

# Manchester FA

## Youth Engagement Strategy 2022/23

Manchester FA is passionate about working with young people and children to create a safe and enjoyable environment for all.



This strategy will identify our vision and how Manchester FA will plan, deliver and improve the opportunities for children and young people to influence the decisions that matter to them.

### Vision

To provide young people with a voice to influence current and future provision within grassroots football and to inspire, mentor and develop the future football workforce.

### Purpose

Is to ensure young people are actively involved in influencing and developing the current game and designing a future game that meets their needs.

### Mission

To ensure every young person under the age of 18 involved in grassroots football has the opportunity to share their views and ideas.

### Monitoring and Evaluation

Via Safeguarding Strategy Group we will provide a report on activity, activations and outcomes involving under 18s.



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# Manchester FA Young Leaders Academy

The purpose of the Young Leaders Academy is to ensure that Manchester FA acts in the best interests of children and young people across Greater Manchester and is reflective of the needs of these communities.



Manchester FA will consult with the Young Leaders to ensure that their Operational Plan best serves the young people of Greater Manchester and their input will help guide the strategic direction of the organisation. This will ensure that the voices of young people are represented within Manchester FA's corporate governance and our Chair is recognised as an observer at board level.

Members of Manchester Young Leaders will complete a season long project collaboratively with a staff member at Manchester FA.

Manchester Young Leaders will gain transferable experience, through delivering a project in their area of interest with the support of a Manchester FA staff member as a mentor.

Projects will be focused across the following areas: Youth Football. Women & Girls. Disability. Refereeing. Coaching. Youth Leadership. Equality, Diversity and Inclusion. Marketing and Communications

Via Safeguarding Strategy Group we will provide a report on activity, activations and outcomes involving under 18s.

**UCFB**  
**GIS**

Working with UCFB has given Manchester FA the opportunity to create a mentoring match making programme. Students will be allocated to a grassroots club to support them with various aspects from coaching to creating a social media platform. This will provide the clubs with more support and the students with experience within their chosen field.



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# Youth Leadership Event

The event will be all about inspiring the next generation of leaders, hosted at a high-quality football venue with inspirational session leads and guests.

Youth Leadership  
Event



The youth leadership day will be held in Greater Manchester in February half term which will act as a catalyst for 50 young people aged 14-24 to develop themselves and maximise their leadership potential.

To apply for the programme, they will need to create a project that they will deliver in the following season.

We will follow the concept of the social change model – bringing the young people together to develop themselves, learn how to develop others and then go back to their communities equipped to enact positive change in their local borough.

Following the event, the quarterly mentoring sessions will provide regular touch points and support, whilst the delivery of the young people's chosen projects will positively impact participation, coaching, refereeing, clubs, leagues and other stakeholders across the grassroots game.

During the event they will experience a wide range of footballing roles and gain an insight into how they can be positive role models to better the grassroots game in Greater Manchester.



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# Youth Events

Over the course of the year there will be numerous events and programmes which will help to improve skills through new opportunities.

## Looked After Children Referee Course

Manchester FA will run a free referee course for LAC children working with Local Authorities to support the young people in their football journey. The course will provide a minimum of 20 young people the opportunity to become a referee.

## Manchester FA Care Leavers Cup

2023 Manchester FA care leavers cup will be held for young people who are supported through children's social care who have recently left care. This is an annual football competition where all Greater Manchester local authorities submit a team to play a mini tournament.

## Young Female Coach Development Programme

As part of the UEFA Women's Euro 2022 Legacy plan, Manchester FA have established a Young Female Coach Development Programme. The aim of the programme is to work with young female coaches to advance their coaching skills and increase their confidence. This will enable them to support local female teams and Wildcat providers, as well as help to increase the network of female coaches across Greater Manchester. On successful completion of the programme, participants are given the opportunity to gain a free Introduction to Coaching Football Course. They are matched with a local grassroots girls provider so they can enhance their coaching skills and confidence.

## FA Leadership Academy

Manchester FA will continue working with FA National Youth Council to develop the youth offer in their County and they will ensure they have a representative attending the FA Leadership Academy. Manchester FA aims to achieve 'Advanced' status of the County FA Maturity Matrix by 2024, currently have 'Established' status.

## HE Internship Programme

We have teamed up with several partners to provide internships for female University students in the following areas: Media, Journalism, Health & Performance, Coaching, Events Management, Football Development and Sports Business.

The opportunity offers students the chance to learn about football and business at all levels, from grassroots to the professional game within our own organisation or a partner organisation. Successful applicants engaged in a 6-month voluntary internship and dedicated 5-10 hours a week of their time to the organisation they are working with.

Manchester FA provided 3 personal development opportunities alongside this to increase the chances of them obtaining full time roles in the industry. Our Competitions Officer successfully gained full time employment with Manchester FA following her completion of this programme.

## Football Beyond Borders Partnership

Manchester FA will continue their partnership with Football Beyond Borders to ensure the young people they work with are aware of the opportunities we offer. We will also utilise their access to young people to aid with our consultation about how we can best engage with young people. Our aims for this season include:

- 1 x FBB participant to be on Manchester Young Leaders
- 1 x FBB participant to be offered a place on Young Coaches Development Programme
- 2 x Recreational football tournaments for FBB Girls
- Work with FBB staff to signpost their participants to local grassroots clubs

# Youth Committee Clubs and Leagues

Youth Committees  
in  
Clubs & Leagues

Manchester FA will work with its clubs and leagues to establish youth committee's to upskill young people and ensure there is a steady stream of volunteers to sustain the grassroots game.



**This approach will benefit young people, promote better informed and more representative decision making, and bring through a new generation of volunteers into the workforce across the grassroots game.**

Manchester FA wants to establish a culture of involving young people (16-25 years) in the organisation of football and clubs and leagues are influential in this culture shift.

The long-term strategic vision is that every local authority will have at least one Youth Committee in a club within their area.

Manchester FA Young Leaders will have a representative from each local authority to ensure we have representation from across Greater Manchester.

This will ensure that there is presence of a youth voice across grassroots football in Greater Manchester and that decision making is best informed to serve the game.



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