

DELIVERING THE YOUTH STRATEGY



Foundation

*Serving the community
through football*

FOOTBALL DEVELOPMENT DEPARTMENT



August 2019

FB 09/19/03

Success indicators used to assess performance are dictated by the key objectives and targets set out in the Irish Football Association Let Them Play youth football strategy which covers the charitable objectives of the foundation.

Target one – Participation and Football For All

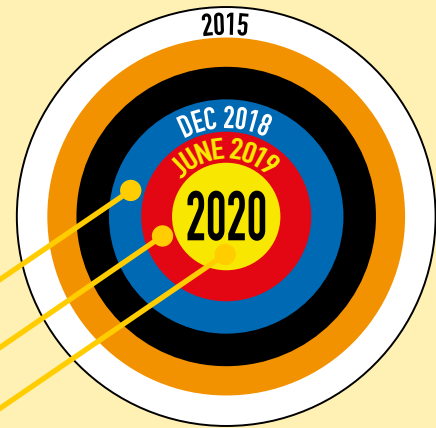
Increase youth football participation rates by 50% by 2020, from 50,000 in 2015 to 75,000 by 2020.

2015: **50,000** participants

December 2018: **72,000**

August 2019: **77,000**

2020 target: **75,000**



Target two – Schools and Colleges

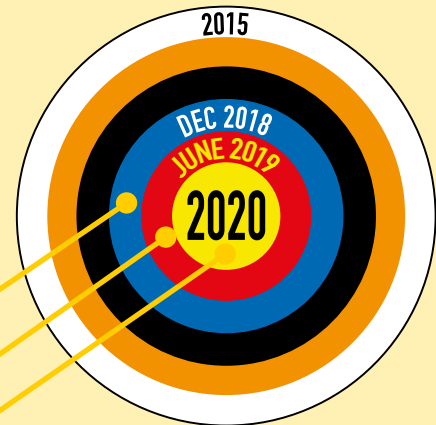
Revamp schools' and colleges' football by increasing the percentage of schools where football is played from 45% in 2015 to 90% by 2020 and increase the amount of young people playing in schools and colleges across Northern Ireland from 25,000 in 2015 to 40,000 by 2020.

2015: **25,000** young people playing in schools

December 2018: **29,230**

August 2019: **36,191**

2020 target: **40,000**



Target three – Club and Volunteer Development

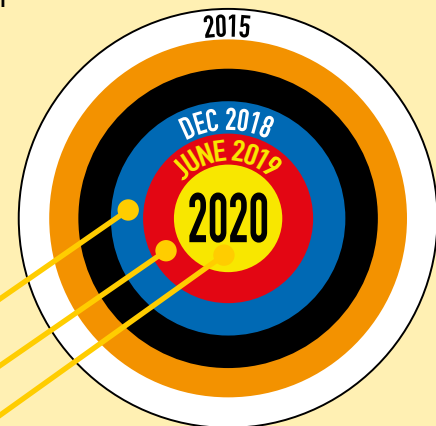
To embed a culture of club and volunteer development at grassroots level by 2020 that creates a fun, safe and inclusive environment throughout youth football. Supporting the development of youth football clubs that are run and managed by qualified, committed and Access NI authorised volunteers who encourage parents and young people to be attracted to and remain in the sport.

2015: **41** Accredited clubs / **50** volunteers

December 2018: **134 / 194**

August 2019: **138 / 246**

2020 target: **200 / 300**

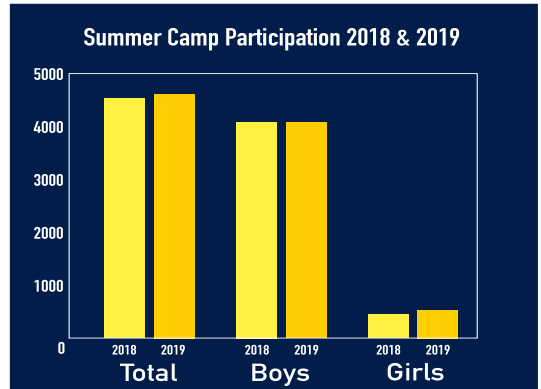


Grassroots and Youth Development

Football Camps

Summer football camp numbers up again!

The number of participants in our Nutty Krust Irish FA Summer Football Camps rose again in 2019!



4,613 children attended 89 camps across Northern Ireland – 84 more than in 2018.

532 girls made up 11.5% of the total number taking part. That's a 1.7% rise in participation among girls and another significant step in working towards our *Let Them Play 2015-2025* objective of increasing the number of girls playing football by 25%.

Halloween camps to launch on 30 August

We launch our Halloween camps on Friday 30 August with print and online campaigns.

The two-day camps will take place across Northern Ireland over the Halloween holidays.



Fun Football

Four more McDonald's Fun Football Festivals took place across Northern Ireland.

The summer saw fun football festivals in Riverdale FC, Dungiven Celtic FC, the Glenavon FC Academy and Tollymore FC, where Northern Ireland legend Pat Jennings made an appearance.

More than 1500 boys and girls aged 5-11 took part in the festivals, where as well as having the chance to try football for the first time, the children and their families took part in a huge range of games, activities and prize giveaways.



Club and Volunteer

People & Clubs, the new development plan for clubs and volunteers will be launching on 23 September at the Crowne Plaza Hotel in Belfast.

This is a complete re-branding of our support for clubs and volunteers. People & Clubs will include an innovative platform for clubs to complete club accreditation and is linked in with Sport NI. We have brand new downloadable resources being made available to clubs, more video content to support clubs, a new regular e-zine to improve communications with clubs and many more resources will be ready when the programme is launched.

The new Department for Communities programme for this year will see us delivering more workshops for clubs and volunteers, along with Ulster GAA and Ulster Rugby.



Ahead of the Game

- UEFA has chosen Ahead of the Game to be highlighted in their next Football and Social Responsibility Report.
- Conrad Kirkwood will be presenting on Ahead of the Game at the next UEFA Football and Social Responsibility committee
- The Royal Foundation has been in contact with us and like what we are doing with Ahead of the Game. They are making the trip over to Belfast in October to find out more about the programme.



Football and Social Responsibility

Stay Onside

Courses Completed

So far in 2019 seven Stay Onside courses have been completed, five in a custodial setting and two in the community.

A 12-week course, including Level 1 coaching qualification, has been completed in Belfast and Portadown in March and April respectively with 32 participants starting the course and 29 of them completing their Level 1 qualification and assessment. The course in Belfast centered on inclusion with eight of the participants being referred by the PSNI from a BME background. In Portadown the focus was on young people and upskilling them to deliver coaching courses in their own community.

We have completed two courses in Maghaberry (with a 100% retention rate and three community referrals), two courses in Hydebank including the first ever all women's programme led by female coaches from the Irish FA Foundation team and one course in Magilligan. A total of 47 prisoners have completed the course, many of whom will be signposted to the community courses.

Partners Engaged/Funding

The following funding has been secured for this year:

Funding Source	£	Funding Source	£
PSNI	£10,000	Glentoran	£5,000
Department of Justice	£5,000	PCSP – Ballymena	£1,500
BCC	£5,000	Good Relations – Ballymena	£3,000
PCSP - ABC	£3,300	Tackling Paramilitarism Programme Funding - Larne	£4,375
Department of Justice B9 Fund	£12,000	Tackling Paramilitarism Programme Funding - Carrick	£4,375

Total Funding to Date – £53,550 excluding FIFA Funding

2019 Schedule

Date	Programme	Venue	Delivery
w/c 26th August 2019	Full Programme	Glentoran FC	
w/c 23rd September 2019	Six-session programme	Maghaberry	
w/c 30th September 2019	Full Programme	Ballymena	
w/c 21st October 2019	Full Programme	Magilligan	
w/c 11th November 2019	Full Programme	Larne	
w/c 18th November 2019	Six-session programme		
Separated prisoners	Maghaberry		
December 2019	Six-session programme	Maghaberry	
w/c 10th February 2019	Full Programme	Carrick	
February 2020	Six-session programme		

Disability Football

2019 George Best Community Cup

Over 600 players from 72 Disability Football Clubs throughout the UK and Ireland descended on the Billy Neill complex in Dundonald to compete in the 2019 George Best Community Cup. With over 360 games on 12 pitches in four ability bands the action was fast and furious throughout.

The George Best Community Cup is an annual five-a-side cup competition for clubs catering for players with a disability. It is run by the Irish Football Association and supported by Lisburn & Castlereagh Council, The George Best Foundation and Cash for Kids through the Mary Peters Trust. Visiting teams included the disability sections of QPR, Liverpool, Charlton Athletic and Newcastle UTD.



Northern Ireland Powerchair Team

The Northern Ireland Powerchair Team were guests of Belfast City Council Lord Mayor, John Finucane on 1 August.

The Mayor congratulated the squad on their recent performances in the European Championships in Finland and their subsequent qualification for the 2021 World Cup in Sydney, Australia.

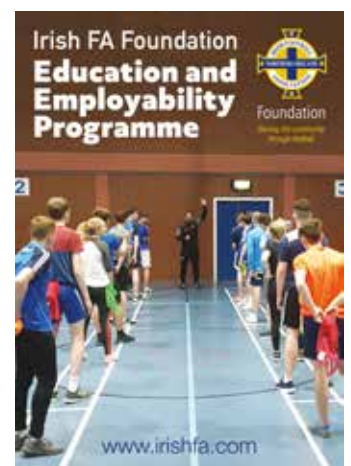
Ellie Brown FIFA Video

Lisburn Lightning Powerchair Footballer, Ellie Brown was filmed for a FIFA Promotional Video.

Education and Employability

September will see the start of the third year of the Education and Employability programme. We are excited to bring the programme to new schools and colleges such as Ashfield Boys High School and Belfast MET as we continue to develop partnerships with new and existing schools.

With Ashfield boys we will be delivering our education programme and teaching two modules on the Level 3 Sports BTEC. As this is a new and exciting addition to the programme we have been preparing and putting together resources to ensure that it is a success.



Girls' and Women's Football

South Belfast Youth Girls' League grows from 15 teams in 2016 to 58 in 2019

- U12: 10 teams (nine-a-side)
- U13: 10 teams (nine-a-side)
- U14: Eight teams (nine-a-side)
- U15: 13 teams (Two tiers, 11-a-side)
- U16: Nine teams (11-a-side)
- U17: Eight teams (11-a-side)



NIWFA League Winners 2019

Championship: Lurgan Town

Division 1: St. James

Division 2: Larne Ladies

Division 3: St. Oliver Plunkett

Division 4; Lisburn Rangers

Division One Winners, St James

Girls Only Summer Camps

We had seven girls only camps. 137 girls took part in the three-day camps – an average of 20 per camp.

Camp	Girls
Bangor Aurora (Girls Only)	31
Integrated College Dungannon (Girls Only)	12
Valley L.C. (3G), Newtownabbey (Girls Only)	17
Foyle Arena, Derry (Girls Only)	20
Mid Ulster Sports Arena, Cookstown (Girls Only)	13
Crossgar Playing Fields (Girls Only)	27
Midgley Park, Boucher (Girls Only)	17
TOTAL	137

A further 342 girls attended the 61 mixed camps that didn't have a girls only section.



Shooting Stars First Year: September 2018-June 2019

12 centres established throughout Northern Ireland

- Belfast (two)
- Derry/Strabane (one)
- Causeway Coast and Glens (one)
- Antrim/Newtownabbey (one)
- Mid Ulster (one)
- Lisburn/ Castlereagh (one)
- Down, Newry and Mourne (two)
- Armagh, Banbridge and Craigavon (one)
- Ards and North Down (one)
- Fermanagh/Omagh (one)

With a further six to be added between sept 2019-2020

- Mid and East Antrim (one)
- Mid Ulster: second location being added
- Causeway Coast and Glens: second location being added
- Derry/Strabane: second location being added
- Belfast: two more locations to be added
- Across the 24 weeks from October 2018 – June 2019 we created 2874 participant hours.
- The combined total number participating across the four blocks was 479.
- We completed 28 primary school festivals in the areas where our EL Shooting Stars centres are situated.
- We had 2021 female participants aged four-eight yrs completing a minimum of 30-minute sessions.
- Overall, we had 2724 girls participating in fun football sessions creating a total of 4780.5 participant hours.
- The age of the girls participating in year one ranged from four-eight yrs and we plan to next year to create the opportunity for girls aged four-11 to be a part of the Electric Ireland Shooting Stars Programme.
- By extending the age range we are going to create more opportunities for girls to participate in a fun introductory programme. We will create links for those that would like to take the next step and join a local club helping them move up our player pathway.



PEACE IV 'Sport Uniting Communities' Update

Youth Leadership Programme

During the month of August Community Sports Development Officers from the Irish FA, Ulster GAA and Ulster Rugby ran a Youth Leadership Programme as part of the Sport Uniting Communities project for young people at Causeway Rural and Urban Network (CRUN), Coleraine.



The aim of the programme is for young people aged 14-24 to engage in training in volunteer/personal development, progressing through the Sports Leaders UK Level 1 Award. Six boys from the local area participated in the programme. They learned leadership skills and how to plan, deliver and evaluate coaching sessions. As a result we hope the boys will become ambassadors in their area, contribute to good relations events that the project will run and learn lifelong skills to help them in the future.

Four more Youth Leadership Programmes will be held across the country in the coming months.

Club Development Sport for Peace Days

During the months of July and August a number of Club Development Sport for Peace Days took place with clubs involved in our Volunteer Development Programme. The purpose of these events are to deliver a peace and reconciliation event in the local areas where the clubs are based.

The aims of these events are to:

- Promote positive values
- Provide opportunities for social contact with people from different backgrounds
- Promote mutual understanding
- Promote peace in divided communities
- Develop sport specific skills and knowledge



One such event was held on Sunday August 11th at Killyleagh FC. 58 young participants from different backgrounds participated in a tournament and enjoyed our Sport Uniting Communities inflatables.

Respect Team Talks – Foyle Cup 2019

The Irish Football Association in partnership with the O’Neill’s Foyle Cup delivered a successful Football For All campaign to teams participating in this year’s Under-12 boys’ tournament. Players and coaches received a pre-match or post-match team talk promoting respect and Football for All.

Every year the Foyle Cup creates a fun, safe and inclusive environment for young people, families and the community to enjoy football and this campaign ensures the Football for All message reaches beyond the tournament.

The team talks were delivered by Daniel Chambers (Irish FA Community Sports Development Officer) as part of the PEACE IV Sport Uniting Communities project. 240 participants from 21 clubs received the team talks.

The team talk aims were as follows:

- What is respect?
- Why is it important in football?
- Who do we show respect to?
- How do we show respect?

Each aim was discussed with answers and feedback from the participants. Feedback from the coaches was extremely positive and they were very grateful for the workshop. Respect is important in all aspects of life not just in football so it was great to be able to educate these young players on what respect is and on what it looks like on and off the pitch.



Safeguarding

Working in Partnership to Safeguard Children and Young People in Football

Over the last 12 months the Irish FA have been working towards introducing mandatory safeguarding requirements for all clubs affiliated to the NIBFA and Irish FA games programmes.



A significant part of this project is to ensure all clubs appoint a Child Welfare Officer who has attended Irish FA training. This will support and educate clubs as to how they ensure all their volunteers with regular access to children have participated in relevant training and completed appropriate vetting checks as well as dealing with complaints appropriately. The training programme was developed and piloted in partnership with the NSPCC. Since June 2018 approximately 250 individuals have participated in this course representing clubs throughout Northern Ireland.

We have worked closely with the NIBFA and Irish FA Games Centres throughout the province to raise awareness of safeguarding requirements within youth football. The success of this programme is reliant on these partnerships. The NIBFA have demonstrated their commitment to this programme by ensuring all affiliated clubs commit to adopting the Irish FA Safeguarding Policy and Procedures in their entirety while providing every registered team with a hard copy of the policy.

Further good practice is evidenced with through work with The Harry Gregg Foundation who have been proactive in ensuring all clubs have met the Welfare Officer requirements prior to accepting their affiliation. They hosted two courses for CWOs in Ballysally Community Centre. 36 welfare officers participated in the training sessions representing approximately 20 clubs. Action was taken by several clubs as they requested further safeguarding courses for their own volunteers. Ballymoney, Bertie Peacocks and Coleraine provided training for their own volunteers while the Harry Gregg Foundation hosted a course in Dungiven Football Club allowing clubs with fewer volunteers to avail of this training – 20 volunteers attended representing JM Academy, Magherafelt Sky Blues, Draperstown Celtic, Foyle Harps and Portstewart. It was pleasing to see Dungiven FC, following their attendance at the CWO Course had displayed all the relevant safeguarding information within their clubhouse which encourages both parents and children to report any concerns to right people.

A similar exercise was completed with The Irish FA Grassroots Armagh, Banbridge and Craigavon. The ABC Programme is a well-established games centre with controls in place to ensure all clubs meet the necessary requirements for training and vetting checks. The Irish FA Grassroots ABC hosted a session for club welfare officers with 25 participants representing 18 different clubs along with a safeguarding course for club volunteers with a further 15 participants. Three clubs have accessed further training for their volunteers as a result of these sessions.

Throughout 2019 approximately 650 individuals have participated in Irish FA safeguarding courses across Northern Ireland. Further sessions are scheduled in the coming months and it is anticipated figures will reach over 1000. This is a small part of our work with clubs and we will continue to develop the service we provide to ensure football can be safe and enjoyable environment.

Work remains ongoing to develop a five-year safeguarding strategy that will address the needs of children and young people at every level of football in Northern Ireland. We continue to liaise with the Home Nations safeguarding leads and have attended safeguarding events hosted by UEFA and FIFA in recent months. Locally we engage with the NSPCC while representing the Irish FA on the Safeguarding in Sport Strategic Group.

