

IRISH FA FOUNDATION



Foundation

ANNUAL REPORT 2018



Objectives and activities



The charity's objectives are:



1

To advance amateur football, youth football, schools football and futsal in accordance with the remit of the Irish Football Association, for the benefit of the general public in any part of Northern Ireland.



2

To advance the health and wellbeing of the people of Northern Ireland by leading on the development of a Northern Ireland wide football and positive mental health campaign for men and women.



3

To advance education by providing work experience and support to educational establishments and extra-curricular educational groups (targeting young people including those not in education or employment [NEETs] and areas of social need).



4

To adopt an inclusive approach so that all members of the community have access to our initiatives, regardless of background, gender, religion, politics, race or sexual orientation, in support of the wider charitable objectives of the Irish Football Association.

Irish FA Foundation

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.

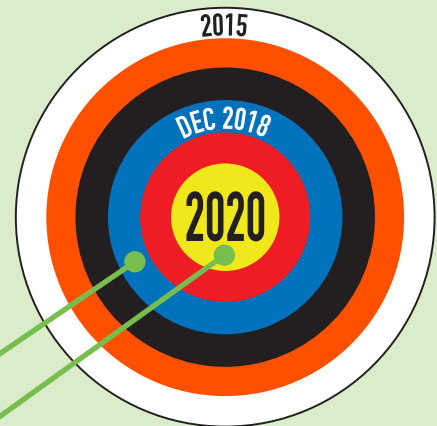
Target one – Participation and Football For All

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**

2020 target: **75,000**



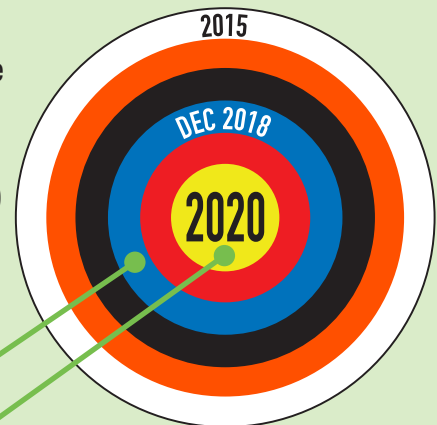
Target two – Schools and Colleges

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**

2020 target: **40,000**



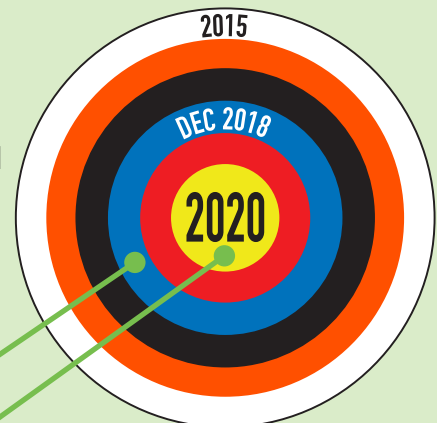
Target three – Club and Volunteer Development

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: **132 / 194**

2020 target: **200 / 300**



Trustees' Annual Report

Public Benefit

The foundation has complied with its duty under the Charities Act (Northern Ireland) 2008.

The trustees' are fully aware of the requirements of the Charity Commission for Northern Ireland and are operating entirely within the legislation.

It is the opinion of the trustees that this report demonstrates how the foundation provides public benefit.

Achievements and performance

The variety and breadth of our community football programme empowered many clubs, volunteers and key stakeholders to deliver life-changing and life-enhancing programmes for tens of thousands of people, from four years old to pensioner and across the social and economic spectrum in Northern Ireland.

2018 was the fourth active year implementing the Irish FA's 10-year Let Them Play youth strategy. Most targets were met and, in some areas, exceeded. The achievements reflected the Irish FA's core values and its vision to promote, foster and develop football for all in Northern Ireland.



Irish FA Foundation

Progress made against charitable objectives of the Irish FA Foundation

1 The advancement of amateur football, youth football, schools' football and futsal in accordance with the remit of the Irish Football Association:

Overview

The Irish FA Foundation is on track to deliver on targets set in Let Them Play with youth football participation rates currently at approximately 72,000, approximately 65% of schools playing football, more than 130 clubs achieving Irish FA club accreditation, 120 people joining the Irish FA Volunteer Team and more than 900 coaches completing the new Grassroots Introduction to Football coaching award by the end of 2018. The Irish FA Foundation is also delivering on the Irish FA Game Changer Futsal Plan with over 2,000 new players involved in futsal by end of 2018. Furthermore, the Irish FA Foundation delivers Irish FA Club Marks and School Quality Marks all over the country, building the capacity of amateur, youth and schools' football.

Amateur Game

The Irish FA Foundation secured €10,000 from UEFA to commission research to develop an Amateur Game Development Plan for Northern Ireland. This new plan – the first of its kind – shall be ready and launched in summer 2019.

Youth Football

Small-Sided Games

The McDonald's Small-Sided Games programme continues to grow and establish the benchmark for developmental games for boys and girls aged 6-11.

Girls' participation has increased due to the success of the Mid Ulster and Belfast girls' centres.

The number of small-sided games venues across Northern Ireland has increased to 64, demonstrating our continued partnership with both councils and clubs with small-sided games facilities. It is an area of growth and urges us to focus on future support strategies to maintain and increase participation levels.

1,392
SMALL-SIDED
GAMES TEAMS
IN 2018



13,752
SMALL-SIDED
GAMES PLAYERS
IN 2018



GIRLS'
PARTICIPATION
70 teams
724 players



Football Camps

Last year's Irish FA Foundation Football Camps saw nearly 8,000 young players taking part at 132 venues across the country over the Easter, Summer and Halloween periods.

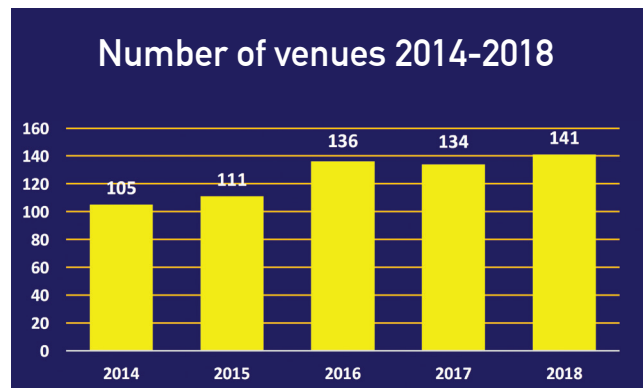
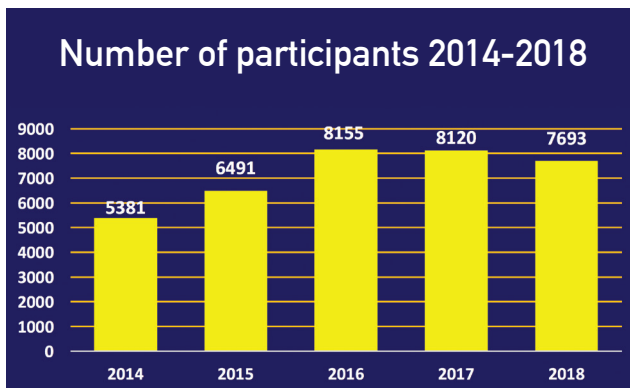
The camps are part of the association's ongoing Let Them Play youth strategy which aims to increase participation in football among young people and are open to children aged 5-13.

The Irish FA Foundation is aiming to double youth football participation rates in Northern Ireland by 2025 through the Let Them Play strategy. The football camps are central to achieving that aim and are hugely important as we seek to grow the game right across the country and find the next generation of Northern Ireland football stars.

Number of participants in Irish FA Football Camps 2018



Last year for the first time summer camps leaflets were translated into Chinese, Irish and Polish to encourage participation in communities not traditionally involved in the programme. The camps were further promoted with online campaigns on Facebook, Twitter, YouTube and Google.



Club Development

The Club And Community Development Officer and Volunteer Development and Policy Officer have been conducting a large research project into how we can best serve clubs and volunteers across the country.

This project has included holding public consultations, meeting leagues, interviews with other stakeholders and surveys. This information will then be analysed and used to create a new club and volunteer development plan.

This body of work will contribute towards the development of new club workshops and creation of a new club accreditation. The new club accreditation scheme will be launched in the second quarter of 2019. The new workshops for clubs will be delivered via new strategic hubs, online videos, webinars and podcasts.

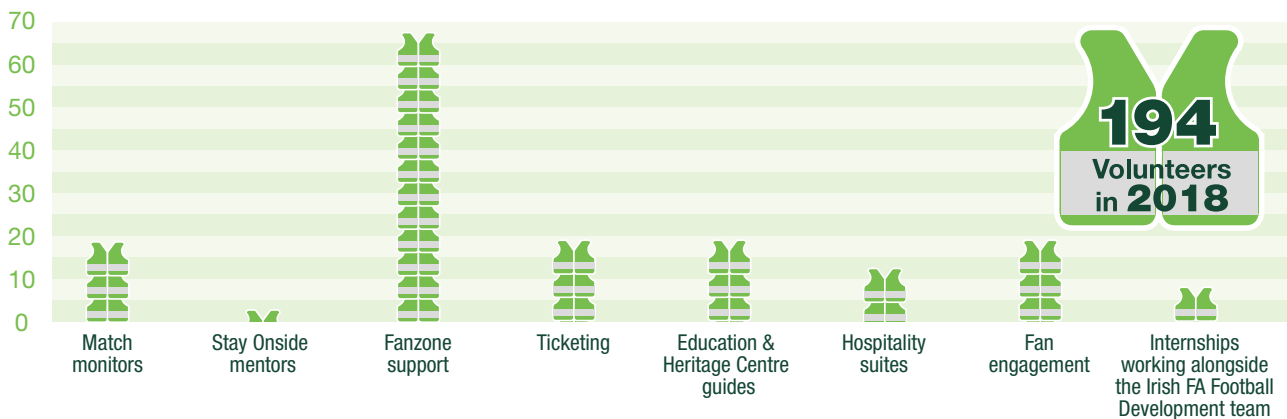


Irish FA Foundation

Volunteer Development

The Grassroots Volunteer Programme is a new project to strategically develop volunteers in Football Community Hubs.

The 12 Football Community Hubs being introduced across Northern Ireland in 2019 aim to provide councils and communities with a more integrated approach to developing football on a local basis. The Volunteer Development Programme Officers will train the volunteers and provide support so they can deliver bespoke training to club volunteers and allow clubs opportunities to engage in Irish FA workshops. The volunteers recruited will be pivotal in improving the links with schools, communities and clubs in each council area. Currently there are 18 volunteers recruited across the hubs and the process is continuing.

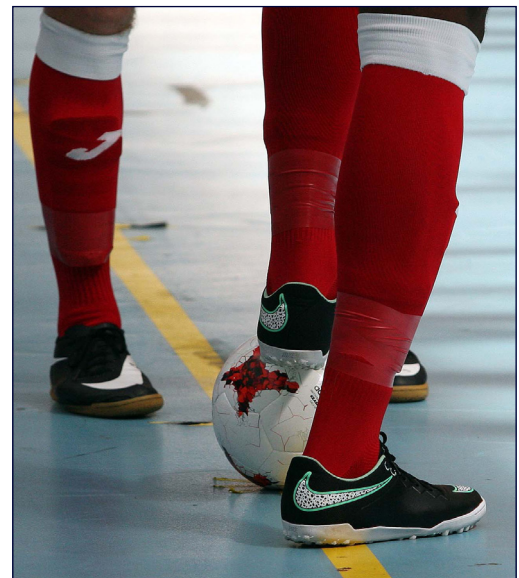


Futsal Development

Grassroots Futsal

The Irish FA Foundation continues to support the development of futsal at a grassroots level. The small-sided games centres continue to offer futsal programmes to players during the winter periods and a considerable amount of participation opportunities are offered in schools via primary and post-primary competitions.

The foundation has also supported the establishment of several youth futsal clubs in Northern Ireland. Programmes are now being delivered weekly in Belfast, Omagh and Portadown. The foundation has supported these projects by providing equipment and coaching expertise. It is envisaged that this programme will grow in 2019 with the introduction of Let Them Play Officers in each council area.



Post-primary Futsal

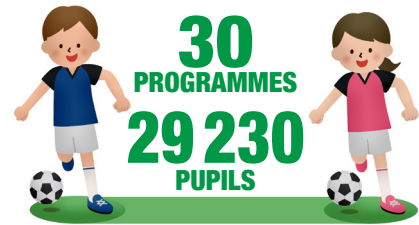
Regional post-primary futsal tournaments were held across Northern Ireland in October with more than 1,500 boys and girls competing in six competitions. The biggest regional tournament was a girls' futsal tournament held in Lisburn LeisurePlex with 33 teams competing at year 9 and year 11 age groups.

Trustees' Annual Report

Schools' Football

School teams provide a plethora of opportunities for primary and post-primary children each year in participation and competition-based programmes. The programmes assist in the development of school children and provide much needed opportunities to develop social skills.

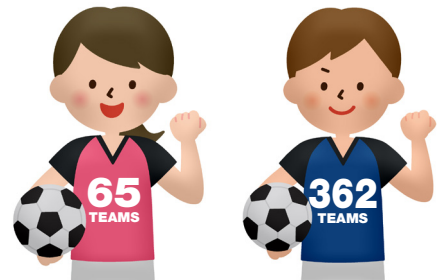
The Irish FA Foundation this year catered for nearly 30,000 pupils, delivering over 30 programmes and tournaments for schools.



The DENI sponsored Curriculum Sports Programme was delivered in 177 primary schools to 18,257 pupils each week. More than 750 coaching sessions were delivered and coaches engaged with more than 750 teachers to ensure sessions were planned to link with other curricular areas and to maintain consistent themes throughout the academic year.

Post-primary

At post-primary level both boys and girls enjoyed success in various competitions such as NISFA schools' competitions at regional and national level, Irish FA Junior and Senior Cup, 11-a-side, 9-a-side and Translink Schools' Cup. This year's girls' competition saw 43 schools and 65 teams entering with 1,400 participants, while 5,430 participants from 362 teams and 104 schools entered boys' competitions.



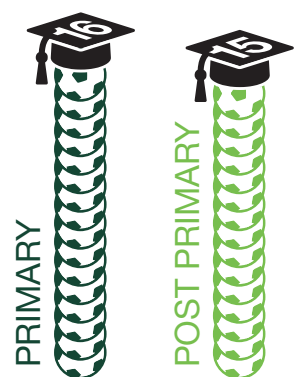
Northern Ireland Schools' FA Competitions

The Northern Ireland Schools' Cup competitions have provided some excellent entertainment this year with schools across Northern Ireland competing at U12, U14, U16 and U18 level as well as in U13 and U15 small schools' tournaments.

School Quality Mark

The School Quality Mark accreditation is part of the Irish FA's Let Them Play strategy which strives to improve schools' football in Northern Ireland. The role of the School Quality Mark is to revamp schools football, create and improve structures and further build capacity for football in schools. Some of the key areas that are set out in the accreditation are school governance and management, further games development, duty of care and female participation.

In 2018 16 primary schools and 15 post-primary schools completed the accreditation. In 2019 the foundation aims to work with a further 30 schools to complete the accreditation while continuing to support schools that have obtained the Quality Mark.



Accredited Schools 2018

By **2020** we aim to have **75,000** young people involved in Irish FA Foundation supported activities. By end of **2018** we had approximately **72,000** young people involved.

2 To advance the health and wellbeing of the people of Northern Ireland:

Overview

The Irish FA Foundation delivers the Back in the Game programme which in 2018 gave more than 1,000 people over the age of 35 a pathway back to playing or volunteering in the local game. The Irish FA Foundation also delivers the Stay Onside and Ahead of the Game programmes working with young offenders and promoting positive mental health with more than 200 people involved. This included delivering Stay Onside to 99 young offenders over the course of 2018.

Ahead of the Game

The Irish FA Foundation launched Ahead of the Game, a mental health awareness programme for clubs.



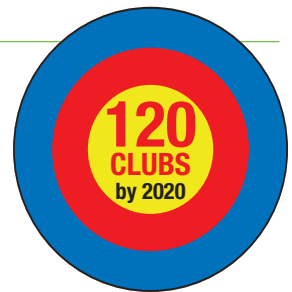
Part of the Irish FA's commitment to tackling mental health, it aims to support clubs and volunteers when dealing with mental health issues with a focus on challenging the stigma and on taking preventative measures.

The programme is part of the UEFA HatTrick funding for football and social responsibility and was developed in partnership with the charities TAMHI (Tackling Awareness of Mental Health Issues), Train 2B Smart Soccer, Inspire and Change Your Mind.



It was rolled out to **100 clubs** as part of a pilot and will be rolled out even further in 2019 with a minimum of three Ahead Of The Game courses delivered in each council area.

Start the conversation



Stay Onside

The Stay Onside programme is an innovative programme run by the foundation in partnership with various agencies in Northern Ireland including the Police Service Northern Ireland, Department of Justice, Youth Justice Agency and Northern Ireland Association for the Care and Resettlement of Offenders, alongside numerous government and charitable organisations focused on reducing offending.

The foundation provides education and training that engages people with convictions or deters potential offenders away from crime and anti-social behaviour.

In 2018 courses were delivered in the following locations:

- **HMP Maghaberry** - Three Intro courses (46 participants) in partnership with DOJ and NIACRO
- **HMP Magilligan** - One Intro and one Level 1 Course (22 participants) in partnership with DOJ and NIACRO
- **Hydebank Wood College** - One Intro (eight participants) in partnership with Start 360 and DOJ
- **Shannon Medium Secure Clinic** - One Intro (eight participants) in partnership with DOJ and the Health Trust
- **Ballymacash Rangers** - One Level 1 Qualification (15 participants) in partnership with PSNI and PCSP

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Stadium Community Benefits Initiative

The Irish Football Association, Belfast City Council and the Department For Communities are working together to deliver the Stadium Community Benefits Initiative (SCBI).

The Irish FA Foundation donates £50,000 per year to the initiative that focuses on maximising the potential of the new National Football Stadium at Windsor Park to deliver social benefits.

The initiative will continue for 10 years (2016-2026) and will benefit from £150,000 per year investment. The overarching objective of the initiative is to improve the quality of life for local residents now and for future generations.

Themes which will guide the implementation of the initiative's action plan include:

- Supporting new and existing football clubs to increase their capacity to deliver, creating more participation opportunities for the people of South Belfast
- Encouraging wellbeing and healthy lifestyle choices
- Improving community engagement through schools, clubs and youth organisations

Disability Programmes

We operate a variety of programmes for disabled players. The programmes, detailed in the table below, run from participation to representation opportunities. Walking football is the biggest growth area with 14 centres now established and many more in the pipeline, encouraging a lifelong love of the game and healthy lifestyles for older people.

Program	Details	Participation Numbers
Special Schools	Coaching in 31 Schools	925
School Competitions	Primary (1), Secondary Moderate (3), Secondary Severe (1)	690
Clubs	36 Clubs in Northern Ireland catering for various disabilities	900
Club Leagues	2 Leagues - 15 Teams	150
Club Competitions	4 National Competitions, 2 Junior – Indoor x 2, 2 Senior – George Best & Indoor Cup	920
Learning Disability	U19 National Squad	18
Cerebral Palsy	National Squads - Junior & Senior	40
Visual Impairment	1 Club – Lisburn (Junior & Senior Sections)	28
Deaf Programmes	1 Senior Club – Belfast, 1 Junior Club, NI Deaf Futsal	30
Powerchair Football	4 Clubs- Belfast, Lisburn, Enniskillen and Dungannon	34
Frame Football	2 Clubs – Belfast & Coleraine	20
Funweeks	1 x Summer Camp	10
Coach Education	6 x Irish FA Level 1 Coaching Disabled Footballers Award	144
	1 x Irish FA Level 2 Coaching Disabled Footballers Award	12
	Tandem Coach Education with Scort	14

By 2020 we aim to be delivering 40 free Ahead of the Game workshops across Northern Ireland on an annual basis, serving local leagues and clubs.

Irish FA Foundation

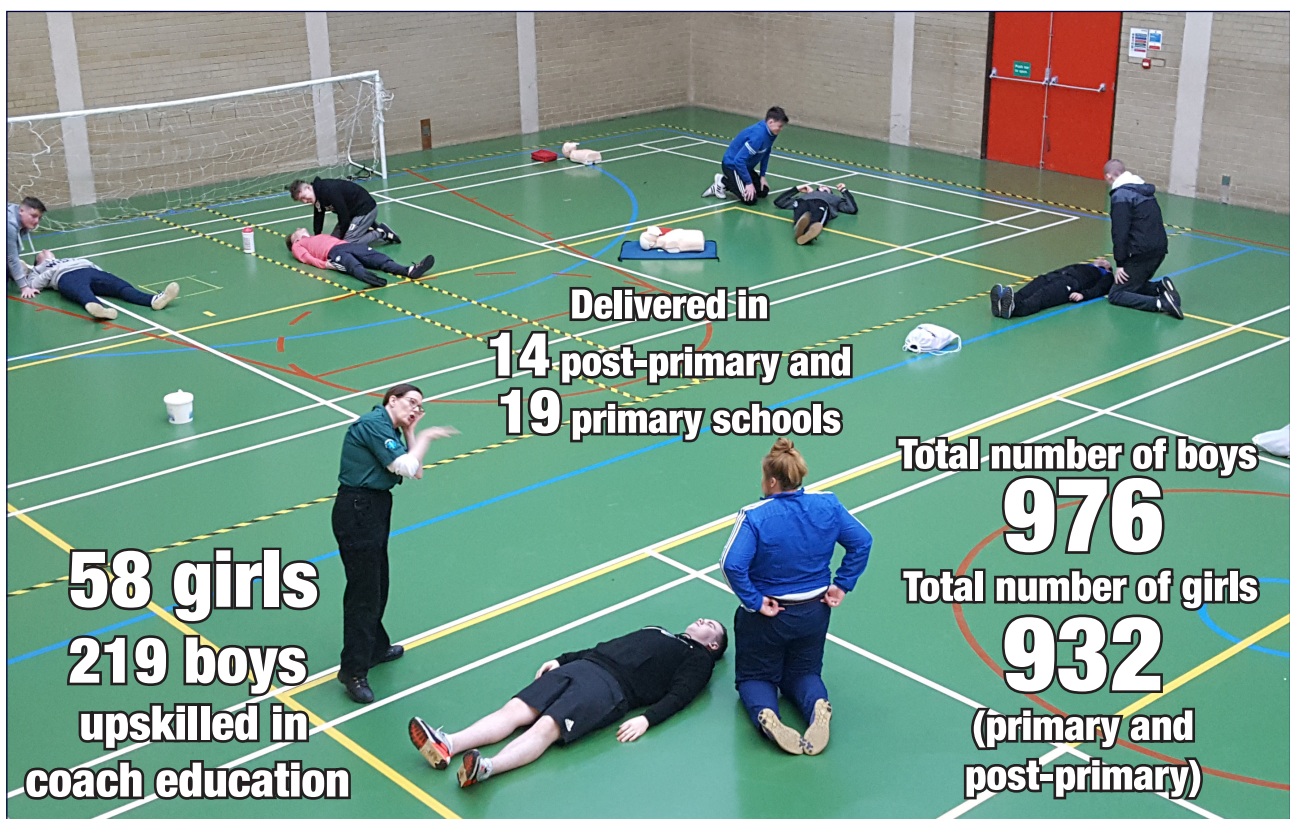
3 To advance education by providing work experience, employability programmes and support to educational establishments and extra-curricular educational groups:

Overview

The Irish FA Foundation has in place a new structured work experience programme that offered placements to more than 60 students in 2018. During the year foundation education officers developed accredited Level 3 football courses in the post-primary school sector and with colleges such as Northern Regional College and Bangor Academy. The education officers are working in areas of social need setting up new free GOALS programmes targeting 16-24-year-olds who are not in employment or education. With support from the Department of Education the Irish FA Foundation primary school coaches also delivered more than 100 free Show Racism the Red Card workshops across Northern Ireland with more than 800 primary school children benefiting.

Education and Employability Programmes

The foundation operates a structured work experience programme initially targeted to cater for 40 young people per year. This target has been exceeded each year so far with 110 young people from educational establishments gaining valuable work experience with the association last year. 2018 figures are shown below:



Trustees' Annual Report

GOALS Programme

The GOALS programme is an innovative and exciting initiative aimed at young people who are not in employment, education or training.

Upskilling young people is a key objective of the Let Them Play strategy. The National Football Stadium at Windsor Park facilitates the GOALS programme which uses football as a hook to guide and help young people on a pathway to employment opportunities.

The programme underpins the foundation's commitment to football for all and underpins its ambition to use the stadium as an education centre. We particularly welcome young people from the local area to the stadium.

The GOALS programme incorporates coaching, refereeing and specialised certificates that will enhance personal development for young people wishing to work within the sports industry. It is a work-based learning programme with theoretical and practical learning situations based on the following modules:

- Futsal Introductory Award
- Football Fundamentals
- Futsal Referee Award
- Full Referee Award
- OCN Level 2 in Football Business
- Show Racism the Red Card
- Event Management
- Coursework Mentoring x 10
- Grassroots Introductory Award
- Level 1 Coaching Award
- Futsal Level 1
- Football For All Workshop
- Irish FA Roles: Volunteers and Staff
- Coaching Disabled Footballers
- Stadium Tour

Work Experience

Since 2016 as part of the Let Them Play strategy our placement programme has provided excellent opportunities for young people in Northern Ireland.

Students are given the opportunity to shadow Regional Grassroots Development Officers and Primary School Coaches and assist in the work of the Football Development team as well as marketing, communications and elite development. Types of placements include:

Shadowing: Secondary students can shadow Irish FA Foundation staff for up to two weeks to gain an insight into the day to day tasks involved in delivering football.

Short projects: College and Masters students work with Irish FA Foundation staff over a few months which marry college learning and Irish FA strategy to deliver small projects.

Year-long projects: We offer a variety of year-long placement opportunities for third-level students completing their placement year as part of their degree course.

By **2020** we aim to provide structured work experience programmes for **80** young people per year. In **2018** we provided structured work experience programmes for **70** young people.

Irish FA Foundation

4 To adopt an inclusive approach so that all members of the community have access to our initiatives, regardless of background, gender, religion, politics, race or sexual orientation, in support of the wider charitable objectives of the Irish Football Association.

Overview

We are committed to the promotion of football for all, creating a fun, safe and inclusive culture throughout all our programmes. The promotion of the girls' and women's game is a top priority for the Irish FA Foundation. In 2018 we launched our new Shooting Stars programme to encourage more girls aged 4-7 into the game and we invested in two new Girls' Participation Officers. We also developed our Female Football Leadership and Grit and Goals programmes to help empower more girls and women to lead the way forward in the game. In 2018 we also made the decision to start developing new safeguarding plans and new plans to support the growth of the junior and amateur game.

Girls' and Women's Football

Shooting Stars

The new Irish FA Shooting Stars programme looks to create opportunities for girls aged 4-7 throughout the country to fall in love with football. By creating participation centres girls will have fantastic facilities to visit and take part in our fun filled sessions run by highly qualified coaches in a safe and friendly environment.

We have established four centres running in Belfast, Bangor, L/Derry and Dungiven and new centres in January 2019 in Antrim, Dungannon and Downpatrick.



Everybody Active 2020 Mentor Programme

The Club Mentoring programme is in its second year and has had a positive impact on the female game, growing from the involvement of eight teams in the first year to now having 14 teams benefiting from the hands-on approach of more than 20 mentors on the ground working alongside club coaches to develop them on and off the pitch to their full potential.

Trustees' Annual Report

Senior Leagues and Youth Leagues

More teams are competing in the Northern Ireland Women's FA leagues and Northern Ireland Football League.

- Number of girls participating at Irish FA Small-Sided Games Development Centres in 2018: 62 teams 723 players
- 10 female referees working within the local game (21 registered)
- We are in the third year of the youth leagues for U13s, U15s, U17s and other developments starting this year show that the structures within the girls' and women's clubs are going from strength to strength



Female Football Leadership Programme

The female football leadership programme is in its sixth year with 42 graduates to date. The aims of the course are to develop and extend the skills, knowledge and network of women in leadership and decision-making roles within football.

Grit and Goals

The Irish Football Association has launched a new skills development programme for young female players aged 14-17. Aimed at developing a range of life skills that can enhance performance both on and off the pitch, Grit and Goals focuses on developing core skills including confidence, communication, leadership, resilience, problem solving and teamwork.

Safeguarding

Safeguarding in football continues to be a priority for the foundation.

In 2018 year we delivered:

- **52** introductory courses throughout Northern Ireland
- **Six** football specific club welfare officer courses
- **1,200** participants in safeguarding courses
- **Approximately 1,200** vetting checks completed



By **2020** we will have new strategic plans fully operational which support the development of the girls' and women's game; Safeguarding and the junior and amateur game. Underpinning these new plans will be our guiding principles of making the game more fun, safe and inclusive for all.