



## Haverhill Area Working Party 29 July 2010

### Haverhill Player Development Centre

#### **1. Summary and Reasons for Recommendations**

- 1.1 This report proposes the establishment of the Haverhill Player Development Centre at Haverhill Community Sports Association, Chalkstone Way to meet the requirements of the funding agreement for the Haverhill Community Football Project.
- 1.2 The Player Development Centre will provide coaching for under 18s, under 16s, women and girls, disabled players and train future coaches.
- 1.3 The Player Development Centre will be contracted by means of a Service Level Agreement between Abbeycroft Leisure and Suffolk County Football Association.
- 1.4 The current Abbeycroft Leisure grant for the Haverhill Football School will be used to fund the new Haverhill Player Development Centre.
- 1.5 The participation and performance of the Centre will be reported to the new Haverhill Community Sports Partnership, the monitoring body for the new Haverhill Community Sports Association.

#### **2. Recommendations**

##### 2.1 It is **RECOMMENDED** that:-

- (1) the Haverhill Player Development Centre be established and commence in the 2010/2011 football season as a means of delivering the development targets contained in the funding agreement for the Haverhill Community Football Project;
- (2) Abbeycroft Leisure contract Suffolk County Football Association to carry out the Development Centre work; and
- (3) (a) an element of the management fee from the Borough Council to Abbeycroft Leisure that was formerly used to fund the Haverhill Football School, as detailed in Section 4.6 of Report B148, now be used to fund the Player Development Centre; and  
(b) this position to be kept under annual review.

**3. Corporate Objectives**

3.1 The recommendations meet the following, as contained within the Corporate Plan:-

- (a) Corporate Priorities : *'To improve the safety and well being of the community'; and  
'To raise corporate standards and efficiency'*
- (b) Cabinet Commitments : *'Shape the future development of the Borough and the wider area'; and*
- (c) Vision 2025 : St Edmundsbury will be a place *'where the wide range of accessible leisure and cultural facilities on offer provide opportunities for the community (V: L2)'*.

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#### **4. Key Issues**

##### **4.1 Background**

4.1.1 Cabinet Report W62, considered on 22 June 2005 in respect of the Haverhill Community Football Project recognised that *'It is important that as many members as possible of the football fraternity regard the facilities as the home of football in Haverhill. This would enable development pathways to be established from early play to senior team. It is therefore proposed that the Haverhill Football Academy, which is operated by Abbeycroft Leisure and funded by the Borough Council, be involved in the project'*.

4.1.2 The Haverhill Community Football Project was handed over to Haverhill Community Sports Association in June 2010 and will officially open in August 2010. The Association and its volunteers will have much to do in its first year getting to grips with the new facility and the demands on it and the Council is supporting them as much as possible in this respect.

4.1.3 A Football Development Group has been set up and represents all teams; women's and girls', junior, senior etc and also has much work to do in developing coaches. Between it and the Association, volunteers are stretched in coping with the development demands that lie ahead. Suffolk County Football Association (SCFA) is supporting the group.

4.1.4 Haverhill Football School is not incorporated into the project as the Football School coach operates as separate unit.

##### **4.2 Haverhill Football School**

4.2.1 Haverhill Football School was set up in response to the establishment of the West Suffolk Football School in that concerns were raised in Haverhill that Bury St Edmunds had such a facility and Haverhill did not. However, it was not possible to set up the academic links in Haverhill that West Suffolk College had in place in Bury St Edmunds. Therefore, a coach was hired and funded via the Abbeycroft Leisure grant. The Football School is seen by parties such as the Football Association (FA) and SCFA as a 'funded youth team'.

4.2.2 SCFA believes that the U18 level of football in Haverhill should be run in the same way as all other youth age groups, i.e. without a paid coach. At the Haverhill Community Sports Association meeting held on Monday 10 May 2010, SCFA advised that an Under 18 team should be encouraged to enter the league but with a self funding model in the event the existing funding is re-directed. This creates the opportunity to find new ways of using the existing grant funding, hence the proposal in this report.

##### **4.3 The Proposal**

4.3.1 Working in partnership this proposal seeks to establish a Player Development Centre in Haverhill. Through this proposal it will be possible to achieve the development plan objectives that were a condition of the national funding for the project. The Centre will support the Haverhill Community Sports Association Project and provides a specific programme for player development for all the following groups:-

- (a) Youth Male;
- (b) Youth Female;
- (c) Mini Soccer Ages; and
- (d) Disabled Players.

4.3.2 The proposal would be an operational partnership between St Edmundsbury Borough Council, SCFA, Abbeycroft Leisure and Haverhill Community Sports Association.

#### 4.4 **Programme Aims**

4.4.1 The Player Development Centre offers the opportunity for all players to improve in order to fulfil their potential and extends to all player levels, incorporating the FA Skills Programme.

4.4.2 The aims of the programme are to:-

- (a) improve players' skills and techniques. Working with 5 to 11 year olds, and 12 to 16 year olds and 16 to 18 year olds (U18s);
- (b) promote diversity by offering coaching to male, female and disability groups, with potential for six groups in total (target 16 per group, therefore, 96 young people);
- (c) generate and promote the benefits of competitive opportunities by offering links to schools competitions and festivals, club leagues, and with fixtures against other Player Development Centres in the region. This is to extend player pathways depending on player ability levels;
- (d) work with local clubs and schools to identify players and teams to assist in delivering the Haverhill Community Football Development Plan. This plan was a major constituent of the funding bid to the Football Foundation and is the principal measurement of success;
- (e) support the development of coaches and coaching in Haverhill by providing training, mentoring and a support network for club coaches and teachers; and
- (f) tie in to the proposed team growth of the Haverhill Community Football Development Plan.

#### 4.5 **Assumptions**

4.5.1 A number of assumptions have been made in the production of this plan, as follows:-

- (a) *Coaching Costs*  
A cost of £25.00 per coach per session has been charged. This fee includes any additional coach expenses e.g. mileage;
- (b) *Sessions*  
Each group will take place over 30 weeks, with a session length of 1.5 hours;
- (c) *Coach Education Continuous Professional Development (CPD)*  
Coaches should be minimum Level 2 qualified (or working towards) and FA Youth Award Module 1 (or working towards);
- (d) *Venue*  
Sessions will take place at either the Chalkstone Way site or Haverhill Leisure Centre pending agreement over rates with the Haverhill Community Sports Association and Abbeycroft Leisure; and
- (e) *Partnership with School Sports Partnership (SSP)*  
Working in partnership with the Haverhill SSP, an allocation will be made to support schools competitions, festivals and fixtures.

#### 4.6 **Annual Costs**

4.6.1 St Edmundsbury Borough Council makes an annual contribution through the Abbeycroft Leisure management fee towards the cost of the present football school in Haverhill.

Abbeycroft has granted the Football School £17,000, which funds the one youth team and coach.

- 4.6.2 The funding for the new Player Development Centre would be from Abbeycroft Leisure using the same amount to contract directly to SCFA who will manage the programme. This is to support the programme shown below with added benefits of participation increase, improving standards not just of players but of coaches and volunteers, monitoring, motivation and equal opportunity:-

<b>Purpose</b>	<b>Amount</b>
U18s	£4,000
Youth male (12 to 16)	£4,000
Youth female (12 to 16)	£4,000
Disability	£2,000
5 to 11 mixed	£3,000
<b>Total</b>	<b>£17,000</b>

- 4.6.3 The coaching categories are divided into the following cost centres:

- (a) Coaching;
- (b) Coach education/CPD;
- (c) Venue Hire;
- (d) SSP competitions;
- (e) Travel;
- (f) Kit and equipment; and
- (g) Marketing and Administrative support.

- 4.6.4 In addition to the re-allocation of the grant to meet the needs of a greater number of teams and ages, SCFA will contribute 10% of the amount annually in the form of staff support.

#### 4.7 **Development Initiatives**

- 4.7.1 The added value of the Player Development proposal will support and promote benefits and opportunities for all players, coaches, young leaders/ volunteers. Key elements of the centre are:-

- (a) *Mentoring of coaches*  
Mentoring new and experienced coaches has been acknowledged by the Football Association as a key driver of player development. As a result, a Mentoring Adults course has now been launched by SCFA. This will allow a network of coaches to be supported in their roles within the Player Development Centre. Support opportunities will include courses and in service training.
- (b) *Links to the Haverhill Community Sports Association Development Group*  
SCFA will steer this programme to support the vital work of the above group, providing extended opportunities to drive participation as well as improving players.
- (c) *Assessors*  
In addition to promotion assessments, an allocation has been made for the assessment of those with particular development needs. This might be instigated from Low Marking Reports or from league requests but may also follow requests from match officials themselves.
- (d) *Coaching*  
Suffolk County coaches will be available to support referees who have particular

development needs or those who are keen to improve their own performance. This will not include those officials within the promotion scheme and will be on a one-on-one basis.

#### 4.8 **Delivery Partners**

4.8.1 The Player Development Centre will use a wide variety of coach deliverers, linking to the best available coaches and programmes in the county.

4.8.2 These will include:-

- (a) FA Skills Coaches;
- (b) FA Regional Coach Development Managers;
- (c) Ipswich Town Community Trust coaches;
- (d) Suffolk County Football Association Development Staff;
- (e) FA minimum Level 2 Club Coaches; and
- (f) Physical Education (PE) specialists.

4.8.3 SCFA will ensure that all staff are suitably qualified, hold a current Enhanced Criminal Records Bureau (CRB) and Independent Safeguarding Authority (ISA) checks, and are members of the Football Association Coaches Association (FACA).

#### 4.9 **Monitoring and Evaluation**

4.9.1 It is vital that this programme meets the requirements of the Haverhill Community Football Project Football Development Plan, as submitted in the funding bid to the Football Foundation. In order to ensure that this programme meets the strategic and development outcomes proposed, quarterly reports will be produced and provided to Abbeycroft Leisure, St Edmundsbury Borough Council (SEBC), Haverhill Community Sports Association and be presented to the new monitoring body the Haverhill Football Partnership Group.

4.9.2 The programme will also be an agenda item on the Development Group on which all partners; Abbeycroft, Suffolk FA, SEBC etc are represented to ensure it is aligned to the wider development work of these partners.

#### 4.10 **Overall Conclusions**

4.10.1 The current Haverhill Football School provides coaching for one team. There is no tie in to other teams and thus the development outcomes are very limited.

4.10.2 This Player Development Centre proposal is a transformation of the way that we had originally planned that the facility be operated in sports development terms but this opportunity provides the means to significantly enhance it.

4.10.3 This new option will deliver significant participation and development outcomes in the Borough and maximise the benefit of the new Haverhill Community Football Project. Added value will be provided, within the existing grant budget and the programme will dovetail into Abbeycroft Leisure's development work in the Borough.

4.10.4 The primary aim is to offer inclusive opportunities for young players, coaches and volunteers to fulfil their potential and to link to a range of development strategies. It will also meet the development targets required of us in their grant allocation by the FA and Football Foundation.

<b>5. Other Options Considered</b>
5.1 There is a requirement to ensure the continued development of football in Haverhill in the funding agreement for the Community Football Project with the national football bodies. Not to provide a facility such as the Player Development Centre will also not maximise the benefit of the new Haverhill Community Sports Association facilities. These new facilities will encourage new players, particularly mini, junior, women's and girls, to participate and have significant health benefits. The Player Development Centre provides the means to coach and develop these participants and to train the coaches needed for the future.
5.2 As the governing body for football, SCFA strongly supports the proposal.

<b>6. Community Impact</b> <i>(including Section 17 of the Crime and Disorder Act 1998 and diversity issues)</i>
6.1 <u>General</u>
6.1.1 The scheme offers significant local opportunities for sporting participation addresses a demonstrated community need.
6.2 <u>Diversity and Equality Impact</u> <i>(including the findings of the Equality Impact Assessment)</i>
6.2.1 Haverhill Community Sports Association represents a number of Charter Standard clubs with FA approved open access and child protection policies and encouraging all to participate.

<b>7. Sustainability Impact</b> <i>(including environmental or social impact on the local area or beyond the Borough)</i>
7.1 The Haverhill Player Development Centre proposal uses the existing facilities within the Borough to provide its coaching sessions.

<b>8. Consultation</b>
8.1 Initial consultation on the options for the future of football development in Haverhill have been taking place with SCFA as part of the funding bid submission for the new Haverhill Community Sports Association facility at Chalkstone Way, Haverhill.
8.2 The programme proposed has been developed in consultation with SCFA.
8.3 The Player Development Centre proposal was presented to and approved by the Abbeycroft Leisure Board.
8.4 Consultation has also been carried out with the Portfolio Holders for Culture and Sport and Haverhill and Housing.

<b>9. Resource Implications</b> <i>(including asset management implications)</i>
9.1 The proposal will use the existing grant from Abbeycroft Leisure to the Haverhill Football School. By this means significant and measurable added value, improved development outcomes and increased participation can be provided for the existing grant allocation.

**10. Risk Assessment** (*potential hazards or opportunities affecting corporate, service or project objectives*)

<b>Risk area</b>	<b>Inherent level of Risk</b> (before controls)	<b>Controls</b>	<b>Residual Risk</b> (after controls)
Not to provide a Haverhill Football School or such development provision in Haverhill would lead to considerable criticism that an opportunity was being provided in Bury St Edmunds that does not exist in Haverhill.	High	Council approves the inception of the new Haverhill Player Development Centre.	Low
Not to provide such a centre would cause difficulties for the new Haverhill Community Sports Association and its partners (including the Council) to meet the development requirements of the Football Development Plan submitted to the FA as part of the capital funding bid for the new facilities.	High	Development and coaching provided to meet the development plan targets.	Low

**11. Legal or Policy Implications**

11.1 The proposal uses an existing arrangement to deliver significantly more in participation and added value for the same current expenditure.

<b>Wards affected</b>	All Haverhill Wards	<b>Portfolio Holder</b>	Culture and Sport
<b>Background Papers</b>	W62	<b>Subject Area</b>	Leisure, Sport, Arts and Culture