



# Annual Report

2009 / 2010



Ayr United Football Academy

## CHAIRMAN'S COMMENTS

Ayr United Football Academy was incorporated as a not for profit Company Limited by guarantee on 5 December 2005 and in the following March accepted as a Scottish Charity (SC03725) by HM Revenue & Customs.

The company's members are Ayr United Football Club, The Ayr United Community Initiative (The Honest Men Trust), Ayrshire & Arran NHS (Community Health Partnership), Ayr College and South Ayrshire Council, each of which is represented by a Board Director. In addition there are two independent Directors and an independent Chairperson.

The Academy has made significant progress since the publication of its last Annual Report. Its partnership with South Ayrshire Council, Scottish Football Association and Ayr United Football Club, to manage the South Ayrshire Football Development Programme, is in its third year and the programme numbers continue to grow.

Now four years old, the Academy is still expanding its activities and its volunteer base. It is a forward-thinking organisation delivering sport, through football, to the local community and encouraging participation in sport amongst people of all ages and abilities.

The Academy's activities cover two main thrusts. Firstly, it encourages participation within the local community, by all children of all ages, both sexes, regardless of background or ability, but it also pursues a model of sporting excellence, to allow the talented local boys and girls a platform from which to reach their individual goals and play the sport at the highest possible level.

The Directors are grateful for the unstinting efforts of its volunteers, who now number around 70, involved in service provision and fund raising. Without their support and assistance, the charity would not have been able to make such a valuable contribution to the community.

***Working in partnership, we will continue to develop sport, health and education for young people as a community contribution to the aims of our partners and in the long-term interest of young people.***

**Chair, Ayr United Football Academy**

## FOOTBALL IN THE COMMUNITY

***The key objectives around player participation are to focus on maintaining and sustaining all Community Football Centres, whilst ensuring the programmes are stimulating, fun, safe and accessible to age groups from three years to adult.***



During the last year there have been 213,369 (*last year: 202,846*) children attendances in the Academy's Football in the Community Programme with a further 7,467 (*last year 7,160*) participating in SFA initiatives, run and administered by the Academy's Football in the Community Programme – keeping children and adults active and promoting the benefits of sport and health.

## CLUB DEVELOPMENT

The club development programme aims to offer support to all recreational football clubs in South Ayrshire and to strengthen links between these clubs and Ayr United Football Academy. Over the past year, the main activities included:

- assisting 2 local boys' clubs to gain SFA Quality Mark status;
- delivering coaching sessions to 6 clubs involving 86 players;
- supporting 2 West of Scotland Youth League Festivals attracting 350 players.



## PLAYER PARTICIPATION

The key objectives around player participation are to focus on maintaining and sustaining all Community Football Centres, whilst ensuring the programmes are stimulating, fun, safe and accessible to age groups from three years to adult. The Academy's activities during the year included:

- providing Soccer Centres for a weekly average of 120 children aged 3 to 5;
- providing out of school and curriculum time soccer classes for around 265 primary age children per week;
- providing football classes with social and development objectives for groups aged 13 to 24 years of age,
- delivering in South Ayrshire, SFA national initiatives, including:
  - the Night Leagues programme, where street football centres ran for 20 weeks attracting around 250 players per session;
  - the Soccer1 programme which encouraged around 30 girls and 80 boys in S1 to participate in football sessions;
  - a Volunteer Recruitment programme, culminating in 42 pupils achieving SFA Coaching qualifications;
  - the McDonald's Schools Football programme, involving around 330 primary 6 and 7 pupils and setting up 12 new boys and girls teams;
  - The Proceeds of Crime Street Football programme where 3 Holiday Centres attracted 72 participants, and a weekly Night League Centre attracted 70 participants.



- Recruiting 10 community coaches who are dedicated to building participation by girls and in building girls' teams to ensure sustainability;
- managing 4 weekly sessions attracting around 40 players;
- securing "Communities 2014" funding to contribute towards equipment costs.

## DISABILITY FOOTBALL

The Academy is now midway into year 2 of its *Everybody Active* programme, which comprises of 3 weekly classes operating at Craigpark, Southpark and Queen Margaret Schools in South Ayrshire and involves an average of 40 weekly participants. Key achievements are:

- staging 2 festivals for 50 players at Somerset Park, home of Ayr United Football Club;
- sourcing volunteers to provide transport for players;
- providing support for Talented Players to progress to the SFA's South West regional squad



## COACH EDUCATION AND QUALITY MARK

The Academy continues to encourage participation in the SFA's Coach Education Football Courses. The following achievements were recorded in year 2:

- 4 Early Touches courses were run involving 100 participants;
- 6 Development Activities courses were run involving 111 participants;
- 4 Level 2 and 3 courses were run involving 66 participants;
- 4 Coaches In Service days were arranged involving 204 participants.

## GIRLS FOOTBALL

The Academy has focused this year on the establishment of its own Ayr United Football Academy Girls' Club and the Community Coaching team has been instrumental in:

- establishing 2 age 11 teams, with 4 more teams at ages 9 and 13 to be set up by March 2010.





One of the Academy's key objectives is to support and develop the SFA Quality Mark scheme amongst clubs in South Ayrshire. This year's efforts comprised:

- Prestwick Community Club and Caledonian Boys Club achieving Quality Mark status;
- Carrick Colts, Southside Boys Club and Ayr Boswell Boys Club being supported in their pathway to accreditation;
- Local attendance at WSYFL league meetings to promote the Quality Mark scheme.

## SFA INITIATIVES

In delivering the McDonald's School Football Programme. AUFA ensured that:

- 10 Primary Schools received 20 hours of coaching and 20 hours of games each, with 332 Primary 6 and 7 age children benefiting from the project;
- 6 new boys teams and 6 new girls teams are now set up to play games within the school environment;
- 1 Super Festival was organised at Somerset Park, home of Ayr United Football Club, involving 260 players;



We are also delighted to report that Fiona McAvoy of Cairn Primary School won the SFA Grassroots Best Primary School Teacher in Scotland award. Fiona continues to be tremendously supportive of the Academy projects and we thank her for this.

## TALENTED YOUNG FOOTBALLERS PROGRAMME

The Academy has again expanded its Talented Young Footballers programme, by establishing an additional 2 Development Groups and now manages 5 Ayr United Football Club Professional Youth teams in the Scottish Football Youth Initiative Programme and Scottish Football League Youth Divisions. In addition to this, 5 Development Groups have been established to offer talented young footballers, between the ages of 9 and 13, coaching sessions delivered by experienced SFA qualified youth coaches, whilst the players continue to play for their local teams.

The Academy's objectives are:

- (1) *To provide, in the interests of social welfare, facilities for recreation and other leisure time activities available to the public at large with a view to improving their conditions of life*
- (2) *To promote community participation in healthy recreation, in particular by the provision of facilities for the playing of football and other sports*
- (3) *To promote and protect the wellbeing and physical health of people living in the vicinity of the facilities operated by the company, and to assist in the relief of ill health and the provision of health education for such people*
- (4) *To promote public safety in the interests of the general public, and in particular by promoting initiatives and programmes which are directed towards reducing the incidence of vandalism and other anti-social behaviour by encouraging participation in sports*
- (5) *To help young people to develop their physical, mental and spiritual capacities, such that they may grow to full maturity as individuals and as members of society*
- (6) *To promote training, particularly in such skills as will assist the participants in obtaining paid employment*
- (7) *To promote, establish, operate and/or support other projects and initiatives of a charitable nature.*

