- Singled out one particular project as an example
- Provided timescales for planning for 2007.

IMPACT

- Many more questions from clubs about how to get involved immediately and in the future
- More club coaches aware of the requirements of schools when they work on school sites.



County FA: Isle of Man

PROJECT: Increase Girls' Under 11s Participation in Football

MEETING THE CHALLENGE

What we wanted to do

- Develop more teams within the IOMFA Girls' Under 11s Junior League
- Use the IOMFA's links with primary schools to develop the Girls' Junior Football League through the Manx Youth Games and maintain a consistent flow of new participants to the Girls' Junior League.

What we did

- Support provided to all CS schools in the form of local CS club coaches running a/s clubs for girls (Sept – Dec)
- MYG training sessions promoted in schools (Dec). Regional MYG Girls' football sessions (4) taking place once a week from Jan – May organised by coaches from local CS clubs
- Girls participate in MYG event (May)

- Given the fantastic experience of friendly fixtures in the MYG, the Girls are then registered with their local CS club and into the Girls' Under 11s League
- The clubs and schools involved in this process then develop into School-Club Link programme.

IMPACT

- 13 Girls' teams have been established at CS clubs through initiative to date
- MYG provides girls with their first real experience of 'mini soccer' and develops their enthusiasm to play the game outside of school
- Approximately 40 new girls (120 in total) participate in the MYG on an annual basis as a result of the initial football sessions provided in schools by CS club coaches
- 88% of girls participating in MYG join their local CS club the following season



- Of the IOM's 32 primary schools, 17 are now involved within one of the three regional SCL projects which include seven of the IOMFA's 10 CS clubs.

County FA: Kent

PROJECT: OSHL/School-Club Link Programme Developing Girls' Football

MEETING THE CHALLENGE

What we wanted to do

- Increase the opportunities for girls to play football both in schools and in the local community
- Identify local clubs to provide an exit route for girls
- Increase the knowledge and qualifications of teachers.

What we did

- Delivered FA OSHL programme to all primary and secondary schools in SSP in 2004-2005 academic year
- OSHL programme continued in 2005-2006 supported by School-Club Link programme
- Delivered EFCA School-Club Link workshop/CS Schools Workshop
- School-Club Link focused on a specific family of schools linking them into a CS Club (Castle Colts)
- JFO course delivered to Year 10 pupils of SSC - these pupils delivered the SCL Festival

- Tops Football Course delivered by CFA in SSP to support teachers in the delivery of football
- Castle Colts submitted SGS application to further develop work already undertaken via School-Club Link programme

IMPACT

- 150 girls had access to coaching programme
- 60 regularly attending Club sessions (23 via SCL programme)
- 11 Young Leaders
- 36 Teachers Tops trained
- Stronger links with local clubs has resulted in better player pathways.



County FA: Lancashire

PROJECT: Futsal

MEETING THE CHALLENGE

What we wanted to do

- Offer Futsal to high schools girls as an alternative/to 11v11:
- Less players required
- Less distance to travel
- Sports halls ideal venues
- Encourages ball manipulation.

What we did

- Level 1 Futsal fully funded for female teachers (27 attended). Encouraged to apply for Futsal equipment
- Referees 'awareness' course delivered to teachers/aotts
- Futsal referees course (Nov 06) organised
- Level 1 Futsal for aotts (June 06)
- Level 1 Futsal for teachers (male and female) Oct 2006
- C/S high schools receive four weeks of Futsal coaching.

IMPACT

- One SSP converted girls' schools league to Futsal
- Inaugural LFA Futsal festival summer 06: 27 school teams in three age bands using refs from awareness course
- A number of schools running inter-form activity/breakfast clubs
- Lancashire Youth Games 2007 running under 15 Futsal (girls)
- Competition: all boroughs to run preliminary event to select representative team
- Brownedge St Mary's SSC winners of FA National Innovation Award for Futsal
- College league currently underway for males and females.



County FA: Lincolnshire

PROJECT: Football United

MEETING THE CHALLENGE

What we wanted to do

- Raise awareness of key initiatives
- Promote funding opportunities
- Bring about partnership working opportunities to key partners
- Increase quality of provision in local schools
- Reward good practice through FA Charter Standard.

What we did

- Organised Football United County Conference
- Key national speakers – Donna, Nick and the Football Foundation -added a practical session for deliverers
- Ordered relevant literature
- Invited key partners, PDMs etc
- Promoted event.

IMPACT

- Partnership working with nine out of 11 PDMs. (Would have been 11 but two have have left!)
- Five school-club link programmes now in place
- Four SSPs now working towards 100% CS schools cover
- Promotion of JKS/SGS/GPS through networks
- Plans in place to roll out FA days in SSPs, days to include:
 - Tops course
 - Funding workshop
 - CS application.



County FA: Liverpool

PROJECT: Football Action Zones – South Central Liverpool (Childwall SSP)

MEETING THE CHALLENGE

What we wanted to do

- Empower local partners with the capability to strategically devise, deliver and sustain a football development programme within their community/partnership area
- Support four SSP to become self sufficient.

What we did

- Established partnership with all key partners
- Sold programme (benefits)
- Audit of existing provision
- Justification of need
- Development plan
- Funding application
- Delivery of development plan.

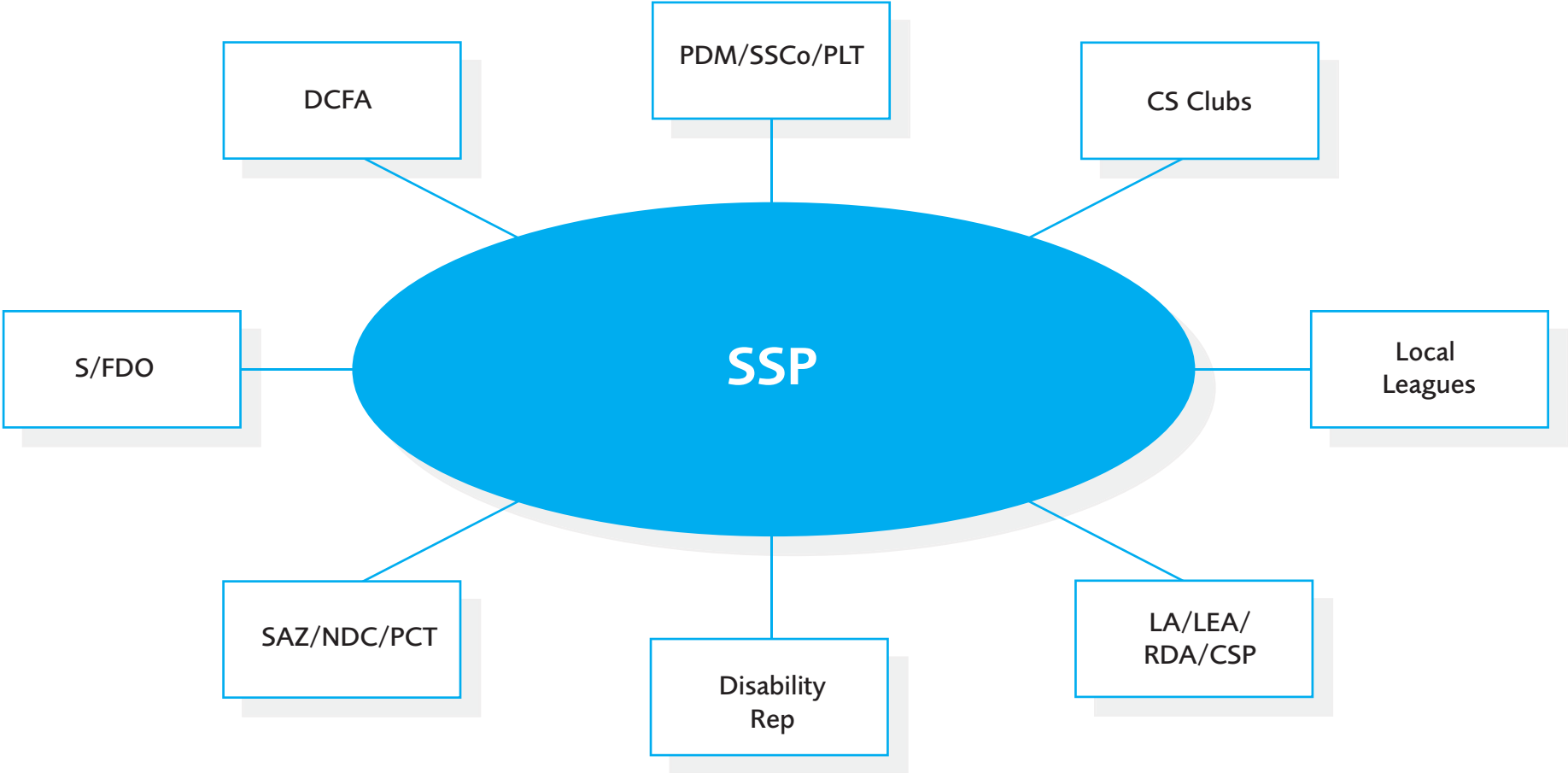
IMPACT

- Partnership that coordinates and M&E all football activity within the area
- Primary girls' coaching programme and league (SCL)
- Secondary girls' coaching programme and Futsal league, local clubs = exit routes (SCL)
- Special schools coaching programme with exit route to local CS Club (SCL)
- Access to 13,599 young people in SSP
- Young Leaders coaching programme
- CPD programme for teachers
- Referee development programme with local league
- CS Ambassador in each secondary school
- I.D. teachers to attend mentoring programme
- CEP application to FF for sustainable programme and officer
- Opportunity to influence SPAAs (CSN).



Football Action Zones

PARTNERSHIPS



Football Action Zones

PARTNERSHIP WORKING

Empower local partners with the capability to strategically devise, deliver and sustain a football development programme within their community/partnership area

With the introduction of the Whole Sport Plan it is imperative that the Football Development Programme is strategically managed in consultation with all local/regional partners to identify need, develop involvement, commitment and ensure optimum usage of resources

Nothing in Isolation – Using the Football Action Zones as a vehicle we can not only deliver on the education aspect of the County Plan but we can deliver on the whole of it, thus providing a sustained strategic method of supporting our partners to achieve and enhance our shared key objectives and programmes.

Football Action Zones

SUMMARY

PERFORMANCE EXCELLENCE To provide pathways for those who wish to excel and provide the appropriate facilities to do so		COACH EDUCATION + CPD To facilitate coaches, teachers and volunteers with the opportunity to attain recognised standards for the benefit of the athletes, club/school and sport MENTORING Provide an opportunity for males and females to develop their skills
COMMUNITY DEVELOPMENT To provide local people with the opportunity to develop community health and well-being through football and physical activity and have the appropriate facilities to do so	CLUB PROGRAMMES To enable all members to actively participate in football and physical activity in a safe, effective and child friendly environment and have the appropriate facilities to do so	
SCHOOLS To enable every young person to have the opportunity to learn foundation skills and participate in football or physical activity leading to wider opportunities		

County FA: Manchester

PROJECT: <<No name given>>

MEETING THE CHALLENGE

What we wanted to do

- To deliver a girls' football roadshow in each of the 10 boroughs of Greater Manchester to primary and secondary schoolgirls
- The roadshow to include the 'girls aloud' exhibition (from the National Football Museum) and coaching sessions by England players.

What we did

- Developed the idea through the Sports Action Group
- Worked with LEAs/PDMs to deliver the roadshow in a local school
- Roadshow delivered in sessions to primary and secondary schools
- Local FA Charter Standard clubs invited to provide a route for the girls.

IMPACT

- Roadshow delivered in all 10 boroughs
- Over 800 schoolgirls from 80 schools participated.



County FA: Manchester

PROJECT: Greater Manchester SSCO Mini Soccer Festival

MEETING THE CHALLENGE

What we wanted to do

- Provide a competition for Year 1 mixed and Year 3-4 girls from primary schools across Greater Manchester
- Allow JFO students to gain experience in running a soccer festival.

What we did

- Proposed the competition at Education Advisory Group meeting
- Liaised with PDMs and SSCO's in running competitions in their SSP to determine entrants for SSCO Festival
- Liaised with PDMs on arranging JFO course for high school students
- Each primary school allocated a World Cup country and encouraged to learn about the country
- Each SSP provided JFO students to organise the event on the day.

IMPACT

- 10 Year 1 mixed teams and 20 Year 3-4 girls teams took part in the festival (over 250 primary school pupils)
- 44 JFO students organised and ran the festival on the day
- All players and JFO students received medals and certificates
- Year 1 competition based on fair play



County FA: Middlesex

PROJECT: Lea Valley SSP – OSHL Programme

MEETING THE CHALLENGE

What we wanted to do

- The programme looked to engage children in Years 5 & 6 who do not play for their school teams and therefore would not usually get the opportunity to play in school competitions.

What we did

- Using a coaching company called Foundation Football, 21 schools received a five-week block of after-school clubs.
- After each school had received their coaching a festival was organised by the PDM and Foundation football
- 13 schools and 200 children took part in festival
- The Lea Valley High partnership received £4000 in funding and used this to pay for the sessions, festival, medals and certificates.

IMPACT

- Children who wouldn't have normally had the opportunity to play for their school have now done so and some have moved into local clubs.

However, there is a need to ensure that they continue to get the opportunities to participate in school footballing activities.



County FA: Norfolk

PROJECT: Out of School Hours

MEETING THE CHALLENGE

What we wanted to do

- Provide quality football coaching to rurally deprived schools in two SSPs
- NCFA worked closely with PDMs and SSCOs to identify schools to coordinate time of delivery
- The programme also identified a teacher within the school to work alongside CFC and gain qualification if needed in order to carry on activity.

What we did

- Programme delivered to 35 schools during lunch break and after-school coaching sessions
- 560 pupils affected from Norfolk's rurally deprived schools. Project offered an exit route to a local FA Charter Standard Club
- Teacher identified to deliver part of programme gained positive feedback to NCFA Community Coach after coaching some parts of sessions
- Coaching bursaries made available to the identified teachers to complete Level 1 Coaching Certificate.

IMPACT

- Programme delivered to 35 schools
SSP Framlingham Earl – 18 schools x 16 pupils
SSP Thorpe St Andrew – 17 schools x 16 pupils
Total = 560 Children
- 20 FA Charter Standard Schools achieved through programme outcomes to date.



County FA: Northamptonshire

PROJECT: Club Link

MEETING THE CHALLENGE

What we wanted to do

- Establish an exit route from school football to Charter Standard club football
- Create long-term high quality relationships between schools and clubs
- Provide a pathway for young leaders from schools and local sports colleges to Charter Standard clubs

What we did

- Worked with PDMs to develop deliverable and achievable plans for their SSP
- Ensured clubs in the programme have CS
- Established high quality school – club links
- Provided key partners with examples of good practice
- Delivered JFO in charter standard schools where participants then progressed to a Level 1 course

IMPACT

- Nine clubs involved
- 18 qualified young leaders working within the programme
- 172 primary school children involved



County FA: Somerset*

PROJECT: Girls' Football Primary School League – Tone Sports Partnership

MEETING THE CHALLENGE

What we wanted to do

- Create a playing opportunity for primary school girls (Year 5 and 6) – linking to club opportunities in local area.

What we did

- Provided a monthly football festival for primary schools within Sports Partnership
- Provided festival coordination/admin
- Deployed Young Leaders/JFO to officiate
- Create link between local CS clubs and participating schools.

IMPACT

- Monthly league festival provided opportunities for 12 local primary schools in Taunton/Wellington
- 93 players involved
- Seven female members of staff
- Parkfield School entered ESFA Competition – County runners-up
- Bishops Lydeard FC offered Club Fun Day – 27 players attended
- Wellington FC offered Club Fun Day – four local schools involved
- Two new under 12 teams entering Somerset Girls' League 2006-07.



County FA: Somerset*

PROJECT: Family Learning Workshops – Somerset Children's Centres

MEETING THE CHALLENGE

What we wanted to do

- Engage parents and children into learning and activity opportunities through the medium of football in identified deprivation area in South Somerset.

What we did

- Partnership working with Somerset Family Learning, Yeovil Children's Centre, SASP.
- Created 6 x 1 hour workshops which included, football activities, numeracy and literacy, relationship building and pathways to additional opportunities.

IMPACT

- Raised the community awareness of local children's centre and its purpose
- Linked with three local primary schools
- Engaged 10 adults and seven children
- Six adults aiming to attend FA Level 1 course in Yeovil
- New equipment purchased to increase sustainability of project
- Local boy and his teddy inspired to write to Chelsea FC – letter back from Jose Mourinho encouraging him to continue the pursuit of his dreams.



County FA: Staffordshire

PROJECT: School-Club Link (Special Schools)

MEETING THE CHALLENGE

What we wanted to do

- Create a Disability section within an FA Charter Standard Community Club
- Provide children at local special schools with specialist coaching.

What we did

- Wrote into Development Plan for Community Club status, the plans for setting up a Disability section
- Club met with CFA, PDM and local SDO to discuss plan of action
- Wrote to three special schools in the area
- Five-week coaching blocks set up for each school
- Club coaches deliver sessions supported by Disability CSCS coaches (part funded by Staffs FA and Stoke City FC).

IMPACT

- 50 Children with special needs received football coaching using Soccability resources
- Club coaches have gained more experience and eight will be attending the CDF course
- Children have received 3 Lions certificates, etc.
- Children attending club training sessions
 - Club donated a set of goals to each school
 - Disability team hoping to be formed for the start of season 2007-08
 - Ongoing sessions to be organised by the club in the future
- Players being signposted to Disability Centres.



County FA: West Riding

PROJECT: Craven School-Club Link/Out of School Hours Rural Football

MEETING THE CHALLENGE

What we wanted to do

- Rural area – very few opportunities and lack of competition
- To provide football opportunities for eight to 10-year-olds across Craven
- Provide schools and clubs with the soccer Factory 11 equipment to enhance learning and provide an inclusive environment
- To develop local and district-wide tournaments.

What we did

- Project linked together Craven SPP, RFDO, WRCFA & Factory 11
- £30,000+ project through Skipton Building Society, Roger Tiffany Ltd, Sportsmatch & SCL/OSHL
- In-service training for clubs on the soccer Factory Equipment – each school given an equipment set (Factory 11 and generic football)
- One-off curriculum session delivered in 36 primary Schools to promote after-school sessions @ hub secondary

- After-school sessions for five weeks
- Cluster tournament after five weeks ran by CS Club
- Winners go into Craven District Cup @ Sandylands.

IMPACT

- Reached over 3000 children
- Provided each school and CS Club involved with equipment & training
- Developed a competition structure across Craven
- Allowed for small schools to take part in competition.

