

Salisbury Rovers FC



Welcome to Salisbury Rovers!!

We hope you've had a great holiday and are looking forward to starting back with our club sessions in September. We have a new base at Sarum Academy. We are also very excited to be launching our first teams and building others throughout the year. We hope this newsletter will keep you up to date with our plans.



"A lifelong love of the game"

As we look forward to our new season, we invited former Academy coach and respected grassroots blogger Richard Dalton to open our newsletter with his top ten tips for being involved in grassroots teams. Thanks Rich!

"The grassroots football season is fast approaching, often an exciting time for both players, coaches and parents alike. Grassroots football is now the very lifeblood of the game, kids are joining teams as young as 4 years old and their first experience of playing football is in an organised environment. Until around 20 years ago kids would traditionally have had their first football experience playing with friends in the street, field or local park but due to a number of factors street footballers are now pretty much none existent, Wayne Rooney being the last and he's now 30 years old. The death of the street footballer has seen the quality and type of English players drop significantly; we have not produced a world class footballer since Rooney, where are the game changers (Gazza), the proper defenders (Tony Adams) or the number 9's (Alan Shearer)?

Grassroots football is about falling in love with the game and participation, if kids ever make a living out the game then that is great but the single most important aspect to grassroots football is that the kids are allowed to have fun in a pressure free environment (sounds like the street to me). There are numerous studies where the kids overwhelmingly state that they play football to have fun with their friends.

My top 10 tips for parent coaches and parents for the upcoming grassroots season are:



1. Let the children play - If in doubt don't say anything. Parent coaches and many parents are not career coaches and are giving up their own time which is commendable but a constant commentary during match day or constantly stopping training sessions will suck the enjoyment from the kids. Shelve the tactical master plans and the impressions of Premier League managers on the side line. Recreate the street where kids just played, how often in training do kids ask about playing a match? It's what they want to do, they just want to play.

2. Allow the Ref to referee the game - In many cases the referees involved in grassroots football are still children or very young adults. They are still learning and even the very best make mistakes. Many decisions made by referees are subjective and based on an opinion. All referees are trying their best and without them there would be no game for the kids. Please stop and think before you question a decision or even

worse give out abuse. Don't be that fool that ruins the game.

3. Do NOT provide an in game commentary - The majority of coaches and parents I come across believe that constantly telling the kids what to do is a positive. In terms of children's development, it is the most toxic part of the game. The kids hate it, numerous studies show this, it sucks the life out of their play and stunts development as well as enjoyment. Kids start to listen for the command from the side line and become robotic, what happens when parent or coach is not there? The kids will be lost and not able to make their own decision.

4. Embrace mistakes - This leads on from number 3 and yes you've read it right, embrace mistakes. With every mistake made there is a learning opportunity. It might mean that the team concedes a goal or don't score a goal but the kids will learn and game intelligence will improve significantly. If a kid continues to make the same mistake week in week out and does not appear to be learning it might be that the coach can provide some assistance in the form of asking a question to make them think about other options.

5. Equal playing time is a must - All kids must play same/similar game time. The kids play to have fun with their friends and there is no reason not to play equal game time. Any kids that are constantly playing less game time will begin to fall out of love with the game and eventually give up, they will feel inferior to their peers. No adult should ever make a child feel inferior and ultimately the only reason for unequal game time is to win a game and in all likelihood massage their own ego.

6. Never pigeon hole into positions - The kids should be allowed to experience every part of the game. There is no logical reason to play kids in the same position every week. Kids enjoy playing in different areas of the pitch and it improves their development. In the very youngest ages I would not recommend playing positions, just let the kids play, they will develop advanced game intelligence as a result. If positions are played all the kids should be encouraged to play with freedom and not be restricted to a certain part of the pitch. I simply tell my U7 and U8 players when we attack you're an attacker and when we defend you're a defender.

7. Ask the kids what they want - It's the kids game, they're the ones that play the game not the adults on the side line. Ask the kids what they want? Allow the kids to do the team talk, decide who is playing where or run and create their own training sessions of parts of sessions. The children taking ownership is great for football development and life skills.



8. Respect the opposition - Remember they are not the enemy - it is kids' football. Welcome them to your ground, stand together, share a drink and allow the kids to play together before and after the game. Both adults and kids can make new friends.

9. NO warm ups - The kids do not need to be warmed up before the game. The kids do not need to do stretches or laps of the pitch. Just give them a ball and let them play before the game that's a sufficient warm up.

10. Be SUPPORTIVE post-match/training - Always remember the kid's enjoyment is paramount. Always tell the kids you're proud of them and if things have not gone as hoped on the pitch the kids will have their own disappointment, don't add to it by giving them the hairdryer treatment. This applies to coach's post-match team talk (not sure I've done too many of these) and to parents. I always say the car journey home is possibly the most dangerous part of kids' football. Dad might be disappointed his son/daughter did not perform and as emotions run high they tell their child in the car exactly what they think, children are desperate to make their parents proud. If parents keep being negative towards their children, then eventually they will give the game up.



The ultimate message is let the children enjoy the game, let them play and have fun. A supportive parent is one that takes their child to the game and allows them to play without pressure and is proud of them whatever their performance on the pitch. A supportive coach is a fair coach, a coach that allows the children to flourish and fall in love with the game. Follow the above tips and the kids will love the environment they play in and hopefully have a lifelong love for the game.

Good luck to all the grassroots family for season 2016/17 and remember IT'S THE KIDS GAME."

Richard - Grassroots football blogger, grassroots football coach (U7's & U8's), grassroots football educator and ex academy coach.

Twitter - Blog - <https://justletthemplayfootball.wordpress.com/>

Summer session at Wellow Soccer Academy with Mikey Harris



We had a very enjoyable session with Mikey Harris in August. The children were very much encouraged to get on and play their own game and it was great to see how they did this, how they were able to organise and how many ideas they were able to come up with. The kids were also able to tell us what makes a great coach - friendly, fun, patient and motivating were some of the top answers.

Coaches did some great work on developing a 'growth mindset'. The idea that abilities and talents can be developed, they are not fixed. Developing a growth mindset means that people are more likely to keep working despite setbacks or challenges in the belief that they can learn, achieve and get better (a valuable life-skill as well as a football skill!). You can learn more about the growth mindset in this short [video](#).

Wiltshire Community Foundation Grant

Salisbury Rovers is delighted to announce that we've been awarded a Wiltshire Community Foundation Grant worth £10,000 over two years. This will enable us to establish a unique community football project in two areas of Salisbury - Bemerton Heath and the Friary. The project, called 'The Beautiful Game', will allow children resident in those areas to have access to free football sessions as well as activities and trips. It will also offer access to coaching courses for young coaches and arrange opportunities for children in those areas to attend events in the City centre and beyond. We'll be working with the Council, the County FA and schools to make sure the children get maximum benefit from this grant. We'll also be recruiting volunteers. Watch our [Facebook](#) page and [website](#) for more details!



New club sessions at Sarum Academy at Salisbury Rovers FC



Our club sessions start back on **Saturday 10 September at 10am - 11.30** at Sarum Academy on [Bemerton Heath](#) (SP2 9HS). We have moved as the Portway is used for matches during the season and we have tried very hard to find a reliable, safe and secure long-term base with good facilities. We think Sarum Academy will provide that base (photos [here](#)) - it has a gated pitch, changing rooms, ample parking, lovely grounds and tea and coffee making facilities!

The price for 'pay as you play' sessions has increased slightly to £3 to cover the cost of the facilities. But remember, our annual subscription fees remain the same at £120 per year (payable by monthly installments of £10). **But remember: please talk to us in confidence if cost is an issue. No child should ever be 'priced out' of football.**

Team session at Salisbury Rovers FC - 3 September at 10.45

We are very excited to confirm that we have three new teams starting in the South Wilts League this season:

- an u7/u8 team,
- an u10 team;
- and an u11 team.



We almost have an **u9** team ready to enter (Y4) but we will need a volunteer manager for this team. Contact us if you are interested. The position can be shared.

We're still looking to build other teams across **all age groups**. In particular, we already have players in the following age groups and are looking for more to complete teams:

- **u12** team (Y7) (mixed);
- **u12** (girls) (Y6 and 7);
- **u14** girls (Y8 and 9).

Remember, we do not trial at any age. All kids will get to play if they have the desire to join a team.

We will be holding a teams only session on **3rd September (10.45-12)** at the **Portway**. This will allow managers and players to get to know each other. We will encourage players to share their views about match play and we will be completing league registration forms for the forthcoming season. The session is also open to those players who are waiting for their teams to form. We will email all of those on our players' list. If you have not told us yet that your child would like to play, please contact us to make sure we have your details.

We run match days in a very specific way. All players will get equal match time and experience in every position. Our managers will not be directing play from the sidelines and kids will be encouraged to take control of their own game, taking responsibility for organization and decision-making. The RESPECT agenda is at the core of everything we do and children will be taught what this means.

Volunteers, managers, referees and first aiders

We urgently need first aiders to help with matches while some of our managers await FA courses. Let us know if you are first aid trained.

We are also looking for volunteer referees. Referees can include older players or siblings. Things are very straightforward at mini-soccer level so it should not be too challenging a job and full support and training will be given.

At match time, you may also like to be a RESPECT steward. This simply means ensuring that a positive environment is maintained at matches in accordance with FA guidance. Again, support and training will be given.

We always welcome volunteers in other areas - publicity, admin, catering, events, etc. Just let us know if you are interested in helping.

Team sponsors

We are delighted to announce that we have sponsors for all three teams starting in the South Wilts' league.



A1 Team Cleaning is sponsoring our U7/u8 team.



Architects, Barclay and Phillips are sponsoring our u10s.



Legal research consultancy Inter Alia is sponsoring our u11s.

We are really grateful to these sponsors for providing the children's kit and we look forward to building positive relationships with them all. As we create more teams, we will be looking for more sponsors, so get in touch if you'd like to support our club.

Kids' views

We flagged this up in the last newsletter but there is still time to complete your forms.

We know kids will come up with ideas we have never even thought of! We will establish a Players' Council but we know this is not every child's cup of tea so we have drafted a questionnaire that all kids can complete. We look forward to hearing from you. Salisbury Rovers FC is *their* club.



Remember also that we are happy to receive feedback from parents at any time. Never be afraid to raise concerns, or make suggestions. Positive feedback is also appreciated by our volunteers!

Salisbury Rovers in the news!

We have had a few articles in the local media over the summer.

[Spire FM](#) did an interview with Club Secretary Debbie Sayers on 'The Beautiful Game Project'.

The [Salisbury Journal](#) also did a piece on our grant award.

The Laverstock and Ford [Newsletter](#) produced an article on the club (page 27).

The grant award was also covered by the Salisbury and District Chamber of Commerce - [here](#).

We have also been invited to appear on 'Join our Club' on BBC Radio Wiltshire on 3rd September.

Ball boys and girls at Salisbury FC



We have had this message from our friends at Salisbury FC:

"Salisbury FC are about to embark on an exciting new season starting this weekend! Following promotion last season, this is in the Southern League South & West division.

As part of an effort to involve as many children as possible, not just SFC players in the match day experience, we are inviting other local clubs to get involved and be our ball boys/girls for home matches at the Ray Mac.

All ballboy/ballgirls get in free as will a club official whom will supervise them, together with a member of our coaching staff. Your club name and the names of the children will be announced and thanked over the PA system. I will also look (weather permitting) to do something fun with them on the pitch at half time. That may be cross bar challenge or some other football related fun game.

For safety reasons I am told, we can only use children from age 10 and up. And between 6 & a maximum of 8 children per game is what is needed. They are perfectly able to wear their club colours, but bibs will need to be worn during the game. Of course warm clothing in the colder months is a must.

If you think this is something players in these age groups from your club would love to do, then follow the link below to our home fixtures and drop me an email with your 1st, 2nd and 3rd choice games. (Fixture list is [here](#)). Thank you and we hope to see many of you and your players at the Ray Mac some time during the season."

We would love to support this initiative so do let me know if your child would like to be a ball boy or girl at any of the Salisbury games.

England v Malta

Big Sam's first home match in charge of England takes place at Wembley Stadium on Saturday 8th October 2016. The County FA has sent us an application for tickets which includes tickets in the Family Enclosure (£10 for kids, £20 for adults). Let us know asap if you would like to apply for tickets through the FSA. The closing date for applications is 2nd September.



Upcoming Events

September 3

10.45am - 12 pm. Teams only session. Managers and coaches to meet beforehand at 9.45 to 10.45.

September 5

6.30 pm. Committee meeting (all welcome) Hampton Park Pavilion, SP1 3GY.

September 10

10am - 11.30am Club sessions start - Sarum Academy.

September 11

South Wilts League Tournament: Durrington

September 18

South Wilts League season starts

Please remember you can contact us at any time:

Email: salisburyroversfc@outlook.com Phone: 07543654971

Website: www.salisburyroversfc.co.uk

Facebook: www.facebook.com/salisburyroversfootballclub

Twitter: [@Salisburyrovers](https://twitter.com/Salisburyrovers)
