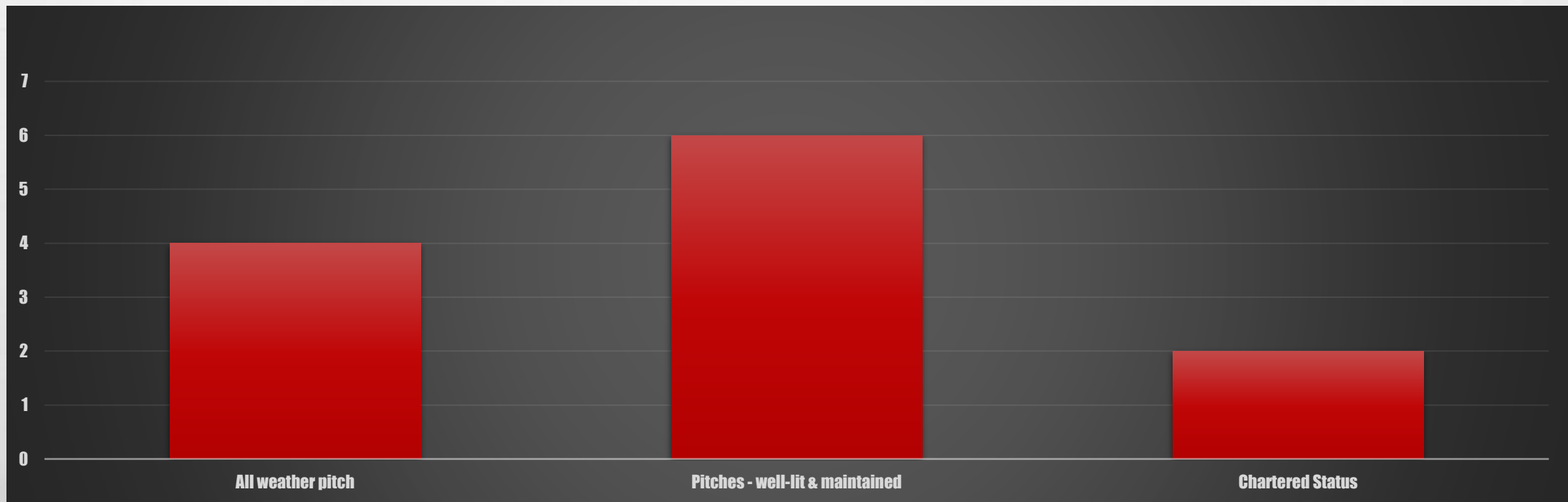


**FAIRFORD
& LECHLADE YFC
THE WAY
FORWARD**

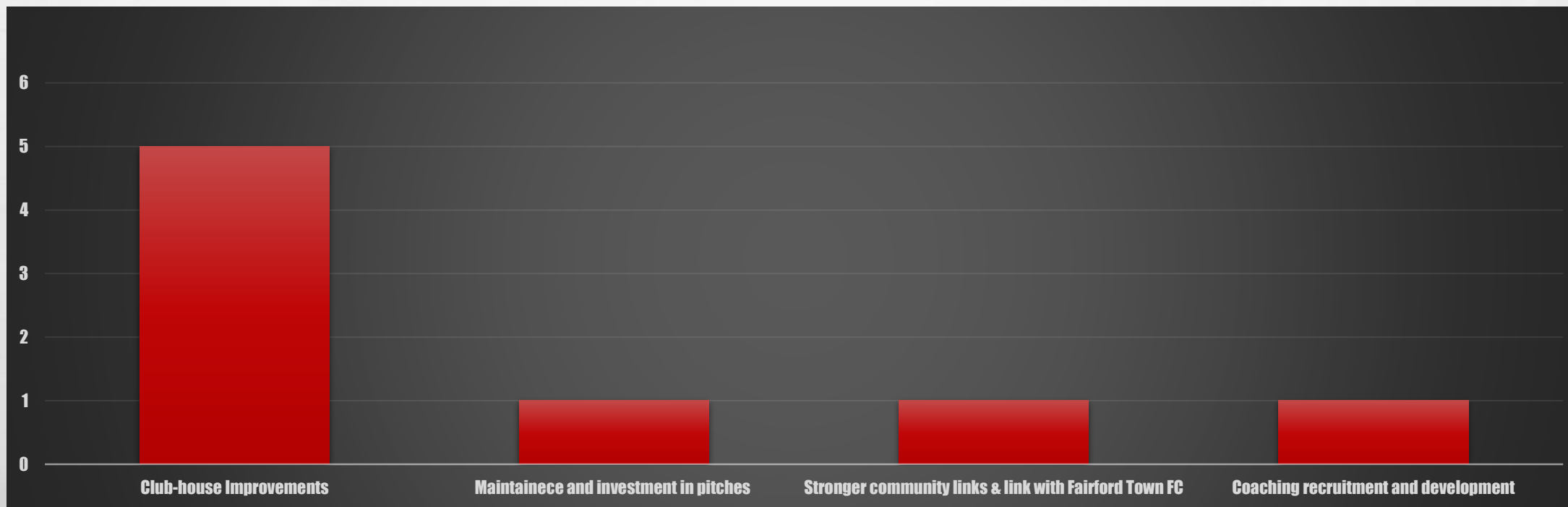
FEEDBACK FROM COACHES



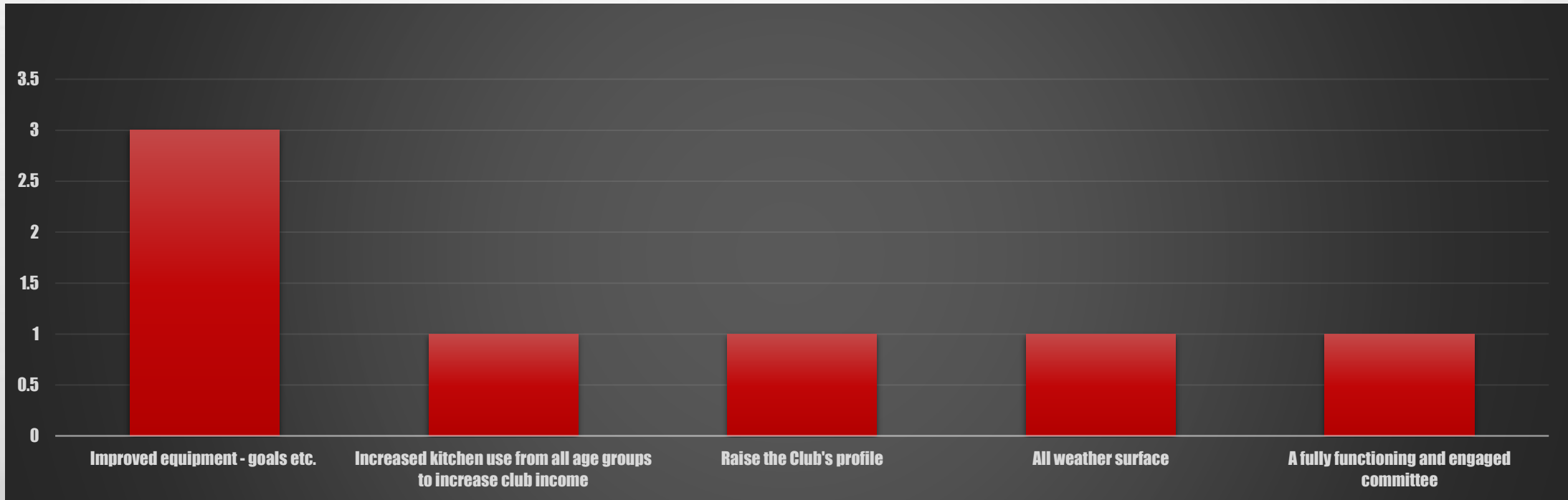
PRIORITY ONE



PRIORITY TWO



PRIORITY THREE



COMMENTS FROM COACHES

- REALLY NEED TO TAKE A PROACTIVE APPROACH TO FUND-RAISING. WE HAVE A LOT OF CHILDREN SIGNED ON WITH THE CLUB WHICH MEANS A LOT OF PARENTS AND GRANDPARENTS – WE COULD RAISE SUBSTANTIAL FUNDS QUITE QUICKLY (150 KIDS EACH RAISING £100 A YEAR FOR 3 YEARS IS £45,000!!).
- NEWSLETTERS – I LEFT MY EMAIL ADDRESS WITH FAIRFORD RUGBY CLUB A COUPLE OF YEARS AGO AND I GET A MONTHLY NEWSLETTER AND NOTIFICATION OF EVENTS. WE DON'T SEND ANY COMMUNICATION TO OUR PARENTS TO LET THEM KNOW WHAT WE ARE DOING AS A CLUB. THIS COULD BE DONE OVER AND ABOVE OUR SOCIAL MEDIA OFFERING – NOTE: DO ALL PARENTS KNOW OF OUR FACEBOOK AND TWITTER ACCOUNTS?
- RAISE THE PROFILE OF OUR CLUB, BE PROUD OF WHAT WE HAVE AND BE PART OF THE COMMUNITY.

COMMENTS FROM COACHES

- CURRENTLY,THE CLUB IS A GROUP OF PEOPLE,WHO HAVE CHILDREN PLAYING FOOTBALL WITH THE SAME BADGE ON THEIR SHIRTS – THAT IS THE HIGH POINT OF THE ‘BELONGING’. I THINK THERE IS A NEED TO HAVE A MORE COLLECTIVE AND COLLABORATIVE WAY FORWARD. BE PART OF THE LARGER COMMUNITY (TOWNS OF LECHLADE AND FAIRFORD, INTERACTION WITH THE FAIRFORD TEAM, SUPPORTING OTHER GROUPS, ETC), TO DEVELOP A STRONG REPUTATION FOR THE CLUB OUTSIDE OF FAIRFORD, BEYOND INDIVIDUAL TEAMS – CLUB CULTURE AND PHILOSOPHY ARE KEY.

COMMENTS FROM COACHES

- A 5-YEAR PLAN, OBJECTIVES, MILESTONES, LEADERSHIP, DRIVE AND COLLECTIVE RESPONSIBILITY. I THINK WE MUST HAVE A DREAM, EVEN IF IT IS ASPIRATIONAL. WE NEED TO MAKE IT MORE THAN JUST ABOUT FOOTBALL, BECAUSE.....IT IS. WHAT WILL OUR CLUB LOOK LIKE WHEN IT IS FINISHED? SURELY, OUR AIM SHOULD BE SOMETHING LIKE STANLEY PARK IN CHIPPENHAM – HUNDREDS OF CHILDREN ON GREAT PITCHES, HAVING A GREAT TIME WITH SUPERB FACILITIES.....OH AND WE TRY AND WIN EVERYTHING GOING, PLAYING THE GAME IN THE RIGHT WAY.

COMMENTS FROM COACHES

- BUILD PROFILE - MANY NEW RESIDENTS IN FAIRFORD AND LECHLADE OVER LAST 18 MONTHS - 2 YEARS AND NOT MANY HAVE JOINED THE CLUB TO MY KNOWLEDGE. I THINK BUILDING A TOGETHERNESS AND SENSE OF BELONGING AND LOYALTY TO THE CLUB IS A GOOD STARTING POINT. HOSTING AN ANNUAL TOURNAMENT THAT COULD BE THEMED...SO IT IS WELL KNOWN IN THE AREA AND IS SLIGHTLY DIFFERENT TO OTHER TOURNAMENTS WOULD BE AN IDEA - THE F&LYFC WORLD CUP FOR EXAMPLE...APPRECIATE THE WORLD CUP ISN'T EVERY YEAR BUT IT'S A THEME THAT FOOTBALL FANS LOVE AND SPEAKING FROM EXPERIENCE I HAVE SEEN HOW SUCCESSFUL THIS IDEA CAN BE. A PARENTS VS LADS GAME FOR EVERY AGE GROUP TO BE PLAYED EACH YEAR AS A SEASON FINALE - POSSIBLY ON THE ANNUAL PRESENTATION DAY TO WRAP UP THE SEASON.

COMMENTS FROM COACHES

- GENERATION OF FUNDS THROUGH THE KITCHEN IS AN EASY RESOURCE BUT NEEDS A COMMITTEE TO TAKE THIS ON AND BE CONSISTENT. ALL AGE GROUPS TO PROVIDE THIS IS POSSIBLE.
- COMMUNICATION BETWEEN ALL AGE GROUPS NEEDS TO BE IMPROVED - EXAMPLE OF THIS IS FAIRFORD FESTIVAL, NONE OF US WERE AWARE OF THE DATE, UNDER 10S HAVE BOOKED A TOURNAMENT, NO ONE WAS AWARE OF THE PARADE OR SESSION TO HAVE A GO.
- MORE SUPPORT AND GUIDANCE FOR THOSE TAKING ON KICKSTART IS NEEDED, THE DEVELOPMENT OFFICE IN MY OPINION CAN'T RUN A TEAM AND SUPPORT ALL COACHES, THIS SHOULD BE A SUPPORT AND GUIDANCE ROLE.

COMMENTS FROM COACHES

- COACHES NIGHT OUT / GET TOGETHERS - BRING THE COACHES TOGETHER FOR SOCIAL ACTIVITIES CAN ONLY HELP UP ALL PULL IN THE RIGHT DIRECTION AND WORK CLOSER TOGETHER...HOW OFTEN DO COACHES FROM EACH AGE GROUP DISCUSS TRAINING...COACHING...IDEAS AND CHALLENGES ETC? LONG TERM PLAN TO BUILD / DEVELOP A CLUBHOUSE THAT CAN MIRROR THE CRICKET CLUB - BAR, TV ETC COULD POTENTIALLY GENERATE FUNDS FOR THE LONG TERM. SOCIAL CLUB WHERE FOOTBALL CAN BE VIEWED AS A GROUP BY PLAYERS AND PARENTS COULD REALLY HELP BUILD THE CLUB SPIRIT AS WELL AS RAISE MONEY ON A LONG TERM BASIS. 4G PITCH UNDER FLOODLIGHTS TO ENSURE ALL WEATHER GAMES CAN TAKE PLACE...CAN ALSO BE HIRED OUT TO GENERATE FUNDS. SOME OTHER THOUGHTS TO DISCUSS ARE :PITCH IMPROVEMENTS, TAKE SOME EXPERT OPINION ON HOW TO IMPROVE THE QUALITY OF THE PITCHES, POSSIBLY SOME INVESTMENT ON IMPROVING AND THE UPKEEP OF THE PITCHES. SOME CLARITY ON COLN HOUSE SCHOOL PITCHES REFEREES AVAILABLE FOR HOME MATCHES (PIPELINE OF YOUNG REFEREES OR PARENTS)

COMMENTS FROM COACHES

- **GET THE CLUB INFRA STRUCTURE RIGHT IS KEY TO A SUCCESSFUL AND HEALTHY CLUB- RIGHT PEOPLE IN THE RIGHT ROLES.**
- **ON THE TEAM/PLAYERS SIDE WE WANT TO HAVE COACHES THAT LIVE THE ROLE. THE AIM HAS TO BE THAT WE HELP CHILDREN TO REACH THEIR POTENTIAL. TO DO SO COACHES MUST ALSO DO THE SAME- SO COACH EDUCATION AND DEVELOPMENT IS A PRIORITY. IF WE HAVE THE RIGHT COACHES- THEY WILL COME. IT DOESN'T TAKE LONG TO BUILD A REPUTATION OR LOSE IT AS A CLUB WITH GOOD COACHING THAT IS CHILD CENTRED.**
- **PITCHES INCLUDING THE TRAINING AREA NEED WORK AND ATTENTION. NO POINT HAVING EXCELLENT COACHING IF THE PLAYING SURFACES OUR CHILDREN PLAY ON ARE POOR.**

COMMENTS FROM COACHES

- PERSONALLY, I FEEL THAT WE NEED TO GET MORE PARENTS INVOLVED, IF WE ARE TO PROGRESS WITH THE CLUB. WHETHER IT IS WITH MANNING THE FOOD BAR ON MATCH DAYS OR AMONGST ROLES WITHIN THE COMMITTEE. I DON'T THINK WE CAN KEEP RELYING ON MANAGERS AND COACHES (AND THEIR FAMILIES) TO TAKE ON MORE ROLES AS WE ARE DOING A LOT ALREADY. IS IT WORTH LOOKING AT GETTING PEOPLE TO SIGN UP FOR ROLES ON PRESENTATION DAY?