



FAW TRUST

Health, Social Care and Sport Committee Inquiry

Inquiry into physical activity of children and young people

September 2017

Background Information

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For more than 20 years, it's been our job to work with the Football Association of Wales to protect, promote and develop the game of football to achieve our joint vision of:

Football for everyone, everywhere in Wales.

2. Our mission: To grow the Game and Raise Standards by

- 1) Transforming communities through football for all.
- 2) Becoming a world class coaching nation.
- 3) Identifying, developing and preparing talented young players to support the future success of our national teams.
- 4) Living our values and delivering excellence.

Our major funding partners are:-

FAW

Welsh Assembly Government

Sport Wales

We also seek to maximise income from other sources including grants and commercial sponsorship.

3. The FAW Trust welcomes this inquiry into the physical activity of children and young people by the Health, Social Care and Sport Committee and would welcome the opportunity to give oral evidence to the committee. 1.

Our work with children and young people

Grassroots Football

4. We run a small grants programme for grassroots projects called Regional Investment Plans. We invest in delivery partners, usually grassroots clubs but sometimes organisations like local authorities or charities to deliver, on our behalf, against our five targets outlined in our growth strategy.
 - 50% of young people playing football once a week.
 - 20,000 registered female players.
 - 30% of young people playing football at least twice a week.
 - 1500 registered players with a disability.
 - 4% of registered players being from a BME background.
5. From April 2016 to March 2017 the work of the FAW Trust has been the following:
 - 63 Projects running from five areas of Wales; North, South, West, Central and Gwent.
 - 10,251 (unique participants) young people participated in football for a minimum of ten weeks via the 63 investment projects.
 - 25% of all participants were female.
 - 95 new coaches and volunteers were also recruited through these projects.
6. We intend to continue to invest in clubs to help them recruit new players and coaches to sustain and grow the game.
7. We also plan further investment in the development of new products to populate the informal pathway. An example of this is Beatball, a football and dance hybrid activity that formally launched this year.

Clubs

8. We currently have 486 junior clubs in Wales and 26,009 five to 11-year-olds and 21,302 12 to 16-year-olds are registered club participants.
9. Our ambition by 2024 is have 30% of children playing twice per week as a registered club member

Schools

10. Our Lidl 'Play More Football' programme is run in schools across Wales and is designed to maximise the appeal of the sport to young people who don't

already play. It is about young people leading the game of football and developing their own approaches, creating new playing opportunities, based not on the past but on what they see as a better future.

11. The Lidl 'Play More Football' programme will provide 30,000 pupils with the opportunity to participate in weekly skill sessions across 100 Secondary and 400 Primary Schools, giving children of all ages the chance to get active, learn new football skills, and enjoy the game. – These figures will be realised by July 2018.
12. To date we have 72 secondary schools enrolled on the programme, have trained 629 Directors of football, and engaged with 19,232 pupils.

Informal Football

13. We operate a charter mark fun football programme (McDonald's Fun Football) engaging clubs, organisations and private providers. Currently we have...
 - 20 accredited organisations
 - 5,303 individuals on average engaged per month
 - Community football days – 22 ran during the summer of 2017 across the Country hosted by our junior clubs.
 - During 2016 6,717 participants attended.

Delivery includes: extra curriculum, school holidays, community based.



Annex 1

**FAW
TRUST**

**YMDDIRIEDOLAETH
CBDC**

Ymddiriedolaeth Cymdeithas Bêl Droed Cymru
Parc y Ddraig, Canolfan Datblygu Pêl-droed Genedlaethol
Pentref Chwaraeon Rhyngwladol Casnewydd, CASNEWYDD NP19 4RA

FAW Trust
Dragon Park, National Football Development Centre
Newport International Sports Village, NEWPORT NP19 4RA

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Web / Gwefan: www.fawtrust.cymru

Chairman Cadeirydd **Peter Lee OBE**
Chief Executive Prif Weithredwr **Neil Ward**

22 September 2017

Sian Thomas
Clerk
National Assembly for Wales
Cardiff Bay
Cardiff
CF99 1NA

Dear Sian

Health, Social Care and Sport Committee Inquiry into physical activity of children and young people.

The FAW Trust welcomes the opportunity to submit information which may assist the Committee's inquiry. The FAW Trust, working under the umbrella of the Football Association of Wales (FAW), is the body responsible for improving participation in football amongst boys and girls aged 16 years and below. The FAW and the Trust jointly endorse the more detailed evidence provided by the Welsh Sports' Association and the information which follows aims to further enhance key points made in their submission

Participation data

Sources and robustness of data on physical activity are weak, particularly when compared to inactivity. The introduction of the 'Welsh Health Survey' to replace the National Survey for Wales and the different data collection methods used, will reduce the effectiveness of future activity data. The difference in collection methods will also reduce the efficiency of data comparison from past surveys. Although we collate participation figures for affiliated players, the Sport Wales 'School Sport Survey' has been our main source of data for recreational (non FAW affiliated) players. Unfortunately, a lack of capacity within the Sport Wales insight team has prevented them from supporting Governing Bodies to extract information from the survey which could assist the sporting sector in targeting latent demand, for example young people who have indicated that they want to play football or play more football. There should be increased investment in data insight and interpretation and, in that context, Sport Wales could play a significant role.



Impact of Welsh Government policies

A significant disconnect exists between policies pursued by the Welsh Government and the level of investment, support and implementation required by local agencies and networks. One specific example is the requirement of accessible, affordable and fit for purpose facilities for communities to pursue physical activity.

Football is the largest sport in Wales, impacting significantly on the lives of many people and communities - over 50,000 young people already play football competitively in FAW affiliated league structures. It is also the most in demand sport – the School Sport Survey published in 2015 highlighted that 120,000 young people want to play more football. Football clubs sit at the heart of society across Wales and their activities extensively support community cohesion and well-being. Our future growth targets include 50% of young people playing football once per week by 2024 and to be the most popular female team sport by 2020. However these targets will not be achieved without access to more and better quality facilities.

Football generates significant demand for fit for purpose facilities to participate, yet poor grass roots facilities are the biggest challenge to the future of the game. The majority of Local Authority parks pitches and pavilions are reported to be in 'poor condition', over used, with diminishing levels of maintenance and having had no investment over the last 10 years. It is even more challenging to secure access to facilities for women and girls – the situation for the female game is much worse.

Due to consecutive reductions in funding settlements it has become increasingly necessary for Local Authorities to look at ways of achieving efficiencies. This has included significant increases in charges for facilities, as well as encouraging asset transfer or self-management models for clubs. The opening of more school facilities could play a significant role in improving community access to facilities. This is a commitment in the Programme for Government but there has been little progress on this to date.

Sport Wales funding needs to adapt to the changing landscape in facilities and target investment at supporting facilities maintenance and community asset transfer models as well as funding the development of new facilities projects. Statutory planning bodies should also be required to ensure public open space within Local Development Plans deliver safe and accessible areas which promote and encourage physical activity.

Increased cooperation and collaboration is required between the sports sector and health bodies. There have been a number of examples of successful programmes funded by Sport Wales 'Calls For Action' monies which have demonstrated improved health outcomes for beneficiaries but there has been no appetite from Health Boards or Public Health Wales to engage and pursue

such success. Football has successfully improved mental health outcomes for young people through physical activity and by using the infrastructure of clubs to overcome feelings of isolation and improvement of self-worth and confidence. However the short-term nature of such funding has meant that the continuation of such success will be short lived.

Short term funding restricts long term planning and delivery. This in turn reduces impact and return on investment in physical activity initiatives. Therefore, it is essential that publicly sponsored bodies such as Sport Wales receive longer term funding commitments.

Clarity is also required on the remit of Sport Wales and the wider sporting sector on their contribution to the physical activity agenda. One helpful means of achieving this would be a definition of physical activity and a delineation of the spectrum from active to sedentary, including motivational drivers, which would identify which sectors and organisations could contribute most to improving physical activity within that spectrum. This in turn could highlight where improved collaboration and reallocation of resources could achieve better impact.

I hope this information is of use to the Committee's Inquiry and I look forward to the publication of work and conclusions which stem from it.

Your sincerely

A handwritten signature in black ink, appearing to read 'Neil Ward', written in a cursive style.

NEIL WARD



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 - 25% of all participants were female.
 - 95 new coaches and volunteers were also recruited through these projects.
6. We intend to continue to invest in clubs to help them recruit new players and coaches to sustain and grow the game.
7. We also plan further investment in the development of new products to populate the informal pathway. An example of this is Beatball, a football and dance hybrid activity that formally launched this year.
8. Workforce however remains a factor, with decreasing numbers of volunteers to run activities, local teams and clubs.
9. The FAW / FAW Trust is however working on the implementation of a modern web app, that captures volunteers and joins them up to clubs. Clubs can then post vacant positions, job descriptions and volunteer opportunities that are available.

Clubs

10. We currently have 486 junior clubs in Wales and 26,009 five to 11-year-olds and 21,302 12 to 16-year-olds are registered club participants.
11. Our ambition by 2024 is have 30% of children playing twice per week as a registered club member.

12. Facilities however remain an issue, in terms of the number across Wales, of a poor standard and very often with none or unsuitable changing rooms and toilets.
13. The FAW/FAW have made facilities a priority with a new Facilities Strategy. This involves the creation of local action plans to influence and strategically shape facilities for grassroots programmes and provision to benefit more people playing more of the time. We are embarking on a successful collaboration project with rugby and hockey, welsh grounds improvement and the FAW has a new 3G pitch scheme.

Schools

14. Our Lidl 'Play More Football' programme is run in schools across Wales and is designed to maximise the appeal of the sport to young people who don't already play. It is about young people leading the game of football and developing their own approaches, creating new playing opportunities, based not on the past but on what they see as a better future.
15. The Lidl 'Play More Football' programme will provide 30,000 pupils with the opportunity to participate in weekly skill sessions across 100 Secondary and 400 Primary Schools, giving children of all ages the chance to get active, learn new football skills, and enjoy the game. – These figures will be realised by July 2018.
16. To date we have 72 secondary schools enrolled on the programme, have trained 629 Directors of football, and engaged with 19,232 pupils.
17. Despite the success of this initiative, we would welcome greater influence and collaboration with schools.
18. Schools also have a role to play in promoting and encouraging young people's participation in football and physical activity. There is a need for schools to modernise their thinking towards physical activity and moving away from the stereotyping of sports ie rugby or football for boys and netball for girls.
19. The FAW Trust has been in conversation with school governing bodies on how to engage with the disengaged and hard to reach communities. Assessment needs to be made of the numbers regularly not taking part in PE lessons and what steps if any, are being taken to tackle this.
20. Approximately 85% of primary school teachers are female, creating a likelihood that football would not be explored at this early age. Primary school age is key for creating positive attitudes and experiences towards sport for girls, before they become aware of communications on body image and view sport only as a means for losing weight, rather than staying fit and healthy.
21. Football is a universal language for boys and can be used to harness relationships educational subjects and promote better engagement.
22. Together with parents and peers, schools have a role to play in creating safe, fun, inclusive environments for children to enjoy all that football has to offer.
23. More must also be done to tackle the sick note culture of teenagers, to understand the issues and to intervene to address the problems.

Informal Football

24. We operate a charter mark fun football programme (McDonald's Fun Football) engaging clubs, organisations and private providers. Currently we have...

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Barriers to participation

25. There are however barriers that prevent larger numbers of children and young people participating in grassroots football. Not least that football continues to be perceived primarily as a sport for boys and men, rather than girls and women. Unfortunately, stigma and assumptions around sexuality remain prevalent.
26. In many instances there are not enough facilities, or they are a poor standard and sometime with no or unsuitable changing rooms / toilets.
27. There is less provision for girls in particular as a result of accessibility issues, therefore forcing people to travel further for appropriate facilities.
28. Body image and self-esteem remain a factor. Messaging to girls is very different to boys with communications often placing a higher amount of focus on improving look and body image, as opposed to promoting mental wellness, empowerment, confidence, team playing and decision making.
29. Consideration must be given to the language and behavior that promotes and encourages young people to play football regardless of gender.
30. There are also workforce issues that prevent children and young people participating in football too, with not enough people to volunteer and run activities, teams and clubs etc.

Overcoming the barriers to participation

31. The FAW and FAW Trust have however made women and girls a high priority in order to deliver significant change in line with the UEFA goal of football being the most popular female sport team in Europe by 2020.
32. The FAW will launch a new Female Football Strategy later this year (2017).
33. The FAW Trust currently invests 70% of its small grants programme fund to developing girls football. It has established a national women and girls working group two years ago and has since been setting up regional committees to improve awareness and provision in getting more women and girls engaged and playing football.
34. This year, the FAW Trust partnered with Football v Homophobia (FvH) in hosting six regional workshops raising awareness of issues and how to tackle them.

35. Ensuring adequate facilities is also a priority for the FAW Trust with our new facilities strategy. We have local facility action plans to influence and strategically shape facilities for grassroots, programmes and provision to benefit more people playing more of the time.
36. We also have successful collaboration projects with rugby and hockey, a Welsh Grounds Improvement scheme and a FAW 3G pitch scheme.
37. We are also mindful of our communications in order to appeal and connect with people from all areas of society. The FAW Trust focus for engagement with female audience is around a level playing field (females get as much coverage as their male counterparts, the language used is positive and does not focus on body image or fitness – but on confidence, skill, empowerment, etc.)
38. The FAW Trust is working on an all-encompassing pathway from 0-100 years in response to society trends and changes, ensuring that people of any age, gender or background can access football as and when they want, throughout the different stages of life. It is also developing different formats of football against each of these key life stages for both genders, all disabilities and BME.
39. We would like to work more with schools and expand our work. The FAW and FAW Trust have the Lidl Play More Football programme operating out of 72 secondary schools providing 19232 pupils with the opportunity to participate in weekly sessions (so far). The programme has trained 629 'Directors of Football' to facilitate the sessions - giving young people the opportunity to provide their peers with an experience that is fun, enjoyable and what young people would want. The 'Directors of Football' are evenly split between genders and so girls have as much opportunity to play as boys – this has not been dictated but is indicative of the programmes' values.
40. In terms of workforce we use an app to capture interest from volunteers and join them up to clubs. Clubs can post vacant positions, job descriptions, etc. FAW/FAWT volunteer opportunities are also available.
41. We also invest, through the FAW Trust small grants programme in grassroots clubs to pump prime activity and help grow a workforce.

Measuring the effectiveness of our work

42. This is done through the following means:
 - a. Monthly, quarterly annual reports
 - b. Data collection from clubs and leagues
 - c. School Sport Survey
 - d. National Survey for Wales
 - e. FAW registrations
 - f. Programme reviews (internal and external)
 - g. UEFA study visits to draw comparisons
 - h. Sponsorship renewal of contracts