

School-Club Link Programme going into Year 3...



With the programme now entering its third year of delivery for some counties, this April sees the start of full coverage across the country. However, there are still gaps in quality of provision that can be looked at further, including the potential to outsource funding to key partners and support Charter Standard clubs better.

Supporting Clubs - answers to their questions

Q. We need more players!

A. Utilise the school-club link programme to support recruitment and help teachers in local schools signpost keen young people to your club by developing a high quality link with them.

Q. We don't have the facilities!

A. Encourage the club to develop links with the school to gain access to their facilities, benefits of extended schools initiative, role for the CDM/LFP potentially too.

Q. We don't have the volunteers!

A. Developing new teams and having more players at the club will highlight an extra set of parents to potentially tap into. By working with the local secondary school, this will highlight new young volunteers that have been through the JFO and can tie in with the Step into Sport programme.

Q. We don't have anyone qualified!

A. Look to utilise other sources of revenue funding within the CFA for bursaries and signpost them too Level 1/2 courses or McDonald's courses too. It maybe worth providing further in-service training opportunities too.

Q. We don't have any money!

A. Highlight sources of funding within CFA structures to support their involvement, including SCL funding, as well as Junior Kit Scheme and Small Grants Scheme through the Football Foundation, Active Sports funding etc. Simply by offering support with funding applications and raising awareness of its availability could be a major step forward for many clubs.

Q. We don't understand schools and what a SSP is!

A. Can you deliver training, via EFCA SCL workshop, to raise their understanding and develop some ideas for the club on how to work better with education and share

some good practice on those that are currently delivering? Maybe use a PDM or teacher to help you with the delivery and ask them to outline to the clubs about the current structure for sport in this country and how clubs play a vital role.

Q. We don't know who to speak to!

A. Establish support for the club in this initial meeting and help them with some of the questions likely to be faced when meeting the school for the first time.

Q. We don't know how to promote our coaching course!

A. Provide the clubs with template promotional tools and access the resources available through the SCL programme for free posters, certificates and flyers. Support the clubs where required if they aren't confident by working alongside them for delivering assemblies in the key schools too.

School-Club Link Programme going into Year 3... Outsourcing



The strategic roll-out of School Sports Partnerships has led to many County FA's having vast numbers of Specialist Sports Colleges and Partnership Development Managers to work alongside for the delivery of The FA Football Development Strategy.

However, the capacity of county staff to deliver effectively to large numbers of SSP's is somewhat challenging so alternative tactics need to be found. One such way is to outsource the funding to key partners to deliver, in a similar vein to what has happened with the OSHL programme and something that several counties have already done with much success.

The method most utilised has been to provide the PDM of a partnership the funding accessible via The FA, £750 per SSP, alongside the National Framework and ask them to write and submit to the county a development plan for delivery. Many counties have led on the delivery themselves, often finding this time consuming and problematic, but this approach although still requiring some close management is a potential solution to this hurdle. By highlighting to the PDM the funding available, alongside additional revenue that maybe available via the County

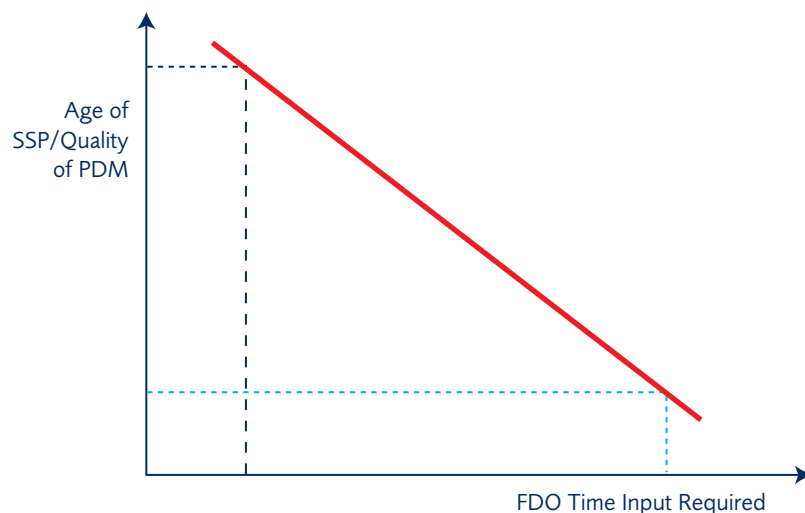
Plan and SSP Plans, a well-rounded, education focused plan can be written.

Not only does this increase the breadth of work we can deliver within a county but this also helps the PDM also take ownership for the delivery, utilising their own staffing structures to support this. The role of the FDO then becomes one of contacts and information, pointing the PDM in the direction of suitable clubs and helping them with the football development knowledge they may need for its success.

Thus, the outcome of this approach is to have a PDM-led development plan for the county but also a mini-

contract between the two parties as to what is being delivered and what information is required by the county for this to effectively work. The main information needed back from the PDM is the monitoring information of the young people, something that is easily achievable, along with an end of project report to highlight good practice.

It is important the PDM knows that you are available for support whenever they need this and the level of support you need to provide to different partnerships and PDM will vary. If you take the below graph, this highlights that FDO time and input may be higher with new SSP's and PDM's against less time with more established



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partnerships and those PDM's that understand football development and the initiatives available. In reality you will have a variety of these but the more established SSP's or PDM's will be the ones where outsourcing will be achievable.

The main challenge to deal with is not actually giving the funding to the PDM or the logistics of the monitoring; it's the trust that is needed. It is very difficult to hand over funding based upon the delivery and not actually seeing the outcomes but do we really need to? Football development has evolved over the last decade from hands on delivery with the young people on the pitch, to the organisation of different things for people to do to now, spreading our capacity to deliver by outsourcing funding to key partners to deliver on our behalf. And that trust is the one thing we need to have in order to make this successful.

If we get the management of this right and use effective key partners for delivery, we can start to deliver in a wide range of areas, further than we ever could have before.

Education Top Tips!



My top tip would be that communication and building a strong network of partners and deliverers to key to a successful education programme and always remembering that you can't deliver everything yourself! (Lana, Essex)

My top tip / tactic to take away would definitely be effective delivery through service level agreements and the models of good practice for delivery in SSPs. (Gemma, Birmingham)

One thing I took from the training day was an insight into how FA initiatives fit in with PDM key targets. This will allow FDO's to understand exactly what the PDM's are responsible for delivering and to ensure we can sell our initiatives by "speaking their language". So the key thing for me is to approach the PDM with a package of what is on offer and highlight how the programmes fit in with their core objectives. (Adam, East Riding)

One key message I took away was 'Quality within a few partnerships is better than quantity'. I think this will ultimately lead to partnerships wanting to engage with football, rather than football trying to engage with all partnerships, once they see the delivery within other partnerships in the County. (James, Cheshire)

Communication throughout projects & continued feedback & re-evaluation. (Jamie, Northamptonshire)

The most consistent theme running through the full course was the importance of knowledgeable, enthusiastic people. And it is with the hard work and innovation of this small group of dedicated people that makes the difference. Which leads me to the thought of the day: We are continuously faced by great opportunities brilliantly disguised as insoluble problems. (Phil, Durham)

As a new member of staff in my first week with The FA, I think the key thing I took away from the education training course was that we can't do everything for everyone, but by prioritising objectives and building effective working relationships with key partners we can make a real difference. (Steve, North Riding)

Getting others to deliver the programme (where possible) and ways of doing that. (Denise, Nottinghamshire)

My top tip that I took away from the training days was to display the FA initiatives under the strategic headings that the PDM's / SSP's have to deliver in, i.e. Primary Liaison / Coaching and Leadership / Raising Standards, so that the PDM can visually see how the FA programme will help them meet their strategic needs. I have been giving this a lot of thought and feel that it will be best to put this information down into a matrix type document so the PDM / SSCo has this at hand all of the time. I am also looking to present this to all of the PDM's to ensure that they understand fully how we can support them further, i.e. link in funding issues such as SGS; JKS etc. (Darryl, Kent)

Education Top Tips!



The first thing to flash into my head is learn to (as an FDO) play minimal part in school-club link/OSHL programme, be very clear and arrange it so PDM's and SSCO/PLT's take on these jobs- give them the problem to solve!! Suggestions highlight that FDO's must make it as easy as possible for PDM's/SSCO's to take the work on but then get them to take ownership of the programme and let it run.

When we do establish key contacts I hope to set up a monthly/termly email to update PDM's etc with important dates, good practice and general local/national updates, this could be something found on the website too. I will also look to training SSCO's and PLT in completing CS forms and maybe work into the Pl's. (Katie, Bedfordshire)

Get others to do the work for you - so to speak (Philip, Manchester)

Education is all about methods of learning. We actively develop what we already do well and try to amend what we don't to so well to be better in future. But how we achieve these improvements most effectively and with the greatest impact, is by learning from each other and sharing good practice (Nicky, Hampshire)

White board to monitor or school club work, taken from Birmingham County FA, and using 6 key objectives and showing education how we can hit all of their targets with our programmes (Hannah, Devon)

My top tip will be to work on a yearly planner with each PDM and agree which FA Education Initiatives to work on. (Marion, Leicestershire)

For me, the key is developing sustainable relationships with our PDM's and tailor making specific programmes that are relevant to individual counties. (Keeley, Derbyshire)

We have a network in place through the SSP's to hit our targets and agenda's. TRUST them to deliver. (Craig, Nottinghamshire)

We learn just as much from each others experiences as our own. It is also reassuring you are not the only county facing the same challenges. (Jon, Derbyshire)

The first point I came away with would be to organise a simple, clear football strategy for PDM's so they are aware of what initiatives etc, are available to them and to also gain a better understanding of what they want from me with the intention that we find common ground to work from without too much extra planning. (Emma, Sussex)

For County FAs to provide an incentive for a school to move from Charter Standard to CS Development. For example anything additional such as extra goals, funding towards a transport etc. (Liz, Dorset)

For me its was selling our service as packages to help deliver the PDM's key priorities. (Julie, West Riding)

Make a link with the FE college-potential project work to be out sourced. (Chris, Guernsey)

Education Top Tips!

Organise a PDM workshop for a couple of reasons. Firstly, consultation over the county plan - update them on all of our initiatives and what is about to come online. What do they want to deliver - ensure we bid for enough funding in county plan and to discuss ownership of the programmes. Also, I will look to produce a calendar of delivery that fits in across the county- as discussed. e.g. JFO tutor training course delivered in Sept, JFO course in each school delivered Oct-Dec etc. (Mark, West Riding)

The first thing that comes to mind is a possible way of getting PDMs or clubs to complete the PESSCL monitoring paperwork. As simple as it may sound, to pay PESSCL funding in %s i.e. to release 80% funding initially and to then release the final 20% on completion of the paperwork. (Liz, Oxfordshire)

It's vital to work closely with PDM's. (Andy, Worcestershire)