

**REPORT TO: CHILDREN AND YOUNG PEOPLE'S SERVICES COMMITTEE ON
14 APRIL 2010**

SUBJECT: FOOTBALL DEVELOPMENT CO-ORDINATOR

BY: DIRECTOR OF EDUCATIONAL SERVICES

1. REASON FOR REPORT

- 1.1 The purpose of this report is to seek approval to establish a full-time post of Football Development Co-ordinator for a period of three years.
- 1.2 This report is submitted to Committee in terms of Section D12 of the Council's Administrative Scheme relating to the Council's statutory powers to support activities related to the development of recreation, sport, culture and heritage.

2. RECOMMENDATION

- 2.1 **It is recommended that Committee agrees to establish a full-time post of Football Development Co-ordinator for a period of three years in partnership with the Scottish Football Association, Moray LEADER and other local partners.**

3. BACKGROUND

- 3.1 In September 2009, a Moray Football Forum was established to help develop football in the area.
- 3.2 This development forum is made up of representatives from the Scottish Football Association (SFA), Sports Development, Active Schools and local football clubs and organisations.
- 3.3 One of the initial concerns this forum has identified is the lack of a development co-ordinator/officer in the area to support and co-ordinate the sport of football in Moray which is the mass participation sport for the area.
- 3.4 Since 2003, the sport of football has generally suffered in the area due to the lack of structure and support to local clubs and organisations to ensure they develop and run as efficiently and effectively as they possibly can. Many local clubs and organisations have been rather disjointed and communication links have been minimal.
- 3.5 Following a bid to Moray LEADER, funding has been secured for a Football Development Co-ordinator in Moray for a period of three years.
- 3.6 The Scottish Football Association, Grampian Police, Anti-Social Behaviour and NHS Grampian have also agreed to financially support this post over the three year period.

- 3.7 The local football clubs have also agreed to support this post by providing access to facilities and resources towards delivery of coach education and participation programmes.
- 3.8 This post will also encompass the street football project ensuring greater links and pathways are developed between this project and the local football clubs/teams.
- 3.9 The establishment of a Football Development Co-ordinator post in Moray will enable involvement in the Food Standards Agency, Soccer One, Two and Three and McDonald's initiatives which are currently being rolled out nationwide.
- 3.10 An innovative element to this post will be to assist in the reduction of unemployment in the area. A training, coach education and mentoring programme will be devised by the Co-ordinator which will target unemployed people in the area. As part of the training programme candidates will initially volunteer to help out with the delivery of some of the footballing initiatives in the area such as the midnight football league, street football and participation centres. Following successful completion of the training programme and voluntary experience, candidates may then be employed to deliver football sessions on a weekly basis in the area.
- 3.11 Active Schools and Moray College have also been involved with football development in the past and are supportive of this post.
- 3.12 Football development contributes to several of the National Outcomes in relation to the Single Outcome Agreement. Football has the potential to contribute to people in Moray being healthier, smarter and safer. By being involved in the sport of football, people can become confident individuals, effective contributors and effective citizens as well as live longer and healthier lives.

4. SUMMARY OF IMPLICATIONS

(a) Single Outcome Agreement/Service Improvement Plan

This report deals with issues identified in the Corporate Development Plan concerning improving attainment and achievement in Educational Services and in the Community Plan under Achieving a Healthy and Caring Community.

(b) Policy and Legal

The provision of high quality physical activity, sport and health programmes is not only an integral part of the local vision but is also a national priority. In particular, the proposal aims to fulfil the aspirations of increasing the physical activity, sport and health levels of our community, as identified as a key objective in the Scottish Executive's Reaching Higher: Building on the Success of Sport 21. The SFA's

action plan vision for 2007-2011 is that everyone in the north, regardless of background or circumstance, has the opportunity to get involved in football and is provided with the best environment to succeed, through creating the highest standard of football development.

(c) Resources (Financial, Risks, Staffing and Property)

It is proposed that the post is graded at salary scale Grade 6 (£20,998 – £22,940). This is currently the subject of a grading assessment by Personnel Services, the outcome of which will be provided at Committee. The annual salary including oncosts, plus travel is estimated at £27,000.

Funding for the project has been secured as follows:

Scottish Football Association	£21,000 (for full 3 years)
Moray LEADER	£53,895.65 (for full 3 years)
Moray Council	£9,000 (for full 3 years)
Anti Social Behaviour (Moray Council)	£9,000 (for full 3 years)
Grampian Police	£9,000 (for full 3 years)
NHS Grampian	£6,000 (for full 3 years)
Total	<u>£107,895.65</u>

Appendix 1 shows a breakdown of the projected income and expenditure of this post in relation to these costs.

The football clubs have agreed in principle to support this post in kind through provision of facilities, resources etc.

It is anticipated that this post will also generate approximately £9,000 income per year through delivery of participation programmes.

It is anticipated that this post will also receive additional funding from the SFA for specific projects throughout the three year period.

The post holder would be based at Elgin Community Centre. Administrative support for the post holder can be met from existing provision. There is already a computer, desk and phone line available for this post at Elgin Community Centre.

The post holder will be line managed by the Sports Development Officer of the Moray Council.

(d) Consultations

Consultations have taken place with the Scottish Football Association, Moray LEADER, Moray Football Forum, Elgin City Football Club, local football clubs, Grampian Police, Anti Social Behaviour Unit, North Region Girls Football League, Active Schools, Sports Development Officer, Deborah Brands, Principal Accountant and Grant Cruickshank, Principal Personnel Adviser. All agree with the sections relating to their area of responsibility.

5. CONCLUSION

5.1 Committee is requested to consider the establishment of a full-time post of Football Development Co-ordinator in partnership with the SFA, Moray LEADER and other local partners.

Author of Report: Kim Paterson, Sports Development Officer

Background Papers:

Ref: DMD/JR/Reports/Children and Young People's Services
Committee/14 April 2010/Football Development Co-ordinator