

Retaining Young people in Activity - Sportivate Kickivate U19's



Post- 16 Football has encountered incredible drop-out rates. Following consultation with key stakeholders it was evident that a new structure was needed offering user friendly activity times that fit in with the modern lifestyles. The majority of participants targeted are from teams that have ceased to run due to no suitable structure.

Aims and Objectives

The 2014 Sportivate/Kickivate project aims to provide a lasting legacy for 181 irregularly active young people to continue playing in a competitive but flexible football development programme.

Participating clubs will be encouraged to have an inclusive recruitment policy that will allow new or lapsed players to get back into football and remain active.

What challenges did you overcome to reach these achievements?

- Main Challenge is the lead partner not having access to the portal.
- Secondary challenge was one club having the interest but facility matching the availability of players was struggle. This club failed however was replaced by another club.

Main achievements

- From the 181 target, the project actually completed 207 participants (114% of target).
- From the 15 projects that were approved, 13 ran successfully with an average of 16 participants successfully completing each programme
- 5 participants completed the sustainability tracker with 100% still participating in football



What is in place to ensure sustainability?

- The sustainability for this project was delivered through the establishment of a flexi league. This allowed players to still be able to take part and fit in with their lifestyles which are why they dropped out of sport in the first place.
- Also the setting up of further Mars Just Play Centres within the county which allowed further flexibility of players being able to play football.

'A great project keeping a lot of local lads playing football when otherwise they would be doing nothing. We now have a large squad and all participants have enjoyed getting back to playing the game they love. We have organised several friendlies and training sessions every week and we have had such a great response. Hopefully this will be just the beginning of the U19's and it will go from strength to strength over the coming years. Long may it continue.' – **Paul Turner – Bodmin Youth FC**

Key factors for good practice and what advice could you share with other projects?

- Consultation with the young people has proved to be hugely beneficial with the project success to find out what suits them (times & days) for coaching sessions and sustainability Flexi league.
- Communicate regularly with key partners and clubs to ensure they are on track to deliver their programme.

'The project, led and encouraged by Cornwall FA, has been an imaginative effort to retain young boys who lack the opportunities to continue their sport into men's football at this age where they have finished youth football. Starting quite small we have attracted and sustained large numbers the challenge is finding them competitive matches and helping them mature as footballers' - **Robin Duff - Biscovey Youth**

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