

Conwy Schools County Football Impact Report 2023/24



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Scope of Programme

Purpose

During the season 2023/24, the Conwy Schools Football Association, in its third year after re-establishment. Continued to focus on the five concepts of the programme outlined by Conwy County Borough Council (CCBC) Leisure & Education Services and Achieve More Training (AMT):

- Growing the County Schools Football programme and have a positive impact on the participants and stakeholders involved.
- Represents value for money and is something the whole county can be proud of. Raising the profile and image of the county representative teams nationally.
- Increasing participation in school Football in Conwy.
- Create an accessible opportunity to represent the County in Welsh Schools Football Association competitions both regionally and nationally
- Creating a pathway for both players and coaches to progress from local participation to regional and national opportunities

Impact and evidence

- Use statistics to analyse participation, accessibility of the programme, success of both the teams and individual participants
- Stake holder and participants views and opinions to gauge the impact and pride in the programme
- A clearly designed programme model that allows us to ensure professional standards are set and upheld

Value for money

- Cost Vs benefit analysis to ensure value for money is provided and inform future strategies around the use of the budget



The model

In 2020/21 CCBC engaged with Achieve More Training (AMT) to manage and administer the programme due to the organisations experience in professional coaching including recruiting and training coaches for school, community, and elite level sport. A track record of working in the Education, Sport and Leisure sectors ensuring the school and other key stake holder links where in place on day one. As well as the organisations background in delivering Welsh Government funded provision meaning relevant policies, procedures, processes, and quality systems were already in place.

Staff structure:

The Conwy SFA programme is managed by two Achieve More training senior managers who are both experienced and knowledgeable within sport development and football, holding UEFA A licence and UEFA B licence respectively. Alongside these two strategic leads, day to day operations are overseen by a full time apprentice who supports head coaches in co ordinating communication, delivering sessions and daily administrative roles within the programme. Head coaches are recruited annually who lead sessions and matches for representative teams. Conwy SFA sessions and conduct must be delivered to the highest standard of effort and respect, focus on players development both physically and socially in a supportive environment, is a constant focus of the programme.

AMT are also responsible for all administrative and HR actions for the programme from all pre-employment, due diligence checks including DBS, qualification and ID check, the safer recruitment process and administrative functions for the Wales Schools Football Association (WSFA). CCBC provide high standard of facilities for Conwy SFA training and matches. AMT senior leadership team meet with CCBC Head of Leisure services quarterly to review progress and milestones relating to the quality and management systems in place ensuring strong governance of the programme.



Impact and evidence

The two senior managers Jordan Hadaway and Matt Hilliker have mentored full time apprentice Kai Hughes, who co-ordinates all communication between Head Coaches, Welsh SFA and AMT departments such as administration and HR and external partners.

Communication between Head Coaches, players and parents has been coordinated through a Conwy SFA account on the 'spond' application.

"Spond messages have been clear and informative. Feel the team is something that is growing over a two year period as u13s with lots of younger players." – Parent Feedback

"The coach's approach to the children was pitched just right." – Parent Feedback

"Communication & organisation exceptional. We are always informed well in advance" – Parent feedback

100% of stakeholders found Conwy SFA Staff and coaches helpful – Stakeholder feedback

Value for Money

It was agreed that the above functions would be paid for via a 20% administration charge. The total budget for the programme was £20,000. The total spend for the 23/24 programme was £19,129.99 with £870.01 (>5%) kept by Achieve More Training to manage and administer the programme.

Engagement through Football

Purpose

To market the programme in a professional manner and engage with the school and wider community, helping to increase participation in school football and highlight the pathway to represent the county.



A programme of events including an annual 'primary 5' festival to raise interest of the county schools programme with children in key stage 2 and to create and implement a fair squad selection for boys and girls.

In 2023/24 age groups consisted of U11, U13, U14, U15 and U16 Boys and U13 and U15 Girls. A total of 7 teams this year, a further **increase of 2 teams from the 2022/23 season.**

Provide effective communication and accessible opportunities for all school children from as many communities as possible before, during and post events.

Achieve More Training and Conwy SFA full time apprentice, Kai Hughes, also offered 2 x FREE coaching sessions to every primary school in Conwy CBC throughout the 2023/24 season.

Impact and evidence

AMT marketing team designed and produced jointly branded bilingual marketing material of both primary 5 events (appendix 1) and provided professional and timely communication to schools for the event.

A total of 30 (19 Mixed teams and 11 full girls) boys and girls teams entered the primary five festival from 19 schools, across 11 different towns in Conwy. A total of 302 boys and girls played to represent their schools over the 2 day event, **a 10% increase** from the previous year (Appendix 2)

Ysgol San Sior (boys winners) and Ysgol Maes Owen (girls winners) one from Llandudno and the other from Kinmel Bay , won their respected events and represented Conwy SFA at the national event held in Newtown FC.

A total of 365 school children participated in the squad selection process for the boys and girls representative teams. 167 children from 35 different primary schools (Appendix 3, table 2) and 198

players from every secondary school in the county (Appendix 3, table 2). A **39% increase** of the amount of players that engaged in the process, compared to the 22/23 season.

All 302 players that took part of the 'primary 5 event' also received a participation medal.

Both events were viewed positively by stakeholders (Appendix 4):

"A really nice touch by giving all participants a medal. Many of the children were made up with this. Overall, it was an incredibly well ran event on both occasions and was a real celebration of football and participation.." – School Feedback

"Excellent event. Thank you so much. Would love more like this. Children keep asking will there be anymore. You were all very helpful and friendly." – School Feedback

"Great two days enjoyed by all who participated. Diolch" – School Feedback

Of the feedback given, stakeholders from schools rated:

- The overall venue and experience as very good (66.7%) or good (33.3%)
- Communication throughout the event as very good (53.3%), good (40%) and fair (6.7%)

Value for Money

Facility Hire: £666.25

Staffing Costs: £6,221.64

Trophies: £209.05

Total: £7,096.94 (37% of total costs)

Coaching Programme and Competitive Matches

Purpose

To maintain a County Schools Football programme that is professional and has a positive impact on the participants. Ensuring there is an accessible opportunity to represent the County in Welsh Schools Football Association competitions both regionally and nationally.

To liaise with Welsh County School Football Association to fulfil squad role requirements and enrolment into the Welsh County Schools FA leagues regionally and competition nationally for boys U11, U13, U14, U15, and U16 teams and establish girls representative teams at U13 and U15.

Work with the 7 regional County Schools Football Associations in North Wales and Powys to schedule games Home and Away, venues, transport arrangements and appropriately qualified Match Officials.



To work with Achieve More Training in creating a pathway for local young coaches to progress from local participation to regional and national opportunities.

Impact and evidence

In its third year, the Conwy County Schools Football Programme provided training sessions held in Ysgol Aberconwy. We have increased the project to 7 teams due to high demand.

All 7 teams have played between 8-10 games this season, with home games spread across the Conwy County communities and held in Llanwrst, Conwy and Colwyn Bay. All games and training were subsidised by Conwy County Council funding, ensuring the opportunity to develop and compete was accessible for all, whilst the spread of games throughout the county ensured involvements with as many communities as possible and provided a fair balance of travel arrangements for players and parents.

It has been a year of progress for the county on the field as Conwy SFA u15s girls have won their league and won the semi finals of the regional tournament and became the **first Conwy SFA to qualify for the national final** since the reform of the programme.

Value for Money

Facilities: £3910.50

Staffing: £6,221.64

Match Officials: £611.52

Total: £ 10,743.66 (55% of total costs)

Celebrating success

Purpose

To work with Stakeholders in all communities of Conwy to build a positive environment and a culture of professionalism and pride within the Conwy Schools Football programme.

Emphasize the values and behaviours of teamwork and while representing the Conwy County Schools Football programme.

To highlight successes, milestones and achievements of the programme and all involved. Whilst raising awareness of opportunities and pathways for more positive experiences, more often through sport.

Impact and evidence

In 2023/24 there was an increase of teams from 5 to 7 with a pathway established for both boys and girls participation, through local, regional and national opportunities.



The Conwy 'End of season' awards was held at Eirias Park and each player representing the county received a commemorative medal for their participation in the scheme in 2023/24.

Players, parents and coaches were able to nominate and vote for players for the respective categories for each age group, with 1 player/team also receiving the 'Mally Tidswell Outstanding contribution award' this year the winner was 'U15 Girls Conwy SFA Team.'

Value for Money

- Playing Kit - £559.37
- Equipment - £124.15
- Award Costs - £829.17
- Total:£1512.69 (8% of total cost)

Recommendations / Opportunities

Recommendation 1 Increase the frequency and quality of contact sessions with county represent teams. Further embed Conwy SFA 'values' across all teams and stakeholders, to professionalise and improve the experience for all.

Target for 24/25: Collaborate with Conwy Ffit and introduce monthly fitness sessions additionally to a well co-ordinated football training offer. Agree strategies to embed Conwy SFA 'values' via a quarterly Conwy SFA coaching meeting. Create players, coaches and parents code of conducts to embed values at the start of the next season.

Recommendation 2 Maximise opportunities for both regional boys and girls pathways for players and coaches to ensure representative teams for every league set up in North Wales

Target for 24/25: Increase the number of boys teams from 5 to 6 (U11, U12, U13, U14, U15 and U16) and the girls teams from 2 to 3 girls representative teams (U12, U14 and U16).

Recommendation 3 Work more collaboratively with Conwy CBC Schools to improve exposure of the scheme, increase opportunities for players and coaches to engage in the programme(s) and offer more opportunities in each community of Conwy.

Target for 24/25: Meet with each school in Conwy to promote the various parts of the scheme – primary 5 event, trials for representative teams, FREE coaching sessions and fully funded coaching CPD opportunities. Provide a primary 5 event in each locality throughout the year.

Appendix 1 – Bilingual Marketing Material

**PÊL-DROED
YSGOLION SIR
CONWY
5 BOB OCHR
CYNRADD**



**GALL EICH YSGOL CYNRYCHIOLI
CONWY YNG NGHYSTADLEUAETH
CYSTADLEUAETH CENEDLAETHOL
PÊL-DROED 5 BOB OCHR C.P.
YSGOLION CYMRU!**

**Lleoliad: The Barn, Parc Eiras, Ffordd
Abergele, Bae Colwyn. LL29 7SP**

Amser: Dechrau am 10yb

Cost: RHAD ac am DDIM

**LLOFNODWCH
NAWR!**

**DYDD MAWRTH, MAWRTH 21AIN
(BECHGYN A MERCHED CYMYSG)
DYDD MAWRTH, MAWRTH 28AIN
(MERCHED YN UNIG)**

**CAIFF YSGOLION DOD Â CHYMAINT Â 9 0 AELODAU
MEWN SGWAD I BOB TÎM.
MAE MWYAFRIF O 16 LLE I DIMAU AR BOB DIWRNOD,
FELLY, CYNTAF I'R FELIN, ARCHEBWCH EICH LLE HEDDIW!**



KAI@ACHIEVEMORETRAINING.COM



01745 797 797



CONWY COUNTY SCHOOLS PRIMARY 5'S



YOUR SCHOOL COULD REPRESENT CONWY AT THE WSFA WALES PRIMARY 5'S NATIONWIDE SCHOOL COMPETITION!

VENUE: THE BARN, EIRIAS PARK, ABERGELE ROAD, COLWYN BAY, LL29 7SP

TIME: 10AM START

COST: FREE

BOOK NOW

**TUESDAY 21 MARCH
(MIXED BOYS AND GIRLS)
TUESDAY 28 MARCH (GIRLS ONLY)**

SCHOOLS CAN BRING A MAXIMUM SQUAD NUMBER OF 9 PER TEAM.

THERE IS A MAXIMUM NUMBER OF 16 TEAM ENTRIES ON EACH DAY, SO DON'T WAIT AND BOOK TODAY!



KAI@ACHIEVEMORETRAINING.COM



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Appendix 2 - Primary 5's Conwy schools attendance

SCHOOL	TOWN	Boys team	Girls teams
Ysgol St George	Abergele	1	1
Ysgol Glan Morfa	Abergele	1	1
Ysgol Llandrillo Yn Rhos	Rhos on sea	1	1
Ysgol Maes Owen	Kinmel Bay	1	1
Ysgol Porth Y Felin	Conwy	1	1
Ysgol San Sior	Llandudno	1	0
Ysgol Awel Y Mynydd	Llandudno Junction	1	1
Ysgol Craig Y Don	Llandudno	1	1
Ysgol Llangelynnin	Henryd	1	1
Ysgol Deganwy	Deganwy	1	1
Ysgol Sant Elfod	Abergele	1	1
Ysgol Bodafon	Llandudno	1	0
Ysgol Capelulo	Penmaenmawr	1	0
Ysgol Cynfran	Colwyn Bay	1	0
Ysgol Tudno	Llandudno	1	1
Ysgol Blessed William Davies	Llandudno	1	1
Ysgol Pencae	Penmaenmawr	1	1
Ysgol Betws Yn Rhos	Betws Yn Rhos	1	0
Ysgol Morfa Rhianedd	Llandudno	1	0
Total		19	13

Table 1 – Schools that attended boys and girls Primary 5's event

Appendix 3 – School / Community representation of Trialists

SCHOOL	TOWN	No of Players
Llandrillo Yn Rhos	Rhos-on-Sea	7
Ysgol Pen Y Bryn	Colwyn Bay	5
Ysgol Maes Owen	Kinmel Bay	13
Ysgol Sant Elfod	Abergele	3
Awel Y Mynydd	Llandudno Junction	12
Ysgol Craig Y Don	Llandudno	8
Ysgol Glan Conwy	Glan Conwy	9
Ysgol Bod Alaw	Colwyn Bay	16
Ysgol Glan Morfa	Abergele	2
Ysgol Llanddulas	Llanddulas	1
Ysgol Bro Gwydir	Llanrwst	5
Ysgol Betws Yn Rhos	Betws Yn Rhos	2
Ysgol Hen Golwyn	Colwyn Bay	3
Ysgol Ffordd Dyffryn	Llandudno	4
Ysgol Deganwy	Deganwy	10
Ysgol Porth Y Felin	Conwy	7
Ysgol Glanwydden	Penrhyn Bay	9
Ysgol San Sior	Llandudno	14
Ysgol Tudno	Llandudno	5
Ysgol Capelulo	Penmaenmawr	1
Ysgol Dyffryn Enfys	Conwy	2
Ysgol Pencae	Penmaenmawr	1
Ysgol Pant Y Rheddyn	Llanfairfechan	4

Ysgol Morfa Rhiannedd	Llandudno	5
Ysgol St Josephs	Colwyn Bay	2
Ysgol Talhaiarn	Llanfair Talhaiarn	3
Ysgol Rydal Pen Rhos	Colwyn Bay	2
Ysgol Cystennin	Mochdre	1
Ysgol Nant Y Groes	Colwyn Bay	2
Ysgol Bodafon	Llandudno	2
Ysgol Llanddoged	Llanddoged	2
Ysgol Llangelynnin	Henryd	1
Ysgol St George	Abergele	2
Ysgol Eglwysbach	Eglwysbach	1
Blessed William Davies	Llandudno	1
Total		167

Table 2 – Conwy SFA trialists from range of primary schools in Conwy

Appendix 4 – Primary 5 Feedback

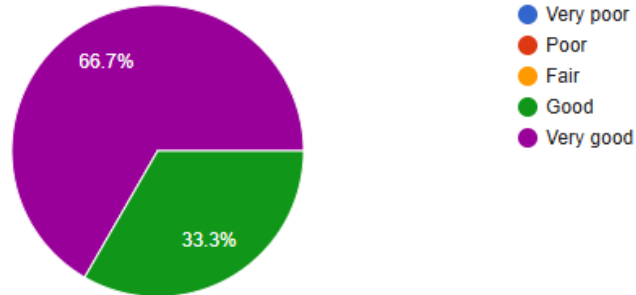
SCHOOL	TOWN	NUMBER OF PLAYERS
Aberconwy	Conwy	32
Eirias	Colwyn Bay	33
John Bright	Llandudno	44
Creuddyn	Penrhyn Bay	38
Dyffryn Conwy	Llanrwst	11
Emrys Ap Iwan	Abergele	16
Bryn Elian	Colwyn Bay	23
St David's College	Llandudno	1
Total		198

Table 3 - Conwy SFA trialists from range of secondary schools in Conwy

On the scale below, please rate the overall venue.

 Copy

15 responses



Did you find the staff helpful?

 Copy

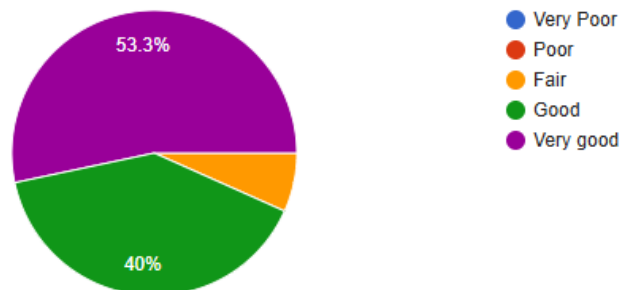
15 responses



On the scale below, please rate the communication throughout the event.

 Copy

15 responses



Comments:

Great event. Diolch

Children really enjoyed the tournaments. Perhaps the mixed tournament could do with a rule such as having to have 2 girls on the pitch at a time? Many teams were there with no girls on the pitch for most of the time which was possibly an unfair advantage at times. Other wise, and excellent experience which was well run. Giving everyone a medal was a lovely touch which was much appreciated. Diolch yn fawr!!!

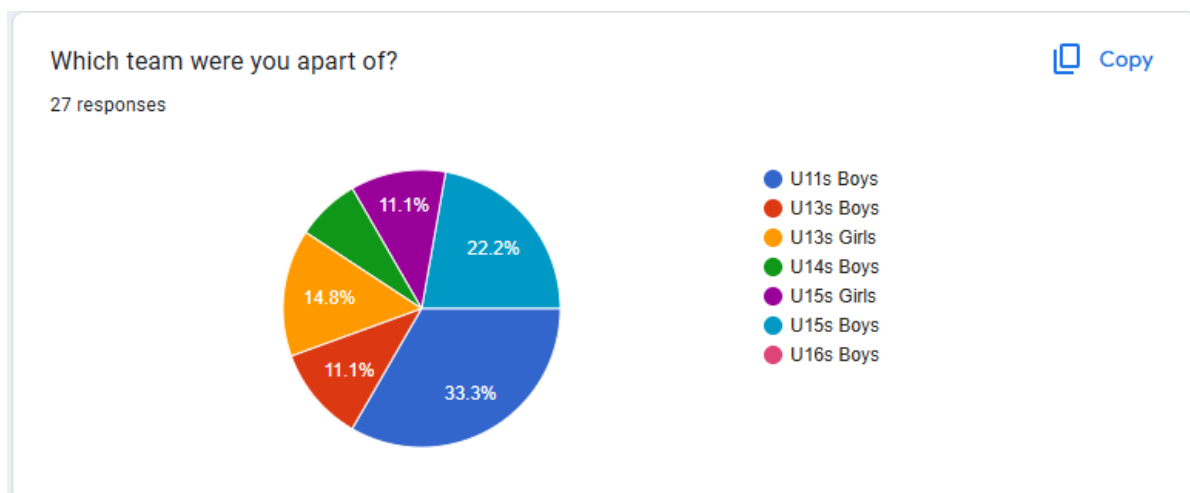
A really nice touch by giving all participants a medal. Many of the children were made up with this. Overall, it was an incredibly well ran event on both occasions and was a real celebration of football and participation.

Some of the refereeing was poor

Excellent event. Thank you so much. Would love more like this. Children keep asking will there be anymore. You were all very helpful and friendly. Only thing I found difficult was some children needing the toilet and them being a bit too far away to let them go on their own. Unfortunately we couldn't spare another member of staff to come with us. Just one of those things.

Great two days enjoyed by all who participated. Diolch

Appendix 5 – Conwy SFA Stakeholder Feedback



Comments (Main positives):

Knowledge

Opportunity

Girls had equal games.

Our coach Carl, has been extremely communicative with parents

Paul is very informative in his write up after a game which I find very professional.

Coaches have lovely approach when with the girls and the 1-2 training sessions were well run

Enthusiastic coach, opportunity for players to play against the best

Communication & organisation exceptional. We are always informed well in advance

Commitment

Communication about upcoming games

Very good coach !

Committed coaches

The coach's approach to the children was pitched just right

Playing different teams

We'll set up team

Playing for his county

Friendly , approachable

Extra football for the children, and good level of competition

A great team who can achieve so much

Made new friends

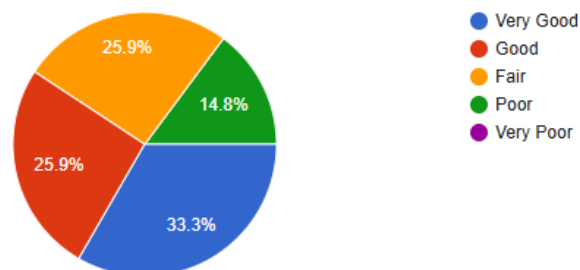
Knows what he's doing

Spond messages have been clear and informative. Feel the team is something that is growing over a two year period as u13s with lots of younger players.

On the scale below, please rate the communication from the coach.

 Copy

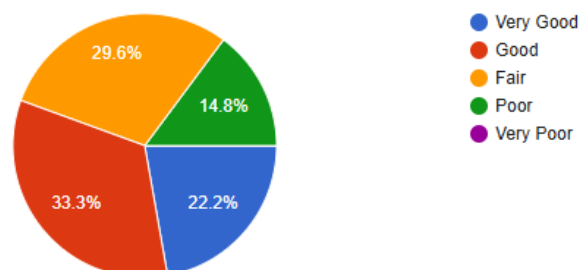
27 responses

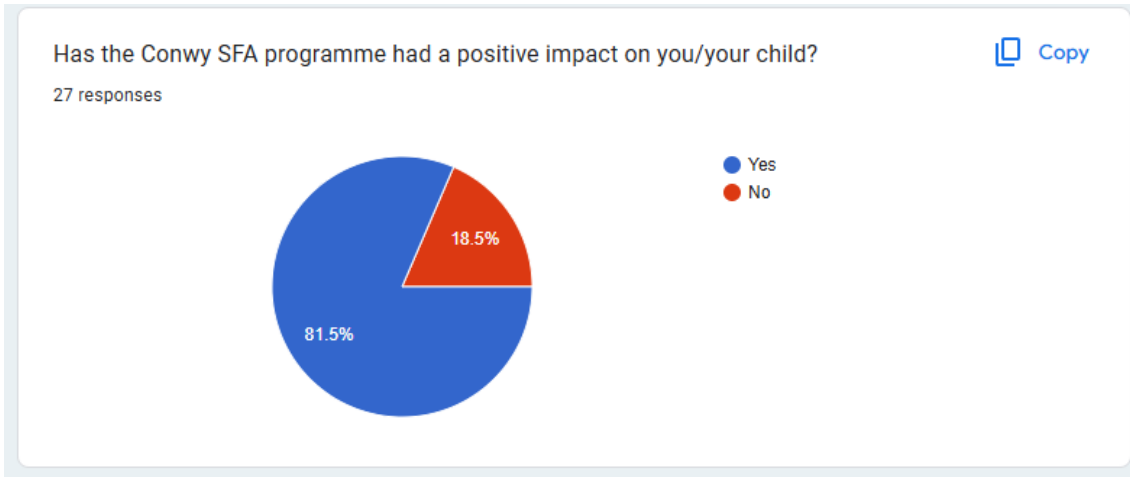


On the scale below, please rate the organisation of the coach.

 Copy

27 responses





Comments:

Confident boostp

It has helped her to play as a team with players she is normally against.

She loves playing football so any opportunity is good, the heavy losses as a result of no training has put a dampener on things unfortunately

Grew my sons confidence in representing his county.

The only positive thing really is meeting new girls

Lenny is playing a year up & given him more confidence & playing against & with other players has enhanced his game

Confidence, making new friends within the football community

Llyr just wants to play quality football against teams

Given my son an opportunity to play for the county, which is really proud to do.

My son's confidence has grown. He has made new friends

Experience and play teams and players I wouldn't normally play

Better technical player

She feels very indifferent about it, a reflection of how it appears to feel about her, sadly.

Developed his skills and confidence

She made new friends

Proud to play for the county

Very proud to represent county. Created positive relationships with children in other schools. Good playing experiences.