



Report



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.

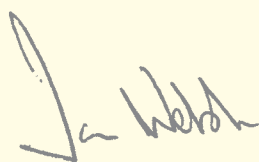
The Academy has made significant progress. By entering into partnership with South Ayrshire Council, Scottish Football Association and Ayr United Football Club to manage the South Ayrshire Football Development Programme, it has been able to employ two full time Football Development employees and to introduce a significant number of football coaching and participation initiatives.

Although only three years old, the Academy has grown at an incredible pace - 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 Academy has now taken over The Space Place in Prestwick to provide further support to young people in the community, and we are currently using it to accommodate a full-time Further Education college course for twenty 16 to 19 year olds. These youngsters are mainly selected from its youth development teams, but include four young people who have progressed to the college course from the Active Futures Programme, which it managed, along with a range of partners, including South Ayrshire Council.

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.

In total, there have been 202,846 children attendances in the Academy's Football in the Community Programme with a further 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.

- *providing Soccer Centres for children aged 3 to 5 years*
- *providing out of school and curriculum time soccer classes for primary age children*
- *providing football classes with social and development objectives for groups aged 13 to 24 years of age*



Burnockmill Equestrian Centre and Arnold Clark donate mini-bus

TALENTED YOUNG FOOTBALLERS PROGRAMME

The Academy has expanded its Talented Young Footballers programme, by establishing an additional three teams and now manages five Ayr United Football Club youth teams in the Scottish Football Youth Initiative Programme and Scottish Football League Youth Divisions.

In addition to this, three Youth Development teams have been established to offer talented young footballers, between the ages of nine and thirteen, coaching sessions delivered by experienced SFA qualified youth coaches, whilst the players continue to play for their local teams.

The Academy is responsible not only for the youth development programme on behalf of Ayr United FC but also for the South Ayrshire Football Development Programme within South Ayrshire, which is managed by a partnership of South Ayrshire Council, the Scottish Football Association, Ayr United FC and the Academy, with the Academy delivering the programme.

GIRLS FOOTBALL

We have been developing football for women and girls and significant progress was made in many areas.

- establishment of two weekly centres with 42 players participating
- provision of Community Coaches to help assist Ayr United Girls' teams
- Girls On The Move funding sourced to introduce Girls' Football to Mossblown and Tarbolton areas
- Four volunteer females completed the SFA Level 1

DISABILITY FOOTBALL

The key objectives were to provide facilities and coaching for footballers with a disability and to put in place funding which would allow sustainability of the programme.

- We secured a funding package which includes partners such as South Ayrshire Council, The Robertson Trust, Scottish Football Association, Ayrshire Sportability, NHS Community Health Partnership and Clydesdale Bank.
- We operate 2 weekly classes at Southpark and Queen Margaret Schools in South Ayrshire involving 40 weekly participants
- We assisted 4 Community coaches to complete the SFA Coaching Disabled Footballers Course.
- We provided support for Talented Players to progress to the SFA's South West regional squad

SFA INITIATIVES

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

- 11 Primary Schools received 20 hours of coaching and 20 hours of games each with 346 Primary 6 and 7 age children benefiting from the project
- 6 new boys teams and eight new girls teams are now set up to play games within the school environment
- 11 volunteer teachers /parents completed the SFA's Level 1 Early Touches course
- 1 Super Festival was organised at Somerset Park, home of Ayr United Football Club, involving 340 players and a visit from former Scotland legend Kenny Dalglish

COACH EDUCATION AND SFA QUALITY MARK

A large number of SFA Coach Education Football Courses were completed throughout the year, with a total of 350 participants.

- 4 Early Touches -83 participated
- 2 Development Activities – 36 participated
- 2 Level 2 and 3 courses - 71 participated

- 3 Coaches In-Service days- 160 participants
- Ayr United Girls Football Club were accredited with the SFA Quality Mark accreditation
- Support was given to Carrick Colts Boys Club, Valspar Boys Club, Coylton Boys Club and Prestwick Boys Club in their quest for SFA Quality Mark accreditation
- West of Scotland Youth Football League meetings were attended to promote the SFA Quality Mark scheme.



Youth Development Team in Action

CLUB DEVELOPMENT

Key objectives within club development are to work with and offer support to all recreational football clubs in South Ayrshire. Club Development will also link to forming a close working relationship with the West of Scotland Youth Football League. Key achievements are:

- Providing 3 In-Service Days for West of Scotland Youth League Members
- Working in partnership with West of Scotland Youth League to provide three Football Festivals which allowed 90 teams and 1000 players opportunities to play football
- Formation of 4 Development Squads for AUFA which attracted 102 new players to Academy
- Promoting Ayr United FC home games to community with 1244 Free Tickets given to local organisations in Season 07/08
- 4 Ayr United FC professional players now working as Community Football Coaches
- Support of varying forms was given throughout the year to the South Ayrshire Community with Events such as, Gala Days, Schools Sports Days, Health Weeks, Fashion Shows, Family Fun Days, Organization's Raffle Prizes, Youth Teams Presentation Evenings, Community Safety Events, Prize Giving's & many more
- Free coaching sessions delivered to local Boys Club teams within South Ayrshire

PRE-SCHOOL

- 5 weekly classes now averaging 92 players per week in venues such as Ayr, Coylton, Mossblown, & Troon
- 12 Holiday time classes ran in Year 1 with 148 participants

CHILDREN'S PROGRAMME

- 15 weekly classes now averaging 250 players per week.
- 12 schools received FREE coaching with 602 participants in total
- 8 festivals organized and supported with 1763 players.
- 14 Holiday Classes ran with 307 participants
- 10 local football teams received match day visit to Ayr United FC with 211 young players ranging from 7 to 13 years of age
- 3 girls-only football classes with on average 40 players participating
- 1 Technique Development Elite Football centre running with 30 players aged 7 to 12 years old.

YOUTH PROGRAMME

- Weekly "Night League" street football centres ran for 32 weeks of year with 172 players per night
- New Active Futures project targeted hard to reach youths to encourage them to re-engage in activity. 3 weekly classes 19 youths benefited in first 20 weeks.
- 19 youths involved in Active Futures project achieved Level 1 & 2 in SFA Youth Football Qualification
- 2 Youths involved in pilot "Get Back to Work Scheme" youths currently still participating in 6 month programme.
- New Development Squad in place from Jan 08 with 32 Youth players aged 13 years affiliated to Ayr United Football Academy
- 14 Senior High School pupils completed Level 1 SFA Childrens Football Course and placed as volunteer coaches within schools initiatives

STREET FOOTBALL

- Holiday Centres – 64 participants
- 1 Weekly "Night League" Centre -24 participants



Community Programme

AUFA OBJECTIVES

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

To promote community participation in healthy recreation, in particular by the provision of facilities for the playing of football and other sports

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

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

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

To promote training, particularly in such skills as will assist the participants in obtaining paid employment

To promote, establish, operate and/or support other projects and initiatives of a charitable nature.



The Ayr United Football Academy is a registered Scottish Charity (SC 037325) and a not for profit Company Limited by Guarantee (294025)

Directors : Lachlan Cameron, John Dalton, Shiona Johnston, Professor Alan McGregor, Graham Peterkin, Donald Stewart, David Watson, Ian Welsh