



Salisbury Rovers FC

CLUB SECRETARY'S ANNUAL REPORT

24 April 2017



INTRODUCTION

“I believe the only way to live and to be truly successful is by collective effort, with everyone working for each other, everyone helping each other.”

Bill Shankly

Salisbury Rovers FC launched in March 2016 as a community club with a mission to create a positive and inclusive youth football learning environment. The club ensures all children are given the time and space to:

- develop their football skills;
- enjoy the game of football and the social interaction it offers;
- build their confidence, independence, sense of individual responsibility, emotional intelligence and leadership qualities.

Our club puts children and **their** development first. We believe that **every** child involved with our club matters equally. We are creating a vibrant alternative youth football model to help stop the shockingly high dropout rate that currently exists across our national game.

We want to open-up opportunities to play football for **all** children in our community. We do this by removing artificial barriers to participation in the game.

Our aspirations are aligned with some of the most progressive thinkers in the professional game. We support the youth football player development mantra “as many as possible, for as long as possible in the best environment possible”.¹

We have a ‘**kids first**’ approach. We’re directly opposed to any unhealthy distortion of the youth football environment. We actively **discourage**:

- coaches or parents from directing children’s decision making during play;
- creating artificial cost barriers that prevent some children from accessing football;
- using ability based selection which denies children the chance to play youth football.

In this early stage of delivering our mission, we have:

1. built an effective club infrastructure based on core ideas, values and views of children in our club and community;
2. provided a coaching and playing environment that delivers our mission and brings our ‘**kids first**’ approach to life; and
3. delivered community projects in disadvantaged areas of Salisbury to provide football opportunities to children who are often unfairly excluded from the game.

We’re committed to improving our club by including local children (and their parents) in the future development of our work. Using the best available evidence about youth football player development, we’ll continue our efforts to build a vibrant youth football model in our community. Working together, we can create an environment where young people develop an enduring love of football and are motivated to play, develop their football and life skills, and support our national game throughout their lives.

¹ Mark O’Sullivan, FA Coach Educator, Swedish FA.

LEVEL OF ENGAGEMENT

Since its launch, the club has had reached well over **250 children**.

The Beautiful Game Project has thus far attracted over 50 children across its two sites.

Club sessions have attracted around 170 different children over the year.

Other children have been in touch with the club through girls' only sessions and football events.

CHILDREN'S VOICE

We have engaged directly with our children in the following ways:

- A specific players' session in September
- A players' questionnaire
- A players' Conference
- A players' Council
- A survey and questionnaire on girls' football.

We will continue with this work throughout the forthcoming season.

FACILITIES

Sarum Academy is booked for the forthcoming year and has proved to be an excellent base.

GRANTS AND FUNDING

Over the last year, we have been awarded grants from:

- The Football Foundation
- Wiltshire Community Foundation
- Carriers for Causes.

The Football Foundation and the Wiltshire Community Foundation grants will continue over the next year to allow us to reach further children.

Additional grant funding is actively being sought to extend and expand our community work.

VOLUNTEER AND COACHING DEVELOPMENT

Our club started without infrastructure beyond the time and dedication of its volunteers.

Over the last year we have invested significantly in coach education and volunteer development as a priority because all children deserve a safe space to play.

This has included funding:

- Six FA Level 1 courses
- 7 FA Emergency Aid courses
- 10 FA Safeguarding courses
- 1 FA referee's course
- 21 FA DBS certificates
- A coaching workshop with Mikey Harris

- We also invest in support from professional coaches.

We will continue to promote the professional development of our coaches and volunteers and will seek to hold regular coaching workshops as well as workshops aimed all adults involved in junior football.

We will ensure that all coaches participate in all aspects of the club's delivery – club sessions, project work etc.

We will promote volunteerism as a core objective. A sense of community must be embedded at the heart of our club if we are to make good on our promises to develop whole child. Building a real community is a great example for our young people and providing them with opportunities to learn, grow and develop their skills is an essential part of this.

THE FUTURE: OUR DEVELOPMENT PLAN

Our development plan establishes a radical new development schedule for 2017-18 in the hope of creating the best possible child-centred development environment. As the summer approaches, we will offer many and varied ways to discuss our plans and to receive ideas and suggestions.

We look forward to a new season full of promise and fun in an environment we can create together for our children's benefit.

WITH SPECIAL THANKS TO OUR SPONSORS



AND TO OUR GRANT FUNDERS





AND TO OUR AMAZING VOLUNTEERS AND COACHES

BUT MOST OF ALL TO OUR KIDS.....!

