

Play Football



Haringey Football Development Plan 2009 – 2012

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active



Haringey Council

Credits

Haringey Council would like to formally recognise the contributions made by the following organisations towards the aims, objectives and outcomes of the Football Development Plan.

Haringey Football Forum
Tottenham Hotspur Foundation
Tottenham Hotspur FC
Haringey Sports Development Trust
Hornsey YMCA
Asian Action Group
Access to Sport
Pro Active North London
Haringey Community Sport and Physical Activity
Network (CSPAN)
Football Association

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Introduction

Football is a hugely popular sport and has a large role to play in encouraging people of all ages to continue to stay active and enjoy the many benefits of playing sport.

This plan aims to encourage people to take up football and continue playing football for as long as possible in a variety of settings.

The council has ambitious plans to increase numbers taking up football, encourage people to keep playing football and improve the quality of football at all levels in the borough.

This plan lays out the way forward to continue to ensure that participation in football is enjoyed by a wide cross section of our community

CLlr Dilek Dogus
Cabinet Member for Adult and
Community Services



1 Vision



To promote and provide, both individually and in partnership, football activity and the facilities that sustain it; to meet the needs of all communities in Haringey and in support of local, regional and national policy objectives.

2 Aims

The aims of the Haringey Football Development Plan are:

- a) Growth and retention
- b) Raising standards
- c) Developing better players
- d) Workforce development
- e) Facilities development

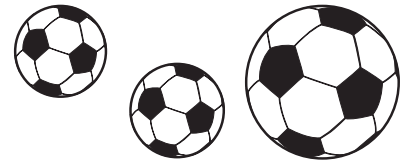


3 Objectives and Outcomes

To help to deliver the vision and aims, the following objectives have been identified for the football development programme, with performance indicators to be achieved by 2012 which also reflect the FA's national and London strategies, with an element to address local circumstances in Haringey:

Growth and retention: Expand all aspects of the game in Haringey by:

- **Mini-soccer:** Supporting Charter Standard clubs to develop three new mini-teams and develop a Haringey mini-soccer league.
- **Male youth teams:** Supporting Charter Standard clubs to develop two new junior male teams, two new small-sided junior male teams and two junior female teams.
- **Female youth teams:** Running promotional sessions for female youth players and provide exit routes to Charter Standard clubs to form additional teams.
- **Adult male teams:** Developing a new small-sided league for 22 new teams in conjunction with Power League and U18 and U21 eleven-a-side leagues to assist with the transition from junior to adult play.
- **Adult female teams:** Supporting clubs with junior women's teams to retain players for two new adult teams.
- **Disability teams:** Build upon the existing disability football projects in Haringey to contribute two additional teams to the proposed new county disability league.





Raising standards: Raise standards by:

- **Mini and youth teams in Charter Standard clubs:** 75% of youth and mini-soccer teams in the borough playing in Charter Standard clubs.
- **FA Community Clubs:** One Community Club in the borough.
- **FA Development Clubs:** Two Development Clubs in the borough.
- **FA Charter Standard Clubs:** Four more Charter Standard clubs in the borough.
- **FA Adult Charter Standard Clubs:** Four Adult Charter Standard clubs in the borough.
- **'Respect':** Introducing the 'Respect' campaign to all leagues in Haringey.

Developing better players: To develop better players by:

- **FA Skills Programme:** Promoting the FA Skills Programme to all teachers, parents and coaches.
- **Under-represented groups:** Assisting players from under-represented groups to achieve the standards required for football centres of excellence.

Workforce development: To develop coaches and officials by:

- **Coach development:** Having at least a Level One coach for every team.
- **Referee development:** Recruiting 14 new referees, one referees instructor, two referees coaches and four referees assessors.

- **Welfare officers:** Ensuring that all clubs with youth teams have a trained welfare officer.
- **Young leaders:** Recruiting two additional Young Leaders to work on local football development initiatives.

Facility development: Improve facilities provision by:

- **Localised facilities:** To seek to provide at least one multi-use games area in each of the 19 wards in the borough, to support local efforts to expand the small-sided game. Reviewing the size and quality of the hard play areas at all 62 primary school sites in the borough and making improvements as appropriate, to facilitate skills training for the 5 - 11 year old age group.

- **Area Assembly facilities:** Developing football facility clusters in each of the seven Area Assemblies in the borough, addressing in particular the quality of grass pitches and changing facilities to improve usage capacity.
- **Boroughwide facilities:** Using the White Hart Lane Community Sports Hub as the focus for football development programmes of a boroughwide nature.
- **Centre of excellence:** Supporting the Tottenham Hotspur Academy to provide an exit route for the most talented players from the borough.





4 The Strategic Context

The implications for football development in Haringey are as follows:

The Haringey Community Strategy

Football development will contribute to the priorities to create community cohesion, improve the life chances of young people and tackling health inequalities through increased physical activity.

The National Game Strategy

The document contains targets for growing and retaining participation, improving standards of play and developing facilities, which will guide the strategic direction of football development in Haringey.

The London FA Strategy

The document provides the regional context to the FA's National Game Strategy and it identifies the lack of pitches in London compared to the population, the key role mini soccer has to play – particularly in inner London, the importance of developing youth football and the need to grow adult football at all levels. In all these respects Haringey is currently under performing.

The Haringey Sport and Physical Activity Strategy

Football can play a key role in improving opportunities to participate in sport and physical activity. The 'Area-Based Offer' and the proposed hierarchy of provision associated with it, will provide a framework for football facilities that will improve access to local opportunities.

Inclusive and Active

The document contains proposals to increase participation by disabled people in London by 1% per annum, in part by creating more inclusive mainstream sports clubs and also by improving physical access for disabled people to sports facilities.

The FA Charter Standard Club Programme

The programme will be central to the delivery of quality football development in Haringey.

5 Current Football Provision in Haringey

Strengths:

- **Football team increases:** There was an overall increase of 13.9% in the number of affiliated football teams in Haringey between 2006/07 and 2007/08, with the number of mini-soccer teams almost doubling.
- **Charter Standard clubs:** 15% of all affiliated football clubs in the borough have achieved the FA's Charter Standard, well above the national average of 9.1%. 68.3% of youth and mini-soccer teams in Haringey play in a club with Charter Standard status, with a national average of only 46.8%.
- **Football pitch supply:** The number of football pitches in the borough is adequate to meet demand at present.
- **Agencies with a commitment to football development:** There are a wide range of statutory, voluntary and charitable organisations in Haringey currently involved in football development, often to meet wider agendas.
- **Football Development Plan:** The existing Football Development Plan has provided a valuable basis for co-ordinating development over the past three years.
- **Satisfaction with overall sports provision:** Levels of satisfaction with sports provision in the borough have increased significantly between 2006 and 2008 and are now higher than the average rates for London.
- **The popularity of football:** Surveys of young people in Haringey reveal the popularity of football, which features very strongly in sports preferences, particularly for boys. Football is also by far the most popular sport that young people would like to take up in the borough.





Weaknesses:

- **Overall sports participation rates:** The overall rates of sports participation in Haringey are below the regional and national averages, according to the 2008 'Active People' survey.
- **Participation by under-represented groups:** The 'Active People' survey found participation amongst under-represented groups such as women, BME groups and disabled people is disproportionately low in Haringey.
- **Football 'conversion rates':** FA data shows the proportion of footballers as a percentage of the overall population is significantly lower in Haringey than for London or England as a whole. The mini-soccer figures are lowest of all, with conversion rates only 20% of the national average.
- **Small-sided football:** Small-sided football is poorly developed at junior level, with no teams at all in the borough. Eight of the 19 wards in Haringey do not have a kickabout area at present.
- **Pitch provision:** There are currently enough football pitches to meet existing demand in Haringey, but the number of pitches per capita is well below regional and national averages. This suggests current provision is only adequate because local demand levels are suppressed, possibly as a result of the lack of pitch supply.
- **Quality of pitches and ancillary facilities:** 17% of all football pitches are in 'poor' condition, 22% do not have access to changing facilities and 60% do not have any on-site social facilities.
- **Accessibility:** 'The Haringey Open Space and Sports Assessment' identified a 400m walk as the appropriate catchment for football pitches. At present, around half of the population of the borough is outside such a catchment.



Opportunities:

- The London FA Strategy: 'The London Football Association Strategy 2008 - 2012' interprets the FA's 'National Game Strategy 2007 - 2012' in a London context, thereby providing individual boroughs with priorities and targets that can be interpreted at local level.
- Building Schools for the Future: The BSF programme in Haringey will provide new and improved sports facilities at several secondary schools in the borough. This will create opportunities to improve education and community use of the provision.
- Football Foundation: The Foundation has provided £934,754 of grant funding to football projects in Haringey between 2002 and 2008, contributing to overall project costs of £1,591,622. The Foundation is keen to support further appropriate projects in the future.
- Market segmentation data: Sport England's market segmentation data identifies disproportionately large numbers of 18-35 year olds from lower income groups and men aged 26-45 from the same socio-economic groups. There is considerable potential for attracting these groups to football programmes in the borough.

Threats:

- Limited pitch supply: In a heavily urbanised borough, identifying sites for additional grass pitches to satisfy increased demand could be problematic.
- Falling sports participation rates: The Active People Survey revealed falling rates of participation in sport and physical activity in the borough and thus increases in football participation will need to reverse local trends.
- Reductions in public expenditure may limit both the Council's and the Football Foundation's ability to provide funding.

6 Summary



The developments proposed in Haringey have been devised by adopting the priorities identified in the London FA Strategy to the context of the borough and in so doing they:

- Reflect the priorities and targets in the FA's National Game Strategy and London FA Strategy.
- Build upon the objectives set out in other local, regional and national strategic policy documentation.
- Take account of local circumstances in Haringey.
- Address local deficiencies identified through the SWOT analysis of local provision.
- Provide a framework within which investment decisions can be made.



Shqip



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Kurdî Kurmancî



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