The Royal Borough of Kensington and Chelsea
Football Development Plan 2007 – 2010

1 Introduction

Borough Summary

The Royal Borough of Kensington and Chelsea have demonstrated a commitment to achieving its vision of a Better City Life through the introduction of three new aims. These aims describe a council with huge ambitions, not only to improve the way it serves its residents but to transform the fabric of the borough itself, with amongst others, major park renewals and sports facilities.

The three aims are:-

**Responding to residents** – putting residents first; listening and responding to our residents; providing clear information on our services, activities and ambitions; recognising the diverse needs, ambitions and backgrounds of our residents; championing residents’ interests

**Really good services** – providing services that are well-led and well-managed; setting ambitious and clear goals; keeping well-informed, being willing to learn and ready to improve; working successfully with our partners

**Renewing the legacy** – delivering high quality buildings and public spaces – from schools and libraries to housing and parks; removing clutter from our streets and using high quality materials to improve our environment; working with partners to make the borough more attractive; using our planning powers to protect the borough’s character and improve its appearance.

The Councils key teams focused on the development of sport:

The **Youth Sports Development Team** (located in the Family & Children’s Services Business Group) provides access to sporting activities and courses for young people aged 8 – 19 years old (and up to 25 for young people with disabilities). This includes community sessions, after school programmes, specific events such as the Primary School Football League, London Youth Games, and targeted provision through PAYP and coach education through RBKC Coaching Qualification Scheme.

The **School Sport Partnership (SSP)** programme was established in 2000, in support of the original DfES/DCMS Public Service Agreement Target to increase the percentage of school children who spend at least two hours each week on high quality physical education (PE) and school sport to 75% by 2006. This target has since been increased and extended to 85% by 2008. The SSP focuses on the development of PE and sport within the curriculum, out of school hour’s
provision, the development of competitions, and school to club links.

The Adult Sports Development Team (located within the Transport, Environment and Leisure Business Group, within Arts and Leisure Services) aim to deliver a broad range of target group session for all adults aged 18 plus throughout the Royal Borough. This includes working with voluntary organisations and charities, professional bodies and utilising national initiatives, such as the London Summer of Sport and Everyday Sport, as well as working alongside other Council services to reach out into the community and provide greater access to football and other physical activity opportunities.

It is the intention of the Football Development Partnership member organisations to work together in the delivery and organisation of any football sessions, events, competitions and courses in order to prevent the overlap and duplication of any service delivery. Any programmes of interest should be highlighted and detailed as part of the Football Development Plan in this document and amended whenever possible. This way we can ensure that as a partnership, we are co-ordinating our football delivery and ensuring that residents and individuals are getting the best service possible and options available.

2. Key Development Objectives

2.1 FA National Game Strategy 2007 – 2012

The National Game Strategy 2007 – 2012 will be launched in the spring of 2007. The Strategy will shape the vision for grassroots football up to the Olympics and beyond, and this will bring a unique opportunity to reflect upon the structures that deliver our programmes and develop a more effective delivery mechanism for football. The Strategy will underpin future Football Development Plans at County FA level, with these being developed via a ‘National Game’ approach rather than being developed in isolation.

Following the launch of the Strategy the London FA will be embarking on a meaningful consultation process to develop its 2008-2012 County Plans.

2.2 The London FA Football Development Plan 2007

The County Football Development Plan is focused on Start, Stay and Succeed and represents the priorities of The London Football Association. For 2007 the London FA Football Development core work will continue to focus on

- Education
- Clubs
- Workforce Development
Education:

- To have a qualified member of staff to deliver football in each school by 2009 to a minimum of TOPS level.
- To support schools to attain Charter Standard schools kite mark award.
- To engage all School Sports Partnerships (SSP’s).

Clubs:

- To run Charter Standard workshops promoting the award to new clubs.
- In-service training to benefit Charter Standard clubs.
- Continue to assist clubs in achieving the Charter status.
- Support and advise on disability initiatives within the borough.

Workforce Development:

- Ensure sufficient volunteers are identified, recruited, supported and rewarded.
- Continue to develop the County Volunteer scheme to support coach development.

The London FA will continue to support the development of Football Foundation projects and the implementation of these development plans which will also be a key focus of our work. Football Foundation funding initiatives will be promoted within the borough and applications will be supported and advised upon by the London FA.

They will also continue to promote the Coaching Development Team whose comprehensive coach education programme will help all those involved in the game to become coaches from a beginner to advanced level.

London’s Vision for football:

“The London FA is creating a structure that will enable people of all abilities and cultures to come together under the banner of grassroots football with the emphasis on developing clubs and creating a clear and defined education programme that will provide a pathway for future generations.”

Their aim for 2007 is to ensure that London is to have over 100 Charter Standard Clubs, 140 Charter Standard Schools, quality links from Schools into Clubs, 749 qualified Level 1 coaches and 59 Level 2 coaches and 36 Level 3, they will be seeking to secure investment of around £3 million for improving the facilities, that will enable the delivery of their vision.
2.3 **FA Charter Standard:**

The Football Association, through its Charter Standard scheme, seeks to establish, reward and encourage good practice at grass roots levels so that parents and children can demand a minimum standard of provision from schools, clubs and holiday courses.

The F.A.'s Football Development Team works with County Associations, leagues, clubs and schools all round the country to award Charter Standards to deserving recipients.

The Charter Standard, part of the on-going Charter for Quality Scheme, aims to:

- Provide a nationally recognized quality control "kite mark".
- Improve the quality of provision for boys and girls.
- Sustain participation for players over a long period of time.
- Raise standards.

The FA will also support clubs and local organizations with constitutions, development programmes, child protection procedures, coach education and coaching standards, equal opportunities etc.

2.4 **Local Development Objectives:**

Based on the FA’s National Game Strategy and the London FA’s Development Plan, the RBKC Football Development Plan will focus on the following aims and objectives:

- To provide opportunities for everyone living, working and studying in the Royal Borough of Kensington and Chelsea, regardless of age, sex and ability to play football.
- To enable all players to achieve their potential by providing pathways for progression within the sport.
- To provide and develop facilities for football both as a sport and a recreational pastime, especially through the development of all-weather pitches to intensify use, and grass pitches to support club development.
- Actively promote football in schools and encourage pupils who may be less able to participate.
- Provide coach education to young people and adults of RBKC to encourage the development of new FA qualified coaches.
- Utilising the football partnership group to provide a co-ordinated approach to football development and delivery in RBKC.
3. Facilities

RBKC is a densely populated borough, with the least amount of publicly accessible open space of any London Local Authority. There is a massive shortfall against the National Playing Fields Association recommended ratio of accessible sports or play space per head of population (approx 7% of the national standard). With a limited number of grass football pitches available in RBKC, most football provision is delivered through usage of synthetic all weather facilities – many of these are floodlit to maximise access and usage to participant groups.

3.1 All-Weather Pitches / Indoor Facilities

The following facilities in RBKC offer football provision on all weather surfaces that are currently utilised by many user groups who participate in football:

<table>
<thead>
<tr>
<th>Facility:</th>
<th>Pitch Availability:</th>
<th>Surface:</th>
</tr>
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<tbody>
<tr>
<td>Westway Sports Centre</td>
<td>1 x Full Size</td>
<td>Tiger AG</td>
</tr>
<tr>
<td></td>
<td>1 x 6-a-side</td>
<td>Tiger AG</td>
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<td>1 x 7-a-side</td>
<td>Tiger AG</td>
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<td></td>
<td>3 x 5-a-side</td>
<td>Tiger AG</td>
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<td></td>
<td>1 x 5-a-side</td>
<td>Hard Court</td>
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<tr>
<td>Kensington Leisure Centre</td>
<td>3 x 5-a-side</td>
<td>Tiger AG</td>
</tr>
<tr>
<td></td>
<td>1 x Indoor Hall</td>
<td>Indoor Sports Hall</td>
</tr>
<tr>
<td>Avondale Park Astro Turf</td>
<td>1 x ¾ Pitch</td>
<td>Sand Based Astro Turf</td>
</tr>
<tr>
<td>Emslie Hornimans Pleasance</td>
<td>1 x 6-a-side</td>
<td>Hard Court</td>
</tr>
<tr>
<td>St Lukes Gardens</td>
<td>2 x 5-a-side</td>
<td>Sand Based Astro Turf</td>
</tr>
<tr>
<td>Chelsea Sports Centre</td>
<td>1 x 5-a-side</td>
<td>Indoor Sports Hall</td>
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<tr>
<td>Harrow Club</td>
<td>1 x 5-a-side</td>
<td>Indoor Sports Hall</td>
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3.2 Grass Pitches

The Borough has three full size grass football pitches:

- Kensington Memorial Park
- Holland Park
- Royal Hospital Grounds
These grass football pitches are vital to the continuing development of football and club structures within RBKC. These pitches act as a catalyst and are a focal point for clubs. As individual clubs grow, pitches outside RBKC can be hired to cope with the increasing number of teams. However it is vital that the limited grass pitches in RBKC are maintained as without them a ‘clubs’ centre of gravity could potentially migrate out of RBKC.

4. **Partnership Organisations**

The RBKC Sports Development Teams (Youth / Adult) have established working partnerships with both professional and junior football clubs and key football delivery organisations within the borough. These include:

1. School Sports Partnership
2. Local Borough Primary & Secondary Schools
3. Kensington Dragons Youth Football Club
4. Lancaster Diamonds Youth Football Club
5. New Hope Football Coaching Academy
6. FC Kensington
7. London Football Association
8. Westway Sports Centre
9. Chelsea FC Football In the Community Scheme
10. QPR FC Football In the Community Scheme
11. Active Planet

These organisations currently form the membership of the RBKC Football Development Partnership. The partnership group will act as the strategic centre piece for football development in RBKC and collectively work towards the key action points and developmental areas outlined in this plan.

In summary the partnership group will support the following roles:

- Act as centre of specialist knowledge about football in the Borough.
- Provide a bridge between sport in education and adult sport.
- Establish links between participation and excellence.
- Support identification of elite performers.
- Support volunteer development.
- Work collectively towards facilities development.
- Provide coach education & development opportunity.
- Support club & ‘club coach’ development.

The Football Development Partnership focuses the delivery of football in the following areas:

- Schools
- Community (Young People & Adults)
• Club
• Targeted Groups
• Excellence

5. **Young People & Schools**

5.1 Football in schools is fundamental to the future of the game. It provides an opportunity to develop new skills, understand team work, promotes physical activity and helps with learning and social interaction. It is also a sport that requires, at its basic level very little equipment and has clear pathways for progression for children and young people to aspire to. The priorities for RBKC in relation to young people and schools are:

5.2 Initiatives for primary school children aged 7 – 11 years (Key Stage 2) will include:

- Competitive football through the delivery of three primary school football leagues across the Borough for Yr4/5/6 with exit routes into community coaching for girls and boys; and talented boys to trial for RBKC Under 10’s squad.

- Yr5/6 Primary School Festival of Sport mixed football competition, with the winners representing RBKC and the London Mini Games Event.

- Development of an RBKC Under 10’s squad to represent the borough as part of the twinning football exchange programme with A.S. Cannes FC.

- Establish a primary schools girl’s football league for Yr 5/6 within RBKC, with greater opportunities for girls to access football in OSH programme.

- Introduction of a Futsal programme targeting Borough primary schools.

5.3 Initiatives for secondary school children aged 12 – 19 years (Key Stages 3 & 4) will include:

- Development of a formalised Secondary School football league for boys and girls.

- Schools to develop the girls’ 5-a-side league to 7-a-side and then 11-a-side.

- Development of school to club links to establish appropriate pathway for girls’ football.
6. **Young People & Community**

6.1 Football for young people in ‘community settings’ is predominantly centered around participation, by providing opportunities for all young people to access and participate in football. This ranges from after school clubs, open community sessions, holiday programmes, estate based sessions, club-based training sessions and competitive matches in recognized leagues, entry to professional club development centre’s and academies, and coach education.

- Develop the Kickz Project at two key identified crime hot spots in partnership with CFC and the Met Police targeting young people through estate based coaching programmes and personal development opportunities.

- Increase coach education and volunteer opportunities for young people (16-19) to gain FA Level One / Two Certificate in Coaching Football through RBKC Sports Coaching Qualification Scheme.

- Development of community based coaching for children and young people aged 8-12 in parks and leisure facilities.

- Promote links to local clubs through community delivery.

- Opportunities for exit routes for talented players to access club development centres.

- Introduction of a Futsal Development Centre for talented futsal players at U10, U12, U14 and U16.

7. **Adults**

For adults and the community the priority will be to:

- Develop target group sessions with adults with a disability; mental health service users and other identified groups, as well as providing them competition exit routes.

- Promote club links between youth and adult providers.

- Promote, encourage and develop adult coach education opportunities at Levels 1 and 2.

- Provide employment opportunities for newly and existing qualified coaches.

- Improve and maintain access to leisure facilities, parks and open spaces.
8. Under-Represented Groups

For under represented groups the priority will be to:

- **Girls Football:** To develop community girl’s football (aged 8-15years) with links to London Youth Games, QPR & CFC Development Centre’s.

- **Disability Football:** working in partnership with QPR FITCS and the Disability Sport Sub Group to establish a disability football programme for young people and adults in the Borough. Be on and represent the Football Development Partnership on the Sport and Fitness Forum for Kensington and Chelsea.

- **Black & Minority Ethnic Groups (BME):** To work with community organisations and provide competition and other exit routes into competitive sports for males and females.

- **Mental Health Service Users** – to work alongside service providers to encourage participation in physical activity, namely football as part of a healthy lifestyle and improving mental and physical well being.

9. Club Structure

RBKC currently has a limited junior, youth and adult club structure due to its unique demographic make up, and distinct lack of grass football pitch facilities. Current clubs located in RBKC that meet, or are working towards FA Charter Standard include:

**Junior / Youth:**

- Kensington Dragons (U12, U14, U15, U16, U17, U18) (M’sex FA) (Girls U12)
- Lancaster Diamonds (U13, U15, U16, U17) (Middlesex FA Affiliation)
- New Hope (U8’s, U10’s, U11’s, U13’s, U18’s) (LFA Affiliation)
- Westway Sports Centre (U9, U10, U11, U12, U13)
- FC Kensington (U16) (Middlesex FA / AFA Affiliation)
- Active Planet Futsal Club (U10, U12, U14)

**Adult Teams:**

- New Hope Academy (2 x senior, 1 x veterans)
- West London Select FC (1 x senior)
- Lancaster Diamonds FC (1 x senior)
This list of clubs is not exhaustive and clubs and teams will expand over the 3 year period of this development plan.

The development of club football within R.B.K.C. will remain difficult unless there is an improvement in the development of current facilities and a possible increase in the number of football pitches, namely, Little Wormwood Scrubs.

Development Priorities:

* Clubs to work towards attaining FA Charter Standard.
* Development of new squads as existing clubs expand their teams.
10. Pathways

The diagram outlined below highlights the pathway from foundation / participation to excellence, through which players can progress in accordance with their ability and commitment.

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World Class Perf.

England Senior Team

World Class Potential

England Youth Teams
National Player Courses

World Class Start

Regional Player Courses / Dev't Centres
Regional Games (Women's Football)
Centres of Excellence / Academies

Participation

Charter Standard / Community Clubs
Affiliated Junior / Youth Clubs
National Curriculum / School Teams & Competitions (SSP)

Foundation

Mini League   Mini Soccer   After-School Clubs
LA / FITC Schemes   School Sports Partnership
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11. **Facilities Development**

R.B.K.C. Leisure Services currently manages the Boroughs key sports facilities and parks. The re-development and dates of key facilities is listed below:

- **Kensington Memorial Park re-development**: April 2007 to July 2007
  Future changing facilities and football maintenance opportunities


- **Avondale Park**: changing facilities re-development opportunity

- **Holland Park**: football pitch maintenance opportunity

- **Little Wormwood Scrubs**: acquisition and re-development opportunity, at present we continue to work with LBHF to see how we can improve things for the surrounding RBKC residents for whom LWS is the local park.

12. **Funding**

RBKC does not have a specific budget set aside for football development. However through pooled finances and applications for funding and partnership work, the football development partnership group has produced an action plan for the effective delivery of football within RBKC, providing a clear and structured pathway for progression for young people and adults.

Existing financial opportunities include:

- Football Foundation
- Community Sports Coaches Scheme
- Positive Activities For Young People (PAYP)
- Youth Opportunity Fund
- Awards for All
- FA Junior Kits Scheme
- FA Small Grants Scheme
- Community Projects Fund
- Sportmatch
- The Big Lottery Fund – New Opportunities Fund
- Kickz Project