

The FA Charter Standard Club Programme



Background

The FA Charter Standard Club Programme was established in February 2001 to provide recognition that clubs are well run, sustainable, with child protection and safety paramount. It also recognises the club's commitment to coaching, player and coach development and the raising of standards of behaviour in the game. The Football Development Strategy 2001-2006 highlighted the importance of club development and of the need to develop a more effective Club structure. It stated that 'The Football Association must support clubs who have the potential to develop a number of teams, providing 'football for all' and 'football for life'.'

The FA Charter Standard Club Programme now has three levels:

- FA Charter Standard Club (Youth, Adult)
- FA Charter Standard Development Club (Youth, Youth and Adult)
- FA Charter Standard Community Club.

Current challenges

The following challenges have been identified with The FA Charter Standard Club Programme:

- Established within the youth football community but not a strong brand within the wider community
- No national quality assurance model
- Varied levels of monitoring and evaluation by County FAs
- Varied levels of support by County FAs
- Valued by those who believe in the philosophy
- Easily damaged brand through 'bad practice'
- Internally seen as a Football Development programme
- Intrinsic benefits positive, external benefits inconsistent
- Progression up the award levels is fundamentally linked to increasing number of teams rather than progressive quality development within key areas.

Current uptake

There are now 3,218 FA Charter Standard Clubs of which 339 are FA Charter Standard Community Clubs.

FA Charter Standard Clubs now account for 50% of all youth football.

Link to the National Game Strategy

As a result of research findings and in line with delivery of the key outcomes of the National Game Strategy, a target of 75% team coverage has been established for The FA Charter Standard Club Programme up to 2012:

Criteria

The Working Party would make the following recommendations regarding criteria. These have been made taking into account research undertaken as part of the strategy process, ensuring that FA Charter Standard criteria is linked to the key objectives of the NGS, and taking feedback from Clubs and Leagues that have contributed to Goal groups and Working Parties over the past 18 months.

These have been discussed at the most recent County Support meetings. In making these proposals the Working Party were conscious of the need to balance the needs of the game and not to overburden an already stretched volunteer workforce.

It's recognised that The FA would need to develop updated resources for Clubs, Leagues and CFAs which give clear guidance not only on criteria but also support in achieving, maintaining and monitoring The FA Charter Standard programme.

| | Growth and Retention | Raising Standards | Better Players | Running the Game | Volunteer Development | Facilities |
|-------------|--|---|--|---|---|------------|
| Club | <p>Affiliated</p> <p>At least one team in a league</p> <p>School-Club Link</p> | <p>Code of Conduct</p> <p>Good disciplinary record</p> <p>CWO-WOW trained</p> <p>CRB for all volunteers</p> <p>Emergency Aid trained with every team</p> <p>Signed up to FA Respect Campaign - July 2009</p> <p>The Club ensures that there is first aid equipment at all coaching sessions and matches</p> <p>The Club holds a briefing for players' parents/carers/</p> | <p>Level 1 coach with every team below U16</p> <p>One Coach to have attended FA Introduction to Age Appropriate Course from July 2009</p> <p>Player/coach ratio for coaching sessions reflects FA guidelines</p> | <p>Club rules</p> <p>Accounts</p> <p>Insurance</p> <p>Equity Policy - use the updated version to be included in your club resources</p> | <p>Volunteer Co-coordinator</p> <p>The Club uses Football Workforce so that coaches and volunteers have job descriptions with clear roles and responsibilities</p> <p>Club must attend at least one update/ in-service per year</p> | |

| | | | | | | |
|-------------------------|--|--|--|--|--|--|
| | | officials at start of each season - acceptable standards of behaviour and the need for positive playing environments | | | | |
| Development Club | At least five teams | Development Plan | Level 2 Coach | | Head Coach - min Level 2 FA Module 1 Youth - July 2010 Club must attend at least two updates/ in-service per year | |
| Community Club | At least ten teams for rural areas, Clubs that field teams in every available category but still have less than ten teams would be considered Male and Female Mini Soccer- Youth | Advanced development plan The Club holds at least one workshop per season on addressing behaviour and improving standards (ethos/ philosophy) | One coach to have achieved Module 2 Youth by July 2011 | | Volunteer Co-ordinator Schools Co-ordinator One person to have attended FA Mentoring Course - July 2010 | |

Discipline

The Working Party believe that, in line with the NGS aim of raising standards and The FA's Respect programme, that the discipline reasons and process that would either disbar a club from being awarded FA Charter Standard, or that would lead to an existing Club losing FA Charter Standard, needs to be developed further.

Existing Clubs

Three stage process.

Stage 1

Clubs will be called in front of CFA Charter Standard Working Party on passing the points as identified and/or on being found guilty of two Club charges. The Club would be asked what they have done to improve discipline. At this stage the CSWP, if the Club has not already done so, will support the Club to develop an action plan to improve discipline.

Stage 2

Clubs will be called in front of CFA Charter Standard Working Party on passing the points as identified below and/or on being found guilty of four Club charges. At this stage the CSWP can suspend the Club's FA Charter Standard status for between 3-12 months. CFA would provide the Club with an action plan and review dates.

Stage 3

Stage 3 is reached when a Club achieves the points as shown below and/or when they have been found guilty of six club charges. When Stage 3 is reached the Club would automatically lose its FA Charter Standard status and would not be allowed to reapply for at least 12 months.

CFAs are asked to recognise that some Clubs are considerably larger than others when using the Club charges.

How it works

The number of points allowed for each stage (the threshold), must be related to the number of teams that each Club possesses.

Associations may make allowances in the number of teams that a Club is deemed to have for Aggregate Misconduct, to reflect Clubs whose disciplinary cases are handled by The Football Association. This is to prevent such Clubs gaining an unfair advantage.

| No. of teams | 1 | 2 | 3 | 4 | 5 | Each additional team |
|--------------|----|-----|-----|-----|-----|----------------------|
| Stage 1 | 25 | 48 | 69 | 88 | 105 | 20 |
| Stage 2 | 50 | 96 | 138 | 176 | 210 | 40 |
| Stage 3 | 75 | 144 | 207 | 264 | 315 | 60 |

New Clubs

New Clubs which would be in breach of the above will not be able to achieve FA Charter Standard. CFAs can provide Clubs with an action plan to support a future application similar to Stages 1 and 2.

Quality Assurance/Renewals

From 2010, FA Charter Standard should move to an annual health check as part of re-affiliation. This would involve the Club tracking qualifications of volunteers and ensuring that the Club was maintaining the standard of the award.

To support quality assurance and to protect the integrity of the award, the proposal would be to introduce a system of League and CFA monitoring.

This could include:

- Secret match visits - CFA CSWP, League officials
- Cross reference discipline at CFA and League
- Leagues to comment as part of CS application and health check
- Development Clubs to receive an annual visit to review development plans and support the development of new plans
- Community Clubs to receive two visits to support and review the delivery of the Club's development plan.

Where leagues operate a fair play system in which scores are collected weekly, any CSC receiving a score of below five would trigger a secret visit and if at any stage a CSC has an average across one team or the Club of below six, it triggers a letter from the League to the CFA, which could lead to the CFA integrating Stage 1 discipline against the Club.

Development plans

To ensure that Club development plans reflect the NGS, the Working Party proposes that from 1st July 2009, any development plans should cover the following key areas:

| Development Club | Community Club 3-5 year |
|---|---|
| <ul style="list-style-type: none"> • Club Vision • Growth and Retention <ul style="list-style-type: none"> - New Under 7s - Adult section • Raising Standards <ul style="list-style-type: none"> - Parents nights - Rope off pitches - Captains only talk to referee • Better players <ul style="list-style-type: none"> - Coaches on FA awards - Playing ethos • Running the Game <ul style="list-style-type: none"> - Support to leagues - Ensure all coaches are aware of league rules • Volunteer Development <ul style="list-style-type: none"> - JDs - Track qualifications | <ul style="list-style-type: none"> • Club Vision • Growth and Retention <ul style="list-style-type: none"> - Exit routes • Raising Standards <ul style="list-style-type: none"> - Supporting other Clubs to achieve CSC • Better players <ul style="list-style-type: none"> - Links to Skills Centres /Academies/Centres of Excellence (male and female) • Running the Game <ul style="list-style-type: none"> - Marketing and communication • Volunteer Development <ul style="list-style-type: none"> - Step into Sport - Referee Development - Mentoring - Succession plans |

County FA support

Feedback from Clubs is that they welcome the support provided by CFAs. However, it is fair to comment that this support does differ from County to County. The proposal is that CFAs should be provided with guidance on the minimum level of support a FA Charter Standard Club should expect. Ideas include:

- 4 x Coach In-service provided by RCDM
- Mini Soccer Festival - leading to National Festival at Wembley
- Administration Support Sessions - Workshops which could be delivered with leagues
- Support with funding applications - could include surgeries/buddy sessions
- Access to subsidised Coach Education Programme e.g. Age Appropriate
- Establish local buddy groups
- FA Awards programme
- FA/McDonald's Coaching Programme
- Introduction to Refereeing - to be developed by Referees' Department and delivered free
- Umbro kit deal.

Development Clubs to receive an annual visit to review development plans and support the development of new plans.

Community Clubs to receive two visits to support and review the delivery of the Club's development plan.

This programme should be in addition to a CFA programme which would be open to all Clubs which should include:

- Coach Education Programme
- Equity and Safeguarding
- Referee Development
- Medical courses.

CFAs may consider providing subsidies for FA Charter Standard Clubs.

Benefits

New Clubs

This has recently been reviewed and has been increased to:

Clubs £100 Umbro voucher

Development Clubs £150 Umbro voucher

Community Clubs £200 Umbro voucher

Vouchers can be used on the Umbro website which includes a built-in 15% discount.

Renewals

CFAs have been very successful in using the Umbro kit deal - which should continue and be included as best practice in the CFA support guidelines.

Hidden benefits

Greater work needs to be undertaken for Clubs to recognise the sometimes hidden benefits of attracting sponsors or making Football Foundation applications. This needs to

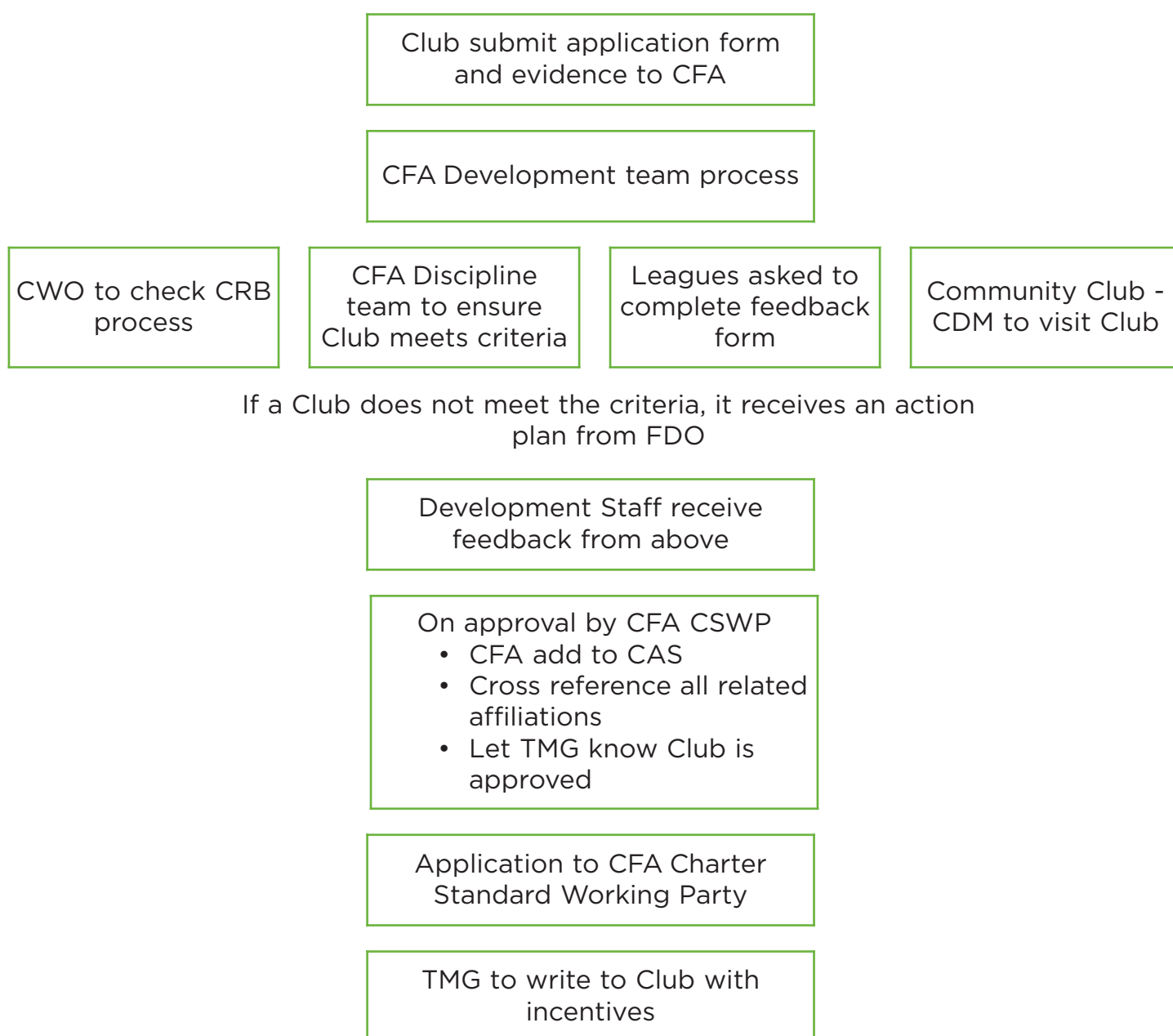
be promoted in the Club resources and raised at the CFA briefings, one on one review meetings and local buddy groups.

Additional financial support

Currently The FA has £200k pa as part of the Whole Sport Plan grant to develop club services. The proposal would be to allocate this fund to CFAs to distribute to FA Charter Standard Community Clubs to support additional funding applications which enhance and support the NGS. This would be identified through the county planning process from Year 2 of the NGS.

Process

New Clubs from 1 July 2009



Critical path

| Task | Date |
|--|--------------------------|
| Paper to be presented to Working Party | 16th April |
| Paper to be presented to National Managers | 7th April |
| Paper to be presented to Football Development Committee | 1st May |
| Consult with CFA CEOs via County Support Groups | 30th June - 10th July |
| Final consultation with National Managers | 4th August |
| Final paper to August Football Development Committee | 13th August |
| New Resources to be available from NGB Conference | Feb 2009 |
| Write to existing FA Charter Standard Clubs explaining the changes | March 2009 |
| Club grants available via County Plans | July 2009 |
| New criteria to come into effect | July 2009 |
| CFA support guidelines to come into effect | July 2009 |
| Move to annual renewal as part of affiliation | April 2010 |

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