

Football Review Evidence Pack

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Culture, Welsh Language and Sport Committee

CWLS(2) 02-06 (p2)

Meeting date: Wednesday, 01 February 2006

Meeting time: 9.00am - 12:00 pm

Meeting venue: Committee Room 2, National Assembly for Wales

Football In The Community

Introduction

This paper provides members of the Culture Committee with background to the development of football in our communities.

Establishment of FAW Football in the Community Trust (FAWT)

The Sports Council for Wales (SCW) primarily funds the development of football through the FAW Football in the Community Trust (FAWT) which was set up in 1996 by the governing body of football in Wales, the Football Association of Wales (FAW). The FAW incorporated the FAWT as a company limited by guarantee with the aim of ensuring that funds were ring-fenced for development of football in Wales at both grass roots and youth level.

It was charged by the FAW with:

- increasing participation amongst boys and girls;
- delivering training to coaches and volunteers;
- identifying and developing talented young players to support the future success of national teams.

The Trust received £200,000 over 3 years from SCW (1997-2000). A number of issues were raised towards the end of this period, and as a result, SCW commissioned Baker Tilly to review whether the body was fit for purpose. The subsequent report made 50 recommendations which needed to be addressed by the FAWT. These covered matters related to financial control and the corporate governance of the organisation. A number of new trustees were appointed and significant progress was made in the following years.

As a result of these concerns and decreases in funding due to the loss of Pools Betting Duty, the then Minister for Culture & Sport, Jenny Randerson

AM, set up the National Assembly Football Forum to look into the future of the development of the Junior Game in Wales.

The FAWT has reviewed its Memorandum & Articles of Associations (to be ratified at the FAWT EGM on 20 January 2006) during the past 12 months to ensure that it functions appropriately and meets the charitable objects under which it was founded. The total number of Trustees is 14 (7 FAW Council Members & 7 Independent).

National Assembly Football Forum

The Football Forum met on 6 occasions (during 2001-02) with the terms of reference/aims being:

- To review age-group football in Wales up to and including U19's, in terms of the long term direction of the sport and the roles currently being played by the various football bodies;
- To confirm or establish a clear direction, strategy and developmental pathway for the future of Welsh age-group football (up to and including U19's). The strategy to include mini-football, coach education, player development, and facilities;
- To confirm or establish clearly defined roles and responsibilities of the various football bodies within the new strategy.

All organisations represented on the Group were strongly encouraged to 'sign up' to the direction set out in the final report. The Bodies that were represented on the Group were:

- the Football Association of Wales (one Area Association representative; one club/league representative);
- the FAW Football in the Community Trust (the Technical Director and one Trustee);
- the League of Wales (one representative);
- the Welsh Schools Football Association (one representative);
- the three Welsh professional clubs (one representative in total);
- representation from the women and girls' game (one individual);
- representation from football for the disabled (one individual);
- representation from Local Authorities (one individual);
- the Sports Council for Wales (one individual);
- the National Assembly for Wales (one individual).

The national team managers for the men's and women's game were to publicly support the setting up of the Group and were also to be consulted upon the future direction as it develops. The Group was chaired by Gareth Davies (SCW Chairman at that time).

The result of the forum was that a document was produced (Welsh Assembly Government Football Forum – National Development Strategy

2002-2007) and the FAWT were charged with implementing its findings. The Minister agreed that increased funding would be given to the Trust. A one year commitment was made by SCW in 2002-03 with an award of £301,339. A sum of £1.3m was agreed by the WAG (not including SCW contribution) over the remainder of the term of the strategy - £150k in (2003-04) year 1, £500K in year 2 (04-05) and year 3 (05-06), £150k in year 4 (06-07).

Staffing

The FAWT staffing structure includes:

- General Manager;
- National Development Manager;
- Acting Head of Technical Programmes Manager;
- Acting Assistant Head of Technical Programmes;
- National Development Manager;
- UKCC Projects Manager;
- County Football Development Officers in partnership with LA's;
- National Co-ordinator – Women & Girls football;
- National Co-ordinator – Disability football (2 x part time officers);
- Finance & Admin Manager;
- Admin Officer;
- Information & Communication Support;
- 2 x Admin Assistants.

An evaluation review and report was conducted by SCW's Research & Evaluation department on behalf of the FAWT to assist the FAWT in determining the operational success of their Football Development Officers (FDOs) in delivering the targets identified within the National Development Strategy.

All parties saw this as essential due to the huge investment in this area – approx £350,000 per annum.

A report was presented to the FAWT that identified both strengths and weaknesses of the current tools/methods used in meeting the aims and objectives of the strategy. The FAWT will now take this report forward and in the first instance they will be meeting with each FDO and their Local Authority representative to discuss the findings of the report and agreeing the necessary amendments to working practices identified in the report.

FAW Trust - Strategy 2006-2010

FAW Trust representatives attended an SCW Members Panel meeting on 14 March 2005 in order to consider funding from June 2006. They presented their 2006-2010 Strategy to SCW Members and considered their comments and suggestions. The main targets in the strategy are:

- Boys participation to increase to 40,829 (5% growth);
- Girls participation to increase to 9,616 (400% growth);
- To establish 450 new girls teams (57% growth);
- 550 schools to register on the schools accreditation scheme with 345 schools achieving accreditation (75% growth);
- 75% of clubs in Wales to achieve the benchmark for a new National Club License Scheme;
- 22 clubs to achieve the sporting criteria for the UEFA Club License;
- To facilitate the development of 60 new teams and 6 competition structures for disabled players by 2010;
- To facilitate an increase in the number of registered referees from 720 to 1008 (40% growth);
- To have organised a further 4,000 training opportunities for coaches and volunteers with 60% achieving revalidation through the National Coaches Association;
- To facilitate the establishment of a nationally coordinated programme of fixtures for FAW Academies;
- To support the development of female players for the FAW under 19 squad such that it achieves a consistent top 10 UEFA ranking and qualifies for the UEFA Championship finals by 2010;
- A further 35 players from the under 16 National Development squad to secure professional scholarships;
- To support the development of boys for the FAW Intermediate squads – 1 squad to qualify for a UEFA Championships final and achieve a top 12 ranking.

A final draft was submitted by FAWT to SCW in early July 2005 and a copy was sent to the Minister on 22 July 2005. The Minister wrote to the SCW Chairman on 17 September 2005 and subsequently met with the SCW Chairman and Chief Executive on 28 September 2005 to discuss the way forward.

The Minister agreed the continuation of funding to the FAWT at a standstill level of £735,000 per annum over the term of the strategy. He stated that it was very encouraging to see the significant progress that had been made in terms of increasing participation rates that have been achieved amongst boys and girls playing football in Wales. However, he raised concerns over the commitment shown by the FAW to support football development and the work of the Trust.

SCW wrote to both the FAWT and the FAW to advise that WAG/SCW were minded to continue supporting the FAWT at £735,000 however this was dependant upon one issue -

The financial support for the Trust's work is significantly dependent upon public funding. SCW expressed disappointment that greater priority was not given by football itself to the development of opportunities for young people to play the game, and that WAG/SCW wish to see a much closer

and positive relationship between the FAW and the Trust. This must also be reflected in a greater financial contribution from the FAW to the work of the Trust than hitherto (the FAW currently make a contribution of £130,000 per annum to the FAWT).

Both the FAWT and the FAW were advised that before a formal offer of financial assistance could be made, SCW would be grateful if Trust representatives would meet with the FAW to see what could be done to improve both financial and non-financial support from them.

FAWT representatives met with the Management Committee of the FAW on 17 January 2006. Recommendations from that Committee will be taken forward for consideration by the full FAW Council on 8 Feb 2006.

FAW AND FAW Trust Relationship

The relationship between the FAW and the FAWT, which it established, has not been strong, hence the condition mentioned above. Having said that, some progress has been made recently and some positive vibes have been received. This needs to manifest itself into something more tangible.

Recently, the FAW has requested that the FAWT should change its trading name to "Welsh Football Trust". This proposal was not discussed with the Trust, but FAW Council Members are adamant that this must happen in order for them to agree a new 4 year service level agreement and move forward (agreement from 1 July 2005 with funding increasing by the RPI each year).

A number of FAWT Board Members have real concerns regarding the proposed change of name, not only the impact on existing funding and commercial agreements with partners but also the perception of a further distancing in the relationship between the two parties.

Such a proposal would have a significant bearing on SCW's perception of the relationship between the two bodies and the commitment of the FAW to football development.

Funding

The figures below demonstrate WAG/SCW funding committed to football over recent years:

Community Chest (up to £750 grants) £1,271,700 2,071 awards (since '99)

Minor Grants (up to £10,000) £44,028* 9 awards (since '00)

Capital £5,017,611* 53 awards (since '95)

Exchequer funding to FAWT and FAW £2,903,427 (since '93)

TOTAL £9,236,766

* awards for facilities such as Artificial Turf Pitches and Multi Use Games Areas (tarmacadam pitches/courts) are not included here as these are regarded as 'multi sport', however there is heavy demand on these facilities for football use.

Development

The FAW Trust has made real progress in delivering the strategic objectives established in 2002. One of the most significant areas of progress has been the increase in participation amongst female players, with the number of registered players increasing by 300%. This has been supported by a growth in competitive structures with 255 new girls' teams and 15 new leagues being established.

Support for the voluntary base has included over 4,000 training opportunities being delivered. In terms of elite performance, 28 boys from the National Development squads have achieved scholarships at professional clubs and 25 girls have progressed to the FAW under 19 National squad.

Key priorities for the Trust during the next five years will be:

- Promoting active participation through both curricular and extra curricular provision within Primary and Secondary Schools;
- Further developing junior club membership with a specific focus on girls, and through the development of partnerships with Communities First, Health Promotion Groups and BME Communities;
- Mainstreaming the Welsh Language within programme delivery through the support of the Welsh Sports Association's Welsh Language Development Officer and Urdd Gobaith Cymru;
- Delivering technical and vocational training that will support the development of coaches and volunteers, whilst also contributing to the skills mix of new employees for the Sports and Leisure industry;
- Utilising advances in technology, particularly the internet, to devise interactive learning resources to support the delivery of training programmes;
- Contributing to the target of Wales' men's and women's football teams achieving a sustainable top 24 world ranking, through the identification and development of talented players and the training and competitive programmes of the National Development squads.

The aim of this work is to contribute to the Assembly Government's targets as set out in Climbing Higher. The work of the FAWT is an exemplar of

good practice in how sport can make a difference to social inclusion; women and girls participation; opportunities for black and ethnic minorities and people with disabilities. Examples of these projects will be provided by the FAWT in its evidence to the Committee.

Sports Council for Wales

February 2006

Culture, Welsh Language and Sport Committee

Paper 2 – Annex A (CWLS(2) 02-06)

Meeting date: Wednesday, 01 February 2005

Meeting time: 9.00am - 12:00 pm

Meeting venue: Committee Room 2, National Assembly for Wales

Sports Council for Wales

Cyngor Chwaraeon Cymru

Culture Committee

The Organisation And Structure Of Football In Wales

Introduction

1. The purpose of this paper is to provide members of the Culture Committee with an understanding of the organisation and structure of association football in Wales. It identifies the roles and responsibilities of the key organisations accountable for the administration and governance of the game, the running of domestic competitions and the provision of international teams, in addition to youth development and the training of coaches and volunteers.

Background

2. The development of organised football in Wales emerged in the late nineteenth Century following the formation of the Football Association of Wales (FAW) in 1876. The FAW is the third oldest National Association and is a member of FIFA and UEFA, the respective World and European governing bodies for football. The FAW is also a founder member of the International Football Association Board, the body responsible for devising the laws of the game. There are approximately four thousand teams and clubs in Wales with seventy thousand players actively participating. Of this figure, thirty thousand are junior players. Participation amongst women and girls has increased rapidly in the past three years with three thousand females becoming registered players.

Structures

Football Association of Wales

3. The FAW governs the game through a Council of twenty six members, comprised of four principal officers, twenty elected members, and two life

members. The Council meets approximately six times a year. A structure of Sub Committees has been established below the Council, the principle one being the Management Committee. This has delegated responsibility and plenary powers for executive decisions, although all resolutions must be ratified by the full Council. The Secretary General is the principle employee who is accountable for the operational management of the Organisation. There are 18 other members of staff employed in either a full or part time capacity.

In addition to being responsible for the governance of the game, the FAW organises the international teams. Representative teams currently exist at 'A', under 21, under 19 and under 17 level for men, in addition to a national women's team and under 19 and under 17 girls' teams. The FAW's other primary functions include the administration of domestic competitions, the adjudication of disciplinary appeals and the coordination and implementation of the Child Protection and Welfare policy.

Welsh Pyramid

5. The competitive structure for football in the Principality is known as the Welsh Pyramid and is a complex system of national, regional and local leagues. The national league is known as the Welsh Premier and was formed in 1992. The three best placed teams from this league represent Wales in European club competitions. Clubs currently in this league include:

Total Network Solutions FC
Port Talbot Town
Welshpool Town
Rhyl FC
Newtown AFC
Carmarthen Town
Haverfordwest County
Bangor City
CPD Porthmadog
Caersws FC
Llanelli AFC
Airbus UK
Cwmbran Town
Aberystwyth Town

Grange Harlequins
Connahs Quay Nomads
Caernarfon Town
NEWI Cefn Druids

6. There are two regional feeder leagues below this structure, the Welsh Football League (South Wales) and Cymru Alliance League (North Wales). There are a myriad of leagues below this level which are principally organised by the Area Associations. There are 47 junior leagues in existence with 12 new leagues being developed for women's and girls' football in recent years.

Area Associations

7. The Area Associations, of which there are six (Central Wales; Gwent County; North East Wales; North Wales Coast; South Wales; West Wales), are regional football bodies that govern and administer the vast majority of grassroots football in Wales. Each of these bodies is comprised of a Council of Management elected from the constituent clubs and leagues. In addition to organising competitive football, the Area Associations are responsible for the training of referees and the convening of disciplinary panels. The Area Associations range significantly in size, structure and the geography that they cover; for example, the West Wales Football Association hosts the Swansea and District League which is the second largest league in the United Kingdom, whilst the North East Wales Football Association only administers football in the Wrexham area.

FAW Trust

8. The FAW Trust is a registered charity and was established by the Football Association of Wales in 1996 to ring fence funding for the development of youth football. The Trust is responsible for developing participation, training volunteers and coaches and identifying and developing talented junior players to support the future success of national teams. The Trust employs a network of County Football Development Officers through partnerships with local authorities. The Trust has demonstrated considerable progress in implementing the National Development Strategy 2002 -2007, devised following the findings of the Welsh Assembly Government Football Forum. An additional £500,000 of Assembly Government finance was provided per annum to deliver this strategy to accompany the £235,000 already provided by the Sports Council for Wales. The Trust has recently revised the strategy to dovetail with the key objectives of the Climbing Higher Strategy.

Welsh Schools Football Association

9. The Welsh Schools Football Association (WSFA) was formed in 1911. The Association organises competitive inter school football and representative matches at under 16 level. Once a vibrant body, the voluntary base of the Association has significantly declined in recent years. A partnership with the FAW Trust has assisted in rejuvenating areas of the WSFA activities, particularly the entry of schools in to domestic competitions and improved performances and results by the under 16 National squad.

Professional Football

10. There are three professional football clubs in Wales, Cardiff City, Swansea City and Wrexham. These teams play within the Football League in England. As such the clubs are governed by the Football Association, although disciplinary matters concerning these clubs are referred to the FAW for adjudication. Newport county FC, Merthyr Tydfil FC and Colwyn Bay FC also play within the English pyramid structure but on a semi professional basis. The players within the Welsh Premier League are predominately part time, although both Llanelli FC and TNS manage to fund professional squads.

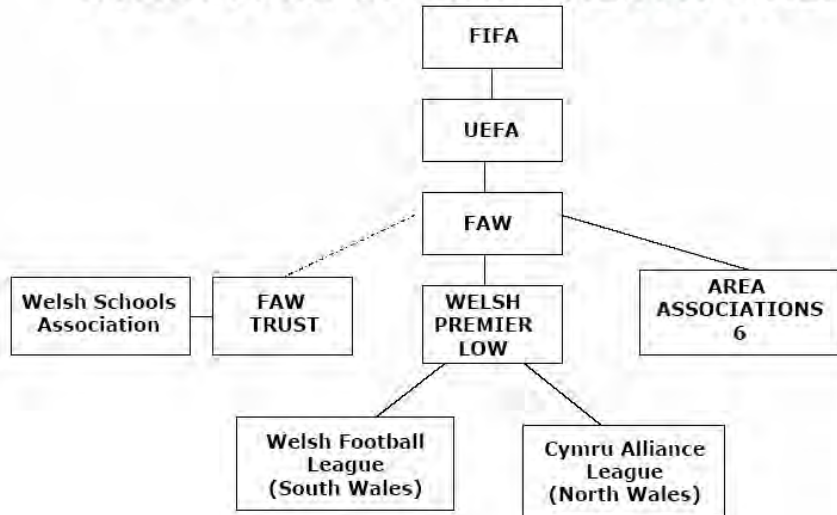
Summary

11. Football is the largest team sport in Wales. The organisational structures that exist have evolved over a period of 100 years, but have changed very little during the past 50 years. Whilst the FAW is primarily responsible for the governance of the game, some of its areas of responsibility have been devolved to other organisations. The competitive structure is significantly large and complex and this challenge is largely faced by the Area Associations. The popularity of the sport remains high and there is a positive trend of increased participation amongst junior players and women and girls.

CWLS(2) 02-06 Paper 2 : Football Review Annex B



STRUCTURE OF FOOTBALL IN WALES



Doc2

Culture, Welsh Language and Sport Committee

CWLS(2) 03-06 (p5)

Meeting date: 16 February 2006

Meeting time: 9:00am to 12:00pm

**Meeting venue: Committee Room 1, National
Assembly for Wales**

Review of football

Purpose

1. To approve the draft terms of reference and the suggested programme of evidence to the Committee.

Recommendation

2. The Committee is asked to approve the draft terms of reference and the programme of evidence attached in annex A.

Committee Service

February 2006

Annex A

Draft Terms of Reference

To review aspects of football in Wales in order to establish:

- The future direction and priorities for the development of football in Wales
- The effectiveness of the current structure supporting football in Wales including:

- whether it enables delivery for all and contributes to the Welsh Assembly Government's agenda

- the relationships between the FAW as the governing body and the FAW Trust as the development arm

- Funding and resources for football
- Programme of Evidence to Committee

8 MARCH	FAW Trust
23 MARCH SWANSEA	Swansea city football club Welsh Premier League Mid Wales League North East Wales FA Zebra League
5 APRIL	Welsh Schools FA South Wales Girls League Junior League Football Development Officer Boys and Girls Clubs Local Authority Parks and Leisure Department
11 MAY	FAW

Doc3

CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE

CWLS (2) 05-06 (p4)

Meeting date: 23 March 2006

Meeting time: 1.30pm – 4.00pm

Meeting venue: The Morfa Suite, Liberty Stadium, Swansea

THE WELSH PREMIER LEAGUE

Background

The Football League of Wales was formed in 1992 giving the Principality its first ever-national league. The Competition initially comprised 20 clubs, but has since been reduced to 18 with clubs situated in all areas of Wales.

The FAW rationale behind the league was to generate greater participation in UEFA Club Competitions and also to ensure the continued integrity of Wales as an independent nation with FIFA.

It has certainly been successful in achieving the former as now 4 Welsh Clubs participate in Europe, whereas prior to 1992 only the Welsh Cup winners could be nominated. A perceived negative aspect of this is the disqualification of the six clubs who continue to play in England. This, however, is their choice and it could be perceived as being unfair to expect them to gain the advantages of participation without making any contribution to the Welsh domestic game. The fact that certain politicians have got involved in calls for their reinstatement is not helpful and is obviously done for their own benefit. Results in Europe have been generally disappointing, but they have been recent signs of improvement, with both Carmarthen Town and Rhyl progressing through the first qualifying stage of the UEFA Cup earlier this season.

Management and Administration

The Welsh Premier League is managed by a Board of Directors, comprising of four nominees of the Football Association of Wales, including the Chairman, and three representatives who are elected by the clubs. The administration is carried out by the FAW Competitions Department, which is also responsible for all cup competitions, refereeing matters and club licensing. Board meetings are held monthly and the Annual General Meeting is held in June. Additional club meetings normally take place twice per season and Special Board Meeting are held as required.

Funding

The League is wholly funded by an annual subsidy of £100,000.00 by the FAW, who also are responsible for the salaries and other benefits of the administrative staff. The League is a dormant company and accounting is undertaken by the FAW Finance Department. The League also receives 272,000 Swiss Francs from UEFA for Youth Development purposes, which is distributed equally among clubs who achieve the standards required by the FAW Trust. Clubs also receive subsidies to assist them with travel and match officials costs.

Sponsorship

The League is currently sponsored by Vauxhall MasterFit and all income is redistributed to the member clubs. The League cup is sponsored by Loosemores Solicitors; Referees by Legea and Stanno are the ball sponsors.

Infrastructure

The League has always been blighted by an unacceptable quality of Infrastructure at its grounds. There have been significant improvements, much of the funding for which has been raised by the clubs themselves. Prior to the demise of the Football Trust the League did receive £100,000 per year, from which a number of clubs benefited, with new stands being built at Aberystwyth Town, Afan Lido, Barry Town, Caernarfon Town, Carmarthen Town, Connah's Quay Nomads, Conwy United, Newtown AFC, Rhyl FC, Total Network Solutions as well as smaller projects at a number of other clubs. Since then the only funding available has been that donated by the FAW, which amounts to £300,000.00 in the current season, the Association also subsidises Infrastructure projects throughout the pyramid system.

The most negative aspect of the demise of the Football Trust was the cessation of funding of the League from that source, the Football Foundation which succeeded the Trust does not include Wales in its funding programme. Given the significant amount of public money that goes into the Foundation, this is perceived as disadvantaging Welsh Football. This has been pointed out to the appropriate Minister in the Welsh Assembly Government on more than one occasion.

Club Licensing

In order to participate in European Competitions Welsh Premier League Clubs have to satisfy UEFA Licensing requirements. They are assessed on five criteria, which are:

- Infrastructure
- Sporting
- Legal
- Administrative
- Finance

This has proved difficult for the majority of clubs to achieve, but four were granted a license in 2004 and eight in 2005.

It is planned to introduce a domestic license for all Welsh Premier League Clubs from season 2007-2008 which will be required if they wish to continue to participate in the League.

Conclusion

The Welsh Premier League has made significant progress over the past 14 years and has made contributions to communities throughout Wales by the introduction of Youth Development Academies.

However, attendances are far from satisfactory and the only solution to this is to improve standards of infrastructure and play, which will require further investment in clubs. There is a debate as to whether a Country the size of Wales can sustain a National League of 18 clubs. There is also the continuing problem of clubs playing in England and the attraction of the English Premier League, with which Welsh Clubs find it difficult to compete.

The Football Association of Wales has made significant financial investment in the League over the past 14 years and any criticism of the commitment could be perceived as misplaced. The long term future of the League will require greater commitment from all concerned including the administration, the clubs, the Welsh Footballing public and politicians.

Doc4

CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE

CWLS (2) 06-06 (p2)

Meeting date: Thursday, 23 March 2006

Meeting time: 1.30pm - 16:00pm

Meeting venue: Committee Room 3, Senedd

FAW FOOTBALL IN THE COMMUNITY LIMITED FOOTBALL'S CONTRIBUTION TO MEETING THE CHALLENGES OF CLIMBING HIGHER

Introduction

1. This paper describes the Trust's remit and the success that has been achieved following the completion of the work of the National Assembly Football Forum in 2002. It highlights the Trust's future priorities and targets and demonstrates how a number of football projects led by other key partners are supporting the delivery of "Climbing Higher", the Welsh Assembly Government (WAG) strategy for sport. It details those areas where increased funding and support might bring tangible advances towards our and WAG's strategic aims for sport.

Background

2. The Trust was established by the Football Association of Wales (FAW) in 1996 to ring fence funding for youth development. It was charged by the FAW with increasing participation amongst boys and girls, delivering training to coaches and volunteers and identifying and developing talented young players to support the future success of national teams. The Trust has an annual turn over of £1.5m and employs 17 staff, 12 of whom are Development Officers. It also contributes financially to a further 14 Development Officer posts through partnerships with local authorities. It provides financial support for a further 30 coaches and instructors, on a self employed basis, to support the delivery of the development programmes which have been established.

Funding

4. The Trust has grown significantly since its inception via the public funding it has secured, in addition to its own fund raising and sponsorship activities. WAG contributes £500,000 pa and the Sports Council for Wales £275,000 pa towards the Trust's work programme. The FAW contributes £120,000 pa and a further £10,000 pa specifically for the Academy audits of the Welsh Premier League clubs to meet the requirements of the UEFA Club

Licence programme. The Trust raises a further £650,000 pa through sponsorship and fund raising (£250,000), additional grants (£140,000, including a donation from the FA Premier League) and coach education activity (£260,000).

Governance

5. The Board of Management comprises 14 members. Seven Trustees are nominated by the FAW and seven are independently recruited through open advertisement. Over the past 12 months, the Trust has reviewed its Memorandum and Articles of Association to ensure that it modernised and improved its corporate governance, functioned effectively and met the charitable objects under which it was founded. The Trust has successfully incorporated all of the recommendations set out in two independent audit reports commissioned by the Sports Council for Wales in February 2001 and July 2002 and is now confirmed as an organisation 'fit for purpose' for public funding. A review visit recently undertaken by the Charity Commission resulted in the Trust being given a clean bill of health. It should also be noted that there is now an increasingly positive and productive relationship between the Trust and the FAW.

Strategy

6. Football is a powerful tool for participation, community health and social inclusion initiatives. It has the ability to engage and transcend divisions in our society and embrace the diverse communities of Wales in a manner that no other sport can. Its status is highlighted by the massive media profile that it enjoys, whilst statistics for participation prove it to be more popular than any other sport in Wales. The Trust has recognised this within its planning for the future, embracing the new agendas promoted by the key objectives of "Climbing Higher". Priorities for the Trust during the next five years include:

- promoting active participation through both curricular and extra curricular provision within primary and secondary Schools;
- developing junior club membership (with a specific focus on girls), and through the development of partnerships with Communities First, Health Promotion Groups and Black and Minority Ethnic communities;
- mainstreaming the Welsh Language within programme delivery and related publicity through the support of the Welsh Sports Association's Welsh Language Development Officer and Urdd Gobaith Cymru;
- delivering technical and vocational training that will support the development of coaches and volunteers, whilst also contributing to the skills mix of new employees for the sports and leisure industry;
- drawing on advances in technology, particularly the internet, to devise interactive learning resources to support the delivery of training programmes;

- contributing to the target of Wales' men's and women's football teams achieving a sustainable top 24 world ranking, through the identification and development of talented players and the training and competitive programmes of the National Development squads.

Key Targets

7. Key targets in the Trust's strategy for 2006 to 2010 include:

- increasing club membership for boys to 40,829 (5% growth) and for girls to 9,616 (400% growth);
- establishing 450 new girls' teams (57% growth);
- assisting 22 clubs to achieve the sporting criteria for the UEFA Club Licence;
- facilitating the development of 60 new teams and six competition structures for disabled players;
- organising 4,000 training opportunities for coaches and volunteers;
- supporting the development of female players for the FAW under 19 squad such that it achieves a consistent top ten UEFA ranking;
- assisting a further 35 players from the under 16 National Development Squad to secure professional scholarships;
- supporting the development of boys for the FAW Intermediate squads – one squad to qualify for a UEFA Championship final and to achieve a top 12 ranking.

Key Successes

8. Successes include:

- the under 16 National Development Squad were joint winners of the Victory Shield in November of last year. Forty boys from the National Development squad have achieved scholarships with Centres of Excellence and Academies at professional clubs in the past three years and 35 girls have progressed to the FAW under19 squad, now ranked in the top ten in Europe;
- the Trust has developed a world class Coach Education Programme. This has resulted in the FAW becoming full signatories to UEFA's Convention for the Mutual Recognition of Coaching Qualifications, allowing Welsh qualifications to be recognised throughout Europe. Wales was one of the first 16 nations to achieve this and is only one of five nations to have achieved revalidation under the terms of the

Convention. In the past three years, over four thousand training opportunities for coaches and volunteers have been delivered;

- participation amongst boys has increased by 4% to 38,855 registered players. Participation amongst women and girls has increased by 300% during the same period. There are now over 3,000 registered female players in Wales. 338 new girls' teams have been established in addition to 15 new leagues;
- 638 schools have registered for the Schools Accreditation Scheme with 440 schools achieving the bench mark standard;
- 470 clubs have registered on the Club Accreditation Scheme and received ongoing support from our network of County Football Development Officers.

Future support

9. Football is playing a significant role in assisting WAG to meet the key aims and objectives within the strategic framework of "Climbing Higher". This is highlighted in the Trust's successes to date and our plans for the future. Clearly, progress can only be maintained through the support and resources that are available. We hope the National Assembly welcomes our achievements and recognises the potential for further success in the future. Additional and assured long term funding is vital, not only to secure the future of the Trust but also the growth and prosperity of Welsh football.

FAW F in the C Ltd
28 February 2006

Doc5

CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE

CWLS (2) 07-06 (p4)

Meeting date: Thursday, 11 May 2006

Meeting time: 9:00am - 12:00pm

Meeting venue: Committee Room 3, Senedd

BBC WALES EVIDENCE FOR CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE MAY 2006

BBC Wales is committed to broadcasting a wide range of sports for our audiences on television, radio and online.

Major international matches provide opportunities for 'event' programming and in this respect the programmes and content across BBC Wales's services contribute to the nation's sense of occasion. With television promotion of live coverage, pre-match outside broadcasts on radio and vibrant online message boards, our overall offering is intended to broaden the experience to the wider public beyond those fortunate enough to attend the game itself.

We believe that Welsh football should be a key part of our sport portfolio and BBC Wales is a significant and consistent provider of coverage and a major platform for discussion of football in Wales.

Radio:

We offer comprehensive coverage of football action on our national radio stations BBC Radio Wales and BBC Radio Cymru. Both services cover the whole range of football in Wales – including our national teams at all levels, women's football, our Championship and League teams and the Welsh Premier. With our ability to split frequencies on FM we can enhance choice for audiences across Wales with regional commentaries that have relevance for Cardiff, Swansea and Wrexham fans.

With advances in digital television we have added our radio commentaries in English and Welsh to red-button interactive coverage of matches shown on BBC Wales television along with opportunities for fans to join in the banter through text and e-mail.

Television:

Our programmes

- *Y Clwb Peldroed (BBC Wales for S4C)*
- *Wales on Saturday*

- *Live FAW Premier Cup and highlights*
- *Match of the Day Wales*

provide unrivalled coverage of Welsh football on television. We are proud of our record as the long-standing broadcast partner of the national team and our programmes on BBC Wales television attracted record audiences during the Euro 2004 Qualifying campaign.

In 2004, the FAW decided to award the television contract for Wales's home internationals to BSkyB. Immediately, BBC Wales demonstrated its continuing support for Welsh football by purchasing secondary rights from BSkyB for the senior internationals, under-21 internationals and Welsh Premier football in order to show these matches and highlights on S4C. BBC Wales has also supported the FAW

Premier Cup for the past nine years - a competition which is open to all Welsh clubs irrespective of which league they play in and therefore the only competition which sees Wales's major teams competing against each other. Also, we have traditionally sought rights to broadcast Wales's away games and have been able to offer our audiences full coverage of friendly matches and away legs in qualifying competitions.

Online

News, results, fixtures, features and vibrant message boards are features of our two national websites, *bbc.co.uk/wales* and *BBC Cymru'r Byd*. Commentaries and video content where possible are also available online. Local sports news and results are a feature of our regional *Where I Live/ Lleol i Mi* online sites.

This broad tri-media approach offers a comprehensive service for our viewers, listeners and online users.

Future Rights

BBC Wales is keen to regain television rights for Wales's home internationals and we look forward to discussing with the FAW the benefits of renewing our partnership. As in all sports rights negotiations we have parallel obligations to seek to acquire these important national events for our audiences whilst ensuring that we provide value for our licence fee payers.

Audience facts and figures

- Wales v Italy BBC2, Wed 16 Oct 2002, Avg aud 409,000 Share 37%
- Wales v Russia BBC1, Wed 19 Nov 2003, Avg aud 570,000 Share 44%
- Russia v Wales BBC1, Sat 15 Nov 2003, Avg aud 519,000 Share 54%
- England v Wales BBC1, Sat 9 October 2004, Avg aud 419,000 Share 62%
- Wales audiences watch slightly less football than the rest of the UK.
- Overall, audiences for Welsh football internationals are lower than for international rugby and in particular the Six Nations.

- The FAW Premier Cup attracts around 50,000 viewers compared to around 100,000 for live regional rugby.

Doc6

CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE

CWLS (2) 07-06 (p5)

Meeting date: Thursday, 11 May 2006

Meeting time: 9:00am - 12:00pm

Meeting venue: Committee Room 3, Senedd

REVIEW OF FOOTBALL IN WALES S4C WRITTEN EVIDENCE

Introduction

S4C's programme strategy states that, like all other broadcasters, we are eager to ensure exclusive sporting rights from time to time in order to attract substantial audiences. This obviously depends on the availability of Welsh language rights, their cost and on English-medium broadcasts on other channels. Our aim is to extend S4C's sports portfolio in order to attract new viewers, and the aim, in accordance with the strategy which was published in 2004, is to extend our provision for football fans at both domestic and international levels.

To attract audiences it is important that S4C establishes its credibility in covering a variety of sport. Obviously, our ability to provide football programmes is wholly dependent on rights. We work in partnership with Sky, BBC Wales and independent producers in order to ensure the best coverage of football at every level in Wales.

News

Our news programmes give considerable coverage to international and Welsh Premier matches and to those teams which play in leagues outside Wales, including Cardiff, Swansea and Wrexham.¹ Reporters travel to the different countries when the national team is playing in order to ensure a real flavour of the preparations in the run-up to the game.

**1 S4C DOES NOT HAVE THE RIGHT TO BROADCAST PREMIERSHIP,
CHAMPIONSHIP AND THE FOOTBALL LEAGUE DIVISIONS 1 AND 2
MATCHES AS THE RIGHTS HAVE BEEN GRANTED TO SKY AND ITV.**

International Matches

Two years ago, Sky secured the agreement to broadcast Wales's home international matches and Welsh Premier club matches. This was a 4-year agreement which is coming to the end of its second season. However, we were able to ensure that games were shown on terrestrial television in Wales in the Welsh language.

International matches have been shown on S4C, following the live digital broadcast on Sky, under the brand name 'Clwb Pêl-droed Rhyngwladol' (International Football Club). In this way, 8 international matches have been shown, (Northern Ireland, Poland, Hungary, Austria, Slovenia, England, Azerbaijan and Paraguay) as well as the away matches against England and Northern Ireland under agreement with the BBC. We have also broadcast a total of 6 Wales under-21 matches, (Poland, Germany, Austria, England, Azerbaijan and Northern Ireland) during the period of the agreement with Sky.

Welsh Premier

We also provide a weekly programme of Welsh Premier matches for football supporters under the brand name 'Clwb Pêl-droed' (Football Club). This is a highlights programme on Saturday night at peak viewing time which is repeated on S4C Digidol on Monday night. The programme is presented from football clubs across Wales.

As well as the highlights, S4C shows a number of important games from the Welsh Premier and the Welsh Cup live. This raises the profile of the games in question and demonstrates our commitment to show Welsh football. During the last season (2005 – 2006) we have shown Rhyl v TNS, Carmarthen v Bangor, TNS v Rhyl, Llanelli v Bangor (Cup,) and Bangor v Rhyl (Welsh Cup final) all live on S4C.

'Sgorio'

The series, 'Sgorio', has been a feature of S4C's service for more than twenty years. The series shows highlights of matches played in Spain's Primera Liga, Italy's Serie A and the German Bundesliga. Also in 2005, the Barcelona v Parma match was shown live from the Millennium Stadium. 'Sgorio Bach' features some of these matches and is broadcast as part of the 'Planed Plant' children's strand on S4C Digidol.

'Peldroedio'

Following the Euro 2000 competition the first series of 'Peldroedio' was produced, being 6 twenty-minute programmes focussing on footballing skills for junior school children. This series was nominated for a BAFTA UK Children's award in 2001. The second series used matches from Euro 2004 and showed how to copy some of the

skills seen as well as presenting basic footballing skills. This series will be repeated on Mondays to coincide with the 2006 World Cup.

Interactive

All the 'Clwb Pêl-droed' programmes have websites which contain the latest news about Welsh football and which enhance the viewing experience. There are also websites to accompany both series for children. We send a weekly e-mail reminder to 3500 people who are on our database notifying them of the games to be shown on S4C during the week ahead.

Doc7

Culture, Welsh Language and Sport Committee

CWLS (2) 09-06 (p1)

Meeting date: Thursday 15 June 2006

Meeting time: 9:30am – 12:30 pm

Meeting venue: Royal International Pavilion, Llangollen



CLWB PÊL-DROED DINAS BANGOR

BANGOR CITY FOOTBALL CLUB

NODDWYD GAN/SPONSORED BY

Grŵp **Pentraeth** *Group*

1. It is appropriate that the Welsh Assembly Government is showing interest in the organisation of the game in Wales. The Assembly is a major funder of sport in Wales, football is a major contributor to the national economy and social regeneration of our nation, and, on a personal level, many Assembly members have close ties with their local clubs. Nor can it be a matter of pride to the Assembly that its national football league is low-profile, openly defied by some clubs, and lacking representation from key communities.
2. Indeed, considering the amount of public money that is poured into sport in Wales at various levels, it would be surprising and remiss if the Assembly failed to take an interest.
3. The timing of this review is also appropriate as our national team embarks on another international campaign looking back on a history of largely failed endeavour. Wales (pop 2.9m) has not qualified for the final round of a major international championship for nearly 50 years, whereas other small countries such as Slovenia (pop 2m), Latvia (pop 2.2m) have each qualified for the European Championships in recent years – even though they are newly-born countries. The Republic of Ireland – a country with Wales is regularly compared in terms of economic, cultural and social development – has qualified four times for the finals of either the World Cup or the European Championship since 1988. Northern Ireland has qualified for the World Cup finals three times.

4. If a nation's sporting success is measured by the performance of its players or team on the international stage, the kindest one can say about Wales is that there is "room for improvement" – but that does not mean that improvement cannot be achieved if a thorough and rigorous analysis of the reasons for underachievement is undertaken, that reasoned and sound suggestions for improvement are proposed and driven forward – and supported by those who love the game and are committed to its development at all levels. British tennis is now going through such a self-examination and Welsh rugby has done so in the recent past. Irish football is also going through a reconstruction.
5. There are many differing opinions on the way forward for football in Wales, and of the relationships between its various levels. I have my point of view, but am now suggesting the questions to be asked – not providing answers.
6. Whilst I am an officer of a Welsh Premier Club, the problems which beset the national League are but one aspect of a bigger picture and it is important that the Assembly's examination of the game is not too closely focussed on a small number of specific issues. Indeed, it would be impossible to consider improving the WPL and the lot of its constituent clubs without taking account of structures and issues both above and below Premier League level.
7. For that reason, I am suggesting that the result of the Assembly's interest should be a thorough examination of the organisation of Welsh football, to be carried out by external experts to be appointed through open tender and managed by an external body. There are too many conflicting interest groups within the game in Wales to hope that such an investigation managed by the game itself would arrive at a satisfactory conclusion.
8. This examination should assess a number of key issues affecting the game, evaluate options and make recommendations which would take the game forward over the next 10 - 15 years.
9. These issues could, for example, include -
 - a. Relationship between the national team and the domestic game,
 - b. The managerial structure of the FAW, particularly the size and composition of the governing body and its various committees,
 - c. Funding of the domestic game at all levels, particularly the distribution of funding from the national level to the WPL and its constituent clubs, and the FAWT,
 - d. The pyramid structure and arrangements for promotion/relegation,
 - e. The situation of those Welsh clubs playing in the English football system – their access to Europe and participation in various competitions - this also to examine associated legal issues.
 - f. Nurturing, progressing and profiting from talented young players – the relationship between the national body, clubs and the FAW Trust,
 - g. Improving the business acumen of clubs and domestic leagues.

10. The investigation would consult with relevant football governing bodies (in Wales, England and Europe) with the individual clubs and leagues, other relevant public bodies, and with supporters' organisations, using a variety of means such as public meetings, interviews and online forums.
11. The investigation would finally make a series of recommendations. Inevitably, some of these will be contentious and for that reason, again, I would recommend an independent body (whether the Assembly or Sports Council) to appoint individual(s) charged with driving them through.

**Y Stadiwm, Ffordd Farrar, Bangor DU, LL57 1LJ
The Stadium, Farrar Road, Bangor UK, LL57 1LJ**

**☎ 01248 725745; ☎ 0870 6223608 (swyddfa/office)
☎ 01248 355852; ☎ 01248 355852 (stadiwm/ground)**

**Cadeirydd/Chairman: Ken Jones ☎ 01248 712002
Llywydd/President: Gwyn Pierce Owen ☎ 01248 853993
Ysgrifennydd/Secretary: Alun Griffiths ☎ 01248 712820**

**info@bangorcityfc.com
<http://www.bangorcityfc.com>**

Rhif cof/Co reg 03072124

Doc8

Culture, Welsh Language and Sport Committee

CWLS (2) 09-06 (p2)

Meeting date: Thursday 15 June 2006

Meeting time: 9:30am – 12:30 pm

Meeting venue: Royal International Pavilion, Llangollen

**SUBMISSION TO THE CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE FROM
THE NEW SAINTS FOOTBALL CLUB
15 JUNE 2006**

The New Saints Football Club has been the most progressive domestic football club in Wales over the past few years (playing under the Total Network Solutions banner), representing the Principality in Uefa's European competitions on several occasions.

The club is totally committed to the future development of the Welsh Premier League and to junior and youth football within Wales.

In our view, the structure of the game in the Principality – and the organisation and operation of the Football Association of Wales – requires radical overhaul.

- The national team has under-achieved over a long period and, whilst it can be argued that Wales is only a small country in terms of population, the success of other nations of similar size in football and other sports shows that this need not necessarily be a barrier. For example, New Zealand have been the undisputed world champions of rugby union over many years with a population of four million.
- The Welsh domestic league – the Welsh Premier – has made limited progress in its 14-year history and compares unfavourably, for example, with its equivalent competition in the Republic of Ireland, where both the FAI and the Eircom League are pushing forward a visionary plan for development, with excellent support from the Irish government.

- Youth development in Wales is duplicated and fragmented and the game at all levels exists on the crumbs left behind when the English system has taken the cream of the crop of our young players.

What is needed is a long-term strategic plan which offers:

- A cohesive vision for the development of the game with a clear pyramid structure from grass roots, through local and regional leagues and the Welsh Premier to the national team.
- A national association which is transparent in its dealings with all stakeholders in the game in Wales.
- A shared vision for the future which can be managed and judged by results.
- The development of the best players in the Principality for the benefit of the domestic and national game.
- A reduction in administrative costs and expenses, allowing maximisation of limited financial resources to be devoted to areas which matter.
- Elimination of duplicated effort caused by a lack of shared knowledge of the FAW's strategy for the game.
- Ongoing monitoring and measurement of achievement.

We realise that, unlike a corporate business which can be monitored against objectives weekly, monthly and quarterly, for example, football can only be judged by seasons or, indeed, at two and four-yearly intervals to coincide with European championship and World Cup.

The FAW plan should be tailored accordingly, to enable a judgement to be made in the future as to the success of development of the game in Wales towards achieving success at national level.

Every stakeholder in the game, from the Assembly Government, FAW, the professional and domestic clubs, amateur and hobby players and supporters needs to be embraced in a visionary and progressive strategic plan for the future development of the game.

Doc9

Culture, Welsh Language and Sport Committee

CWLS (2) 09-06 (p3)

Meeting date: Thursday 15 June 2006

Meeting time: 9:30am – 12:30 pm

Meeting venue: Royal International Pavilion, Llangollen

North Wales Coast Football Association.

A Brief Description of The Current Refereeing Structure.

The North Wales Coast Football Association (N.W.C.F.A), One of the six Area Associations Directly Affiliated to the Football Association OF Wales (F.A.W), has as part of its brief the responsibility for the Recruitment and Training of Referees within its Boundaries, the appointment of Referees to Games, together with the Promotion/Demotion Of Referees through the current Class Structure, and for promotion to panels servicing The National Welsh FA Pyramid Structure, where they may then progress through to UEFA/FIFA Panels.

Recruitment Structure.

The NWCFA Annually organises and Runs Courses for Prospective Referees in Different Locations Across the North Wales Coast Area. Recruitment is Normally Through Press Adverts, Advertising Posters Placed in Areas Such as Sport Centres, or General Word Of Mouth. Numbers Attending Each of The courses is dependant on the interest shown in the course Locality at any Given Time.

The Venues of the Courses are chosen by the Instructor in the Locality of The course, but an ideal setting would normally be a sport Centre where you would have the use of a committee Room plus if Required a Football Field outside. The costs of Venue, Instructors Expenses etc are Met by the NWCFA, with individuals attending the Course asked to contribute a Nominal £5 fee, and they are provided with the up to date Edition the The Laws of Association Football Handbook..

Trainers (Instructors).

All Instructors holding Referees Courses are deemed to be Licensed NWCFA Referees Instructors, having attended a Weekend Course in 2003, where an instructors module was presented to them all to Standardise all Future Training Courses within the NWCFA Area. Further To this, A one day course was Held This Summer in Mid Wales By the National Referees Officer (Mr. Rodger Gifford), for all instructors throughout Wales, and this which proved to be a Well attended successful day will now be held annually.

Instructors operating within the NWCFA, where provided with any teaching Aids they felt they Needed (ohp, audio visual aids, subbutteo pitches etc), although at this stage the NWCFA

Are now looking to Purchase more Updated Training Material such as Laptop,Multimedia Projector etc for the future needs of instructors.

Referees Training.

The NWCFA holds a Pre season Training Day,where any Law Changes for the forthcoming Season Are covered,and any other areas that have been identified as being problematic for referees may be worked on.

Within the NWCFA There are 5 Referees Associations(North Gwynedd,Eryri,Rhyl Area,Abercolwyn,Deeside),All of Which are Directly affiliated to the WRA (Referees Association Of Wales).All Registered Referees are Encouraged to join Their Area Association,which holds Monthly Meetings,and where in service training can take place,and any problems can be discussed as there is normally a lot of experience in the Room. Each of these area Associations are Self Financed,The Members Pay an Annual Subscription,and may hold a Raffle on Meeting Nights to Boost Funds.

Being a Member of the Referees Association is is not Compulsory for Registered Referees,but is Actively Encouraged.

Referees Assessors.

The NWCFA Has a number of Licensed Assessors who are appointed to Assess the Performance of Referees.Referees Are Assessed when it has been identified through maybe their club marks that they have the potential to be promoted,and also if it has been identified that they are not performing to a good standard,an assessment may help their future performances by being able for the appointed assessor to give advice on what areas of performance require improving.

The Role of the Assessor is Important in improving Referees Performances,and preparing them for Higher Levels through the Promotion System.The Assessors Match Fee is met by the NWCFA.

Referees Retention.

The Retention of Registered Referees Proves to be Very Difficult to Maintain for Various Reasons.We May get some new Recruits through Holding Courses,but we Also get The Retirements,Injuries,Dissillusioned etc who may not continue.

When we Hold a course,some individuals wish to take the Course for there own Reasons,it may be just to enhance their knowledge of the Laws of the Game,CV Reasons,School Football,and although we allow them to partake we do not get the benefit of their new learned skill at senior football level.

As a Rough Guide.At the start of the 2001/2002 season we had 162 Registered Referees with the NWCFA,At the Start of the 2005/2006 season we Had 163 Registered Referees,up to this Week we Have 151 Registered for for the 2006/2007 Season which Commences in August,although we are currently trying to boost this figure up over the next few weeks.

Conclusion.

The NWCFA Is Committed to Continuing to Recruit,Train and Retain Referees in the Future to Ensure Football Matches on the North Wales Coast are adequately covered by Qualified Match Officials,and that we Produce Match Officials who have the ability to Progress to the Welsh Premier League and the International List of Match Oficals.

Brian Lawlor.

CWLS(2) 09-06 (P4)

A Review of Football in Wales

**Presented by Rhyl Football Club
7th June 2006**

Future Direction & Priorities

- Clearly defined and measurable objectives to ensure accountability.
- A review of the support offered to clubs
 - Funding – grant info.
 - Advice - guidance
 - Information
- Review the current structure
- Improve communication – “up & down”

Effectiveness of current structure

- Too complex – hinders communication
- Needs an injection of new people and new ideas.
- Needs “front end” staff to market FAW - Commercial/Sales Team
- Structure does not encourage clubs to express views – apathy.

Relationship FAW & Trust

- Lack of understanding of what each body does.
- Lack of communication
- More support/funding from Trust to develop youth

Funding & Resources

- Review prize money in all competitions
- Support with costs – travel, ground maintenance.
- Payment of officials – FA responsibility
- Standard/recruitment of officials
- UEFA legislation (exemption) – financial difficulties.
- Support with marketing, community projects.

Doc11

Culture, Welsh Language and Sport Committee

CWLS (2) 09-06 (p5)

Meeting date: Thursday 15 June 2006

Meeting time: 9:30am – 12:30 pm

Meeting venue: Royal International Pavilion, Llangollen

Supporters Direct

the supporters trusts initiative

Supporters Direct briefing note

Background

- 1. Supporters Direct was formed in 2000 as an initiative of the then Secretary of State for Culture, Media and Sport, Chris Smith. The Third Report of the Government's 'Football task Force' noted that a partnership approach between clubs and fans was more productive for club, lessened damaging conflicts and assisted clubs in forming better community bonds.**
- 2. Our founding mission was, and remains, 'to assist groups of supporters to play a responsible part in the lives of the clubs they support'.**
- 3. We were initially funded for 4 years by the Football Stadia Improvement Fund, and latterly, by Sport England at £325K PA. Our English office is based in London.**
- 4. Our initial funding allowed us to work with clubs in England, but following contact with Scottish supporters, the Scottish Executive commenced a two-year funding grant. That has been renewed twice, and currently stands at £90K PA and funds their Glasgow office.**
- 5. We have begun discussions with the Northern Ireland devolved administration following contact for supporters in the province. Although a trust has been formed at Glentoran FC, our funding does not currently permit us to work in their.**
- 6. Within Wales, we have assisted with the formation of supporters' trusts at Swansea, Wrexham, Merthyr Tydfil, Newport County and Abergavenny Thursday within football. We have also helped form trusts at Newport and**

Cardiff rugby clubs. These rugby groups are eligible to use our legal templates, and we have provided such guidance as we are able, but they cannot receive financial assistance, nor intensive support work, since our priority must be to assist those people in sports for whom we have been expressly funded.

- 7. Supporters Direct is an Industrial and Provident Society registered with the FSA, operating as a Community Benefit Society. Its members are the supporters' trusts it forms, all of whom hold one share.**

Supporters Trusts

- 8. SD recommends that Trusts be formed as Industrial and Provident Societies. This provides a robust legal framework to manage their affairs. The IPS legal template we promote guarantees a not-for-profit, one-member, one-vote status.**
- 9. We require that all bodies we work with are democratic in operation and in spirit, and promote best practice, which all members are bound to follow. We also insist all groups are inclusive, and set affordable membership fees.**
- 10. Trusts have key objectives in two directions. Firstly, they are there to represent the views of supporters within the club they support. This initially is through the quality of their organisation and their arguments, but we recommend trusts cement their place through the democratic election of supporter representatives to the boards of the clubs, and ensuring any donations they make are converted into equity in the club.**
- 11. As at June 2006, there are 142 Trusts across the UK. Of these, the vast majority are in football, but there are 5 in Rugby League and 4 in Rugby Union.**
- 12. There are 12 clubs in which supporters own the majority stake in the club. These range from Brentford FC in the third tier of football in England, down to non-league clubs with 500 fans, such as Enfield Town, playing in the Ryman League.**
- 13. In addition, there are 61 clubs where trusts have a formal stake in the equity of the club, and at 41 of those, trusts have a representative attending board meetings.**

Trust benefits

Financial Stability

- 14. It has been observed that since trusts do not have a backer of last resort, they run themselves on a break-even basis. This is a radical approach in a sport which encourages 'gambling' upon next year's income upon this year's expenditure. Knowing that there is nowhere else to go encourages a much-needed discipline.**

Governance

- 15. Having a disparate board based on either a majority of elected representatives or a situation in which no one owner is dominant to encourage a collegiality in decision making that leads to better decisions and better governance.**

Community Engagement

- 16. Trusts are formed from the communities they seek their clubs to represent, so their commitment is real. That is not to doubt the commitment of many club owners, but it is hard for an individual owner to get community-mindedness taken seriously, as there is cynicism about the motives of such individuals.**
- 17. Clubs run by a trusts or by their communities have found it easier to recruit volunteers to assist the club and community, as the volunteer pool have know cynical thoughts that they are being used as cheap labour by those who can otherwise afford to pay. The not-for-profit structure can re-assure that no-one is being taken advantage of.**
- 18. Again, such clubs have found it easier to work with others in their communities, including local authorities. The robust legal structure and safeguards around a Supporters Trust makes it easy for other agencies to understand and develop meaningful partnerships.**
- 19. The results are clearly seen in clubs like AFC Telford, like FC United of Manchester, where the clubs have undertaken a genuine re-orientation towards the community. Here, the community is a variegated group who the club must seek to understand, to build relationships with, and to whom the club must become a service provider to, not necessarily a group who the club wishes to become their customers**

Multi-sport models – case study

- 20. A brief history of Abergavenny Thursday Trust is briefly described in the appendix.**

Conclusion

- 21. We see trusts as having a vital role in making the dominant sports club in any given community become a beacon for participation and community spiritedness. In an age of transient populations and supermarket-dominated towns losing their distinctiveness, it is vital that community institutions can act as standards to provide a sense of who ‘we’ are, in the face of the decline of institution that have traditionally provided such focus.**
- 22. It is also vital to turn enthusiasm for watching sport into playing sport, and vice-versa. Each offers the best pathway to the other; people who play sports are more likely to watch them, thus helping spectator sports. People who watch are likely to be turned into players if the nexus between the two is properly managed.**
- 23. We believes a community sports clubs model, ownership democratically by the community, offers much to the Welsh sports scene and can assist clubs in**

overcoming the problem of being seen as small in comparison with the threats from bigger clubs within and without Wales. By re-conceptualising them as community-minded and multi-sport in origin, they steal a march on clubs that merely exist as teams to watch and buy merchandise off.

24. The key people to bring this about are democratically incorporated groups of supporters and participants in trusts bringing the community ownership to match the community feel of smaller sports clubs within Wales.

Appendix

The Abergavenny Thursday Trust

Supporters Direct were approached by a group of Abergavenny Thursday supporters some 4 years ago. The Pen-y-Pound ground and the football club both seemed to be under threat.

With background help from Supporters Direct the Thursdays Trust have

- Taken ownership of the football club
- Secured a long term lease on the ground, having convinced both the local and County Council of the robustness of the Trust organisation and business plan
- Secured funding from Communities First to refurbish the stadium
- Completed stage 1 of the refurbishment – allowing free community use of these facilities during week days
- Ensured that all non football users of the ground / stadium (e.g. archery club) were included in the planning stages, the trust and the outcomes.

Supporters Direct do not have funding / resource to provide full ‘on the ground’ support to the Thursday Trust.

We have been approached, for help, in recent months by Haverfordwest County in football, and by Llanelli Scarlets and Ponypool in Rugby.

Doc12

Culture, Welsh Language and Sport Committee

CWLS (2) 10-06 (p1)

Meeting date: Wednesday 28 June 2006

Meeting time: 9:00am – 12:00 pm

Meeting venue: Committee Room 3, Senedd

**WSFA
PRESENTATION TO THE
NATIONAL ASSEMBLY FOR WALES**

REVIEW OF FOOTBALL IN WALES

WEDNESDAY 28 JUNE 2006



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**GYNULLIAD CENEDLAETHOL
CYMRU
ADOLYGIAD O
BÊL-DROED YNG NGHYMRU**

DYDD MERCHER 28 MEHEFIN 2006

WSFA PRESENTATION TO THE NATIONAL ASSEMBLY FOR WALES REVIEW OF FOOTBALL IN WALES

WEDNESDAY 28 JUNE 2006

WSFA MISSION STATEMENT

- To encourage the mental, moral and physical development of all pupils and students through the medium of Association Football.
- To provide competitions for primary and high school pupils.
- To provide international football at under 15, under 16 and under 18 under the rules of the Schools' Association International Board and FIFA.
- **To work with the FAW and the FAW Trust in the identification and development of young players.**

SPORT FOR ALL

The structure employed by the WSFA and education system encourages sport for all (boys and girls) aged four to eighteen delivered by fully qualified teachers through the curriculum and after school activities. Playing facilities within the schools are available in the main five days a week.

The system commences at a grass roots level with PE lessons and inter house games in individual schools through a structured system to the national team. We are the only organisation in the Principality that offers such a wide opportunity for participation. The system offers the opportunity for the pupils to optimise their ability and participate at levels that best meet their needs. The structured system is ideal for the identification of players.

Pupils start at the PE and inter house games stage through to inter school games organised on a local and national level. The more able then go onto represent their Area Schools' Association and District Associations. Progression is through to Regional Development Groups and teams in North Wales and South Wales and for the elite through to the National Development Squad and the National team.

WSFA COMPETITIONS

Member Associations organise numerous inter school competitions at primary and secondary levels within their own area. (e.g. Flintshire Association organises ten competitions on an annual basis).

The WSFA organises fifteen national competitions on an annual basis. The format of the competitions is being reviewed at this year's AGM.

- Six Inter Association competitions from under 11 to under 15.
- Inter District competition at under 13.
- Inter school competitions for boys under 12, 14, 16 and 18.
- Inter schools and colleges competition for boys under 18.
- Inter school competitions for girls under 12, 14 and 16.

The whole competitions structure is organised on a voluntary basis with no grant funding.

Some of the problems that are being encountered are the cost of transport for the away teams and a reluctance by some Head Teachers and Boards of Governors to release teaching staff to be away from the school site managing either the school team or the Area Association team. The problem has been exacerbated because of Government directives such as the Workload Agreement and the introduction of Preparation, Planning and Assessment Directive. In the past teachers were able to support each other by providing classroom cover whilst colleagues accompanied teams. Now free period time has to be spent in preparation, planning and assessment.

PARTNERSHIP WSFA AND FAW TRUST

The two bodies have a Service Level Agreement for the national and regional groups at under 14, 15 and under 16 levels. Under the terms of the agreement the WSFA provides the selection procedures, general management, part administration and education welfare elements and the FAW Trust provides part administration and the technical strategy and coaching procedures.

This arrangement is under review as the term of the current agreement is due to expire.

It is interesting to note that recently there has been an increased acceptance of the significance of the WSFA/FAW Trust's Development squads to the future of Welsh football. There has been a much greater level of interest in the squads from the Senior Management team since the appointment of John Toshack and Brian Flynn.

In the future the WSFA would like to extend the agreements that we have with the FAW Trust. We see the opportunity for similar arrangements to that for the national and regional squads for Area Associations. Centres of Excellence would be set up in each Unitary Authority. In the more rural authorities like Powys it maybe necessary to operate two groups, one in the north and one in the south of the Authority to cut down on pupils travelling. The Centres would be staffed by school teachers, the local Football Development Officer and his coaching staff. Players would be coached on a weekly basis and play competition football within the existing WSFA Inter Association competitions structure.

FACILITIES

In general the state of most pitches is below standard in schools, leisure centres and local authority playing fields. This is not because of the quality of workmanship by the grounds maintenance staff but because of the lack of finance to maintain the fields at the required levels. In some cases there is inadequate drainage, lack of harrowing and rolling and the grass cutting is not carried out frequently enough. Often pitches are not renovated in the closed season. There is marked difference when one compares the playing fields of a private school and those of a state school. A standard specification should be drawn up and playing fields maintained to this level.

There is no grassed area for coaching purposes at Welsh Institute of Sport. In the last two years we have visited Belgium and Slovakia to play development games and it is interesting to note that both have National Football Development Centres.

FINANCE

Besides the arrangement that we have with the FAW Trust for the Under 15 and Under16 National Development squads and National team the WSFA is self-funding.

The National Development programme is funded roughly 75% by the FAW Trust and 25% by the WSFA.

In the past the WSFA received some funding in the form of grants from the FAW and the Sports Council but this is now paid directly to the FAW Trust. No finance from the FAW Trust filters down to the WSFA to fund its grass

roots and competition activities. The domestic programme and competitions structure is funded from school and association competition entry fees and a substantial sponsorship from a National Bank. The sponsorship contract ceased at the end of this season and we are currently attempting to renew it.

The WSFA receives no funding for its Under 18 international team and sponsorship has dried up and as a consequence for the last three seasons the WSFA has not been able to participate in the Centenary Shield organised on an annual basis by the Schools' Association International Board.

FAW & FAW TRUST TRUST RELATIONSHIP

As an Association we are not in a position to comment, as we are not privy to their relationships and agreements both financial and managerial. We do have a WSFA representative on the FAW and in turn he is a representative of the FAW on the FAW Trust Board. Within the Trust he holds two significant appointments, that of Vice Chairman of the Board and Chair of the FAW Trust Technical Committee. He states, "The relationship between the FAW Trust and the FAW continue to improve with the FAW representatives playing a more central role. There has been an increased understanding between both bodies."


FUTURE DIRECTION

- The WSFA and the FAW Trust should work together to renew the current Service Level Agreement for the Under 15 and Under 16 National and Regional Squad and National team.
- The WSFA and the FAW Trust in partnership to set up Centres of Excellence in each Unitary Authority and the FAW Trust.
- Grant funding for LEA's to allow teachers to be released to accompany Association teams to games.
- Grant funding for Inter Association teams to travel to away games.
- Grant funding to schools as an incentive for teachers to take part in extra curricular activities.
- Grant funding for the improvement in playing facilities within schools, leisure centres and playing fields.

- Provision of grassed coaching area at Welsh Institute of Sport for national squad and others.
- Development of National Football Development Centre.
- Funding to filter down to the WSFA and its member Associations to enable them to continue to operate their extensive programme of football for all through their wide competition structures.
- Funding for the WSFA to run its Under 18 National team.
- The skills, experience and expertise of the WSFA personnel and its member Associations should be utilised fully, in cooperation with other bodies, to ensure that the structure effectively supports football in Wales.
- WSFA to work towards a full time appointment to administer the Association to enable it to achieve its aims.
- Co-operation between the WSFA and the FAW Trust to initiate Quality Standards for Football dimension into schools and member Associations.

WSFA Presentation

Slide 1

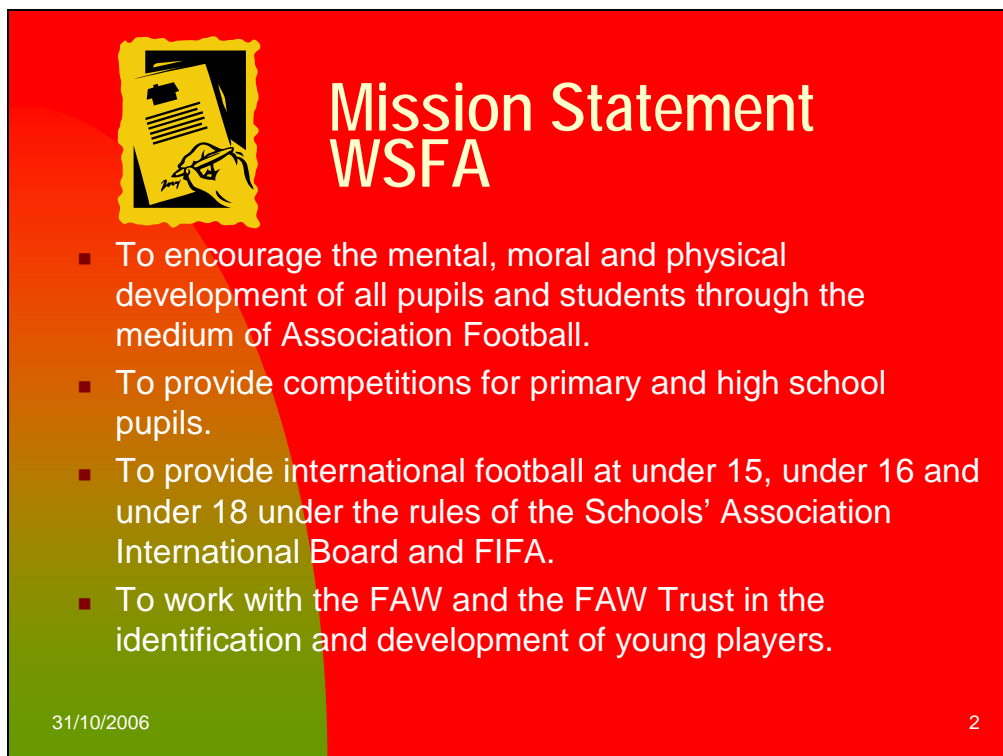



WSFA Presentation to
the National Assembly
for Wales

Review of Football in
Wales

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Slide 2



 Mission Statement
WSFA

- To encourage the mental, moral and physical development of all pupils and students through the medium of Association Football.
- To provide competitions for primary and high school pupils.
- To provide international football at under 15, under 16 and under 18 under the rules of the Schools' Association International Board and FIFA.
- To work with the FAW and the FAW Trust in the identification and development of young players.

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Sport For All

- School based PE lessons and inter house games.
- Inter school games on regional basis.
- Inter school games on national level.
- Area association competitions based on unitary authorities.
- District competitions.



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Sport For All

- Regional development groups in North Wales and South Wales.
- North Wales and South Wales teams.
- National development groups.
- National teams.
- Above is an excellent structured system for player ID.
- All players are seen and monitored on a regular basis by the national selectors.



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Arrangements With FAW Trust

- Service level agreement between the two parties for the national and regional groups Under 15 and Under 16 levels. Currently under review.
- Future we would like to see a similar arrangement to set up centres of excellence in each unitary authority.

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Arrangements With FAW Trust

- Centres staffed by School Teachers the Football Development Officer and their coaching staff.
- Players coached on a weekly basis and playing competition football within the existing schools inter association competitions structure.
- If centres set up at League of Wales Clubs – some areas there are too many clubs chasing too few players – some areas club not in existence.

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WSFA Competitions



- Six Inter Association national competitions from under 11 to under 15.
- Inter area national competition at under 13.
- Inter school national competitions for boys under 12, 14, 16 and 18.
- Inter school and colleges national competition for boys under 18.
- Inter school national competitions for girls under 12, 14 and 16.
- Association organised competitions.
(e.g. Flintshire Association ten)

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Facilities



- In general state of pitches is below standard at schools, leisure centres and local authority fields.
- Lack of maintenance.
- Marked difference private schools and state schools.
- National development centre.
- Slovakia Belgium.
- No suitable grassed area for coaching sessions at Welsh Institute of Sport.

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Finance

- Besides the Under 15 and Under 16 national squad development groups and national teams the WSFA is self funding.
- National squad and national teams at Under 15 and Under 16 levels funded by FAW Trust and the WSFA. Greater proportion from the Trust.
- In past WSFA received grants from FAW and the Sports Council. Now paid direct to the FAW Trust.
- No finance from FAW Trust filters down to WSFA to fund its grass roots and competition activities.
- No funding for the Under 18 International squad.

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FAW And FAW Trust Relationship

- As an association we are not in a position to comment as we are not privy to their relationships and agreements both financial and managerial.



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Future Direction

- WSFA and FAW Trust to renew current partnership agreement for national squads and team.
- WSFA and FAW Trust in partnership to set up centres of excellence in each unitary authority.
- Grant funding for LEA's to allow schools to release teachers to accompany teams to games.
- Grant funding for teachers to support extra curricular activities.



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Future Direction

- Improvement of playing facilities within schools, leisure centres and playing fields.
- Provision of grassed coaching area at WIS for national development squads.
- Develop a national development centre.
- Funding to filter down to the WSFA to enable it continue to operate its extensive programme of football for all.
- Funding to assist WSFA in the running of Under 18 international squad.

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Future Direction

- The skills, experience and expertise of WSFA personnel and its member Associations should be utilised fully, in co-operation with other bodies, to ensure that the structure effectively supports football in Wales.
- Co-operation between WSFA and the FAW Trust to initiate Quality Standards in Football dimensions into schools and WSFA member Associations.



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Culture, Welsh Language and Sport Committee

CWLS (2) 10-06 (p3)

Meeting date: Wednesday 28 June 2006

Meeting time: 9:00am – 12:00 pm

Meeting venue: Committee Room 3, Senedd

DISABILITY FOOTBALL – A DISCUSSION PAPER

Introduction

The purpose of this paper is to provide the committee with an update on progress within the disability programme and review some of the key aims set out in the recently completed National Development Strategy for Disability Football 2006-2010. A number of key issues have also been highlighted for the committee to consider.

Where are we now?

- Two part time regional disability coordinators (north and south split), following the division of the National Coordinator's role for job share purposes.
- Eight pan-disability football clubs across Wales with approximately 267 children playing regular football in a club environment. Two specific partially sighted clubs with approximately 25 children attending. Ten Multi-sport clubs with 126 children that play football on a regular basis.
- We have worked with 30 Special schools/units to create extra-curricular playing opportunities, with in excess of 300 children receiving sessions. In addition there are 8 regular after-school clubs with 244 children participating.
- One annual national disability football tournament for community clubs, based at Aberystwyth.
- An annual programme of regional of secondary age school festivals, with approximately 500 children taking part in games. Primary school festivals to begin from September 2006.
- A dedicated programme for children with a visual impairment in partnership with the Royal National Institute for the Blind Soccer Sight

Project – Swansea City VI, Cardiff Bluebirds and a further club under development targeting Anglesey and Gwynedd.

- FAW Footballers with a Disability Workshop – a three hour theory workshop helping to raise awareness of key issues when working with players that have a disability. The first sport specific disability coach education course in Wales.
- A National Disability Football Forum has been established.

National Disability Football Strategy 2006 – 2010 – Key Aims/Targets:

- **Club Development** – Create 22 pan disability football clubs across Wales for children Under 16 (one per local authority).
- **School Development** - Engage special schools/units to provide extra curricular opportunities for children to play football. Develop more inclusive provision through the School accreditation programme.
- **Competition Structures** – In consultation with the Area Associations and the WSFA create sanctioned competitions for clubs and special schools/units.
- **Coach Education** – Develop a three tiered coach education programme for coaches working within disability football.
- **Communication** – Improve communication between all key stakeholders involved with the development of disability football in Wales.

Key Issues

- Management of partnerships to ensure continued delivery of the disability programme.
- The practicality and logistics of developing competition and player development structures.
- Rules and regulations for disability football in Wales (age bands and mixed gender issues).
- National Squads – responsibility for squads and potential funding issues.

Jamie Clewer,

National Disability Football Coordinator (South Wales) FAW Trust

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Culture, Welsh Language and Sport Committee

CWLS (2) 10-06 (p4)

Meeting date: Wednesday 28 June 2006

Meeting time: 9:00am – 12:00 pm

Meeting venue: Committee Room 3, Senedd

FAW FOOTBALL IN THE COMMUNITY A STRATEGIC OVERVIEW OF WOMEN'S AND GIRLS' FOOTBALL IN WALES

Introduction

1. The purpose of this paper is to provide the Culture Committee with an update on progress within the Women's and Girls' programme and highlight some of the key aims set out in the Trust's new strategy "Building on Success and Planning for the Future 2006 – 2010" which has been aligned to the objectives of the Welsh Assembly Climbing Higher Strategy.

Where are we now?

2. Considerable progress has been made over the past four years since the launch of the 2002 – 2007 Women's and Girls' strategy. Nevertheless, through the use of a SWOT analysis it is important to review the relative strengths and weaknesses of the female game at present in addition to opportunities and threats which may currently exist.

Strengths

- one full time National Women's and Girls' Coordinator;
- 19 full time Football Development Officers (3 to be appointed);
- 2 local authority Women's and Girls' Football Development Officers;
- 5 Senior Leagues;
- 12 Girls Leagues (inclusive of 4 sub sections);
- Minimum of 2754 registered Girls;
- Approximately 900 registered Women;
- 2 Regional Squads – North and South Wales at under 16 level;
- 1 National Development Squad at under 16 level;
- Inter League Challenge Cup in operation for Senior leagues;
- Welsh Cup competition for Seniors;
- FAW under 17's, 19's and Senior squads.

Weaknesses

- a point of contact for matters relating to the Senior Women's game;
- communication between organisations and key stakeholders;

- fragmented league structures;
- inconsistent rules;
- support for 'active' female coaches;
- the transition from school to club based football;
- the transition from junior to senior teams;
- the structural organisation of Clubs;
- playing facilities;
- diverse standards of play within leagues;
- media profile and recognition;
- regular quality competitive opportunities for talented players;
- identification of talented players for Regional and National teams;
- the continuation of player identification into FAW teams;
- no dedicated training facility for National Development squads.

Opportunities

- improved recognition and support from the FAW;
- policy and funding support from other key stakeholders – WAG and SCW
- improved communication with Area Associations, Junior Leagues and FAW Officers through working groups and forums;
- improved knowledge and understanding of the female game within key organisations;
- the Primary Schools Accreditation Scheme;
- FAW endorsement for the Club Accreditation Scheme;
- a dedicated and skilled network of Football Development Officers;
- a keen and enthusiastic small body of volunteers;
- the implementation of the Equality Standard;
- success of 'Welsh' female football role models.

Threats

- relationships with key stakeholders;
- the welfare of junior players involved in senior football;
- pressure on volunteers – blame culture, work load, child protection;
- a lack of appropriate competition to develop talented players;
- the standard and availability of facilities;
- the under representation of women's and girls' football within the administrative structure of the game;
- the lack of media profile for the female game.

Where do we want to go?

3. Participation

- Increase participation to approximately 10,000 registered female players;

- Establish approximately 350 new female affiliated teams;
- Establish regular playing opportunities – local or regional.

4. Volunteer Recruitment

- Identify, recruit and support volunteers;
- Increase and support the number of ‘active’ coaches involved in the female game to meet the demand of new teams.

5. Performance

- A structured programme for the identification and support of talented female players for Regional and National Development Squads leading to improved success for the FAW under 17's, 19's and Senior teams.

How are we going to get there?

6. These objectives will be achieved through:
- enhanced communication with key stakeholders including the FAW, Area Associations, Leagues, Welsh Premier, Welsh Schools FA, Local Authorities and Sports Council for Wales;
 - supporting existing and new league structures;
 - utilising the Primary Schools and Club Accreditation Scheme;
 - inclusiveness through the implementation of the Equality Standard;
 - improving volunteer recruitment and coach mentoring;
 - improving the player development pathway;
 - increasing the profile of the female game.

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Culture, Welsh Language and Sport Committee

CWLS (2) 10-06 (p5)

Meeting date: Wednesday 28 June 2006

Meeting time: 9:00am – 12:00 pm

Meeting venue: Committee Room 3, Senedd

**Response from the Office of the
Children's Commissioner for Wales**



**National Assembly for Wales
Culture, Welsh Language and Sport Committee
Policy Review: Football in Wales**

30 May 2006

**Comisiynydd Plant Cymru
Children's Commissioner for Wales**

Culture, Welsh language and Sport Committee Policy Review: Football in Wales

There have been a number of issues about which families and others have contacted this office about in relation to football for children. These are a number of disparate issues which the Office of the Children's Commissioner for Wales has already raised with the relevant football authorities. However, to date these issues remain unresolved.

We will seek to outline the issues briefly below, however the Office of the Children's Commissioner for Wales would welcome the opportunity to make an oral presentation to the committee.

- Families of children have approached this office to make representation regarding the requirement for children to play football within the local authority in which they are resident. In some cases, this has prevented the children from playing for the team of their choice in a different local authority which may be closer to their home than a team in their local authority.
- Children who express a wish to play for a team from a different local authority because of the higher standards in those teams are currently being prevented from doing so at present due to the current regulations. We have also been approached by parents who feel that their children have been pressured into playing for two or more clubs.
- Representatives of football clubs who are concerned that the travel restrictions placed on children and young people are preventing them from playing for the club of their choice.
- We have had concerns about a private organisation (but claiming Football Association for Wales endorsement) organising trips to European matches with what appeared to be inadequate supervision of the children. We would question the level and quality of the risk assessment process in relation to this matter.
- We have concerns about the lack of proper child protection policies within football clubs. We would suggest that one criteria for receiving funding should be a robust child protection policy as we understand is the case in England. The Safeguarding Children Review published in May 2006 made the following recommendation:

The Sports Council for Wales to review its present policy regarding child protection and make grant funding to sports organisations conditional upon child protection procedures and routine CRB checks being in place.
- The lack of explanation provided to the Office of the Children's Commissioner for Wales and other parties, as to why proposed regulation changes to the Football Association of Wales in relation to mini football players

playing outside of their local authority as were proposed to the AGM in 2005 were rejected.

In relation to the questions which frame the review that were set out in the letter inviting responses, the Office of the Children's Commissioner for Wales would question whether football in Wales currently delivers participation for all children in their local areas in such a way as to encourage participation at young age with progression to more competitive football at an older age. We would wish to see a stronger emphasis placed upon participation in a safe environment that places a strong emphasis on the welfare of children alongside enjoyment and skill development rather than being a result driven sport from an early age.

There is also a need to ensure that there are pathways to participation in the League of Wales for aspiring children in Wales. We are aware that in a number of clubs in North Wales many of the players are resident in England and there may consequently be fewer opportunities for local Welsh players to play in the highest domestic league. This could provide a disincentive to participation for children if they are aware that they may be unable to play for the team which provides the highest form of football in their local area.

E Rhian Davies
Assistant Children's Commissioner for Wales

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CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE

CWLS (2) 11-06 (p3)

Meeting date: Thursday, 13 July 2006

Meeting time: 1:30pm - 4:30pm

Meeting venue: The National Botanic Garden of Wales, Llanarthne

CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE

REVIEW OF FOOTBALL IN WALES: ISSUES FROM EVIDENCE TO

COMMITTEE FEBRUARY – JUNE 2006

The attached paper sets out:

- i. the agreed Terms of Reference for the review**
- ii. the organisations who have given oral evidence to Committee**
- iii. the issues raised to date.**

The paper does not at this stage attempt an analysis of the issues but identifies the key points that have emerged from the evidence to date. It does not include the written evidence; this will be included in updated paper to Committee for the meeting on 11 October.

The Committee is asked to:

- i. note the paper and**
- ii. to identify any areas which it feels still need to covered in the review.**

MRCS

July 2006

CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE REVIEW OF FOOTBALL IN WALES: ISSUES RAISED IN COMMITTEE FEBRUARY – JUNE 2006

Introduction

1. This paper summarises the main issues which have arisen from the oral evidence taken by Committee during the six meetings of the review held between February and June 2006 (Annex 1).
2. 16 organisations have given evidence to date. Additional written evidence has also been received (from 25 organisations) but is not included in this summary. It will be incorporated in an update of this paper for the review meeting (11 October) next term when the Sports Council Wales will also be giving an overview from its perspective. There will be a final evidence session beforehand on 28 September.

Issues

3. The issues are set out under the headings of the terms of reference (Annex 2).

Effectiveness of the current structure supporting football

A. In delivering for all

Organisation of Football (including the relationship between the FAW and FAW Trust)

- The inter-relationship between the various overarching organisations in football such as:
 - those between the Sports Council Wales (SCW), Football Association Wales (FAW) and FAW Trust particularly in comparison with the SCW's relationships with other sports governing bodies;
 - that between the FAW Trust and the Welsh Schools Football Association (WSFA); the Committee heard that the partnership and Service Level Agreement between the two organisations is currently under review;
 - between the Welsh Premier League, Union of European Football Associations (UEFA) and the FAW
- Generally the complex nature of the overall structure and relationships in Wales between the various organisations and entry qualifications for competitions both within the UK and Europe
- The lack of a strategic vision and plan for football which, it was suggested should identify how clubs can make sufficient money; ensure the national league is seen as credible for both semi

- professional and professional players; and for grass roots football
- The lack of professionalism within the system in, for example, meeting UEFA auditing standards
- The restrictions of the "confidentiality" agreement with the Football Association and a belief that there is no democracy, communication or transparency in the system
- The views of UEFA on arrangements in Wales

Football Development

- The loss of players (and fans) to English clubs and the impact on Welsh football
- The possible duplication, within limited resources, of development support between for example the FAW Trust and the Welsh Premier League's club academies
- Too much fragmentation in football development, with schools, the FAW Trust and the League of Wales' clubs trying to do different things.

Volunteers

- The impact that legislation on child protection and insurance is having on volunteers
- A large voluntary sector, much of which is untrained and unqualified possibly in child protection procedures.

Referees

- The difficulties in attracting people to become referees, particularly young people who may be deterred by the aggression in the game that they meet or see; it was hoped that more former players might turn to refereeing as a career
- The fact that Welsh referees are unable to work in England

Women and Girls Football

- It was felt that there are tremendous opportunities for women in refereeing and that it is a tragedy that there are no women referees on the international list
- Although encouraged to do so, not all clubs have development policies for women
- One of the key inhibitors for participation, particularly for girls, is the access to facilities, particularly grass pitches
- There is a specific strategy for the women's and girls' game. It fits in with the FAW Trust's strategy. It is hoped to have 10,000 players in Wales by 2010.
- In terms of development for women and girls, the relationship between key people such the Football Association, area associations, local authorities, Sports Council for Wales and the Welsh Schools Football Association is crucial. The accreditation scheme for clubs and schools

will play a big and important role in terms of meeting the targets set in the strategy.

- There is far more television coverage of the women's and girls' game today on Sky and the BBC than there has ever been.

Broadcasting

- The television rights for football including games on S4C; the need for wider exposure for Welsh football which in turn would increase sponsorship and advertising around the grounds
- Clubs not benefiting from broadcast matches
- Broadcasting rights particularly in terms of events of significance as described in "Listed Events"

Disability Football

- A football disability programme has been in place since 2004; an associated strategy looks forward to 2010.
- A key aim is to have a pan disability club in each local authority by 2007 linked to schools programmes
- The need for communication and management of partnerships between the 22 local authority football development officers and disability sports officers employed by the Federation of Disability Sport Wales
- Transport difficulties which inhibit the development of a competition structure and player development
- The need to develop a welfare policy with appropriate rules and regulations for disability football
- There needs to be partnership between the FAW, FAW Trust and the Federation of Disability Sport Wales in order to develop national squads for Wales

B. In contributing to the Welsh Assembly Government's Agenda

- It was suggested that football is a powerful tool for participation, community health and social inclusion initiatives
- In order to build on the new initiatives within "Climbing Higher" there needs to be a joined up approach between the different funding agencies and relevant sectors such as health and education

Funding and Resources for Football

Funding

- Generally the lack of resources for football in Wales particularly for infrastructure; and issues surrounding the use of existing funds

- The role of the Welsh Assembly Government in funding football
- A suggestion that the FAW Trust be slimmed down and the monies invested instead in the clubs; the premise being that community and grass roots football would "take care of themselves" with appropriate funding and under the existing UEFA licensing rules
- There were reservations about the costs of travelling officials fees at games; these were felt to be unnecessary
- It was suggested that clubs are unable to progress through the system to the League of Wales due to limited funds
- It was felt that Wales is at a disadvantage in terms of funding for infrastructure projects since the Football Foundation in England, which has put £27m into non league clubs there, does not fund clubs in Wales
- The problems of attracting sponsorship in Wales in the absence of any corporate headquarters
- It was felt that the underlying problems relate to the structure of football in Wales; sponsorship might be forthcoming if that and the vision were sorted out
- The funding governing bodies receive from broadcasters in any field should make a significant contribution towards development; it is not clear that this happens in football in Wales
- Comparisons were made between the successes of the league system in rugby; it was suggested that there are vast differences in the funding structures
- It was suggested that there is a need for commercial directors in football
- The Welsh Schools Football Association is largely self funded apart from support from the FAW Trust for the under 15 and 16's
- There is no funding from the FAW Trust for grass roots football or for the under 18 international squad (which, it was claimed, is a contentious issue)

Facilities

- The disparity in the infrastructure between North and South Wales and the extent to which the licensing standards required, inter alia, to host European games can be met
- That there are serious, ongoing problems in some areas regarding the quality of facilities and the state of some playing fields; their maintenance is a considerable challenge for Local Authorities
- Another challenge for Local authorities is matching supply and demand in their areas in terms of facilities and clubs
- It was claimed that the state of pitches is below standard in schools, leisure centres and local authorities and in contrast to other countries such as Slovakia, Belgium and Holland

Future Direction and Priorities for Development

- Wales' performance was contrasted with the success of comparable

countries within Europe in international competition; it was suggested that Wales can never compete with England, but should do so with nations of a similar size to Wales

- A proposal that there should be a thorough examination of Welsh football by external experts, not by the game itself, to look at
 - the relationship between the national team and the domestic game
 - the managerial structure of the FAW
 - funding at all levels
 - the pyramid structure and arrangements for promotion and relegation
 - the "exiled" clubs
 - young players
 - the relationship between the national body, the clubs and the Trust

- The investigation should include a wide range of interested organisations including the relevant football governing bodies in Wales, England and Europe
- The recommendations should lead to a 10 - 15 year strategy for football
- The suggestion that a review could be funded by UEFA
- A need for a strong pyramid system throughout Wales from grass roots to the national league to inter alia help stop the "quality drain" to England and give opportunities to young people
- The need for clearly defined and accountable objectives for football in Wales, including: funding; a review of support to the premier league; a complete structural review; and improvements in communications
- It was suggested that there needs to be a sea change in the outlook and professional capability of the FAW
- The best thing that would come out of the Committee's review would be look into ways of improving how the £4-5m that come into football is spent
- There was concern that the Committee's review would concentrate too much on the minutiae of the game rather than the main item which is how everything flows from the centre
- It was felt that it would not be unreasonable for public money to be invested in football provided that the development of young players could be improved along with greater community involvement
- It was suggested that the organisation and support of the Academy system needs to be reconsidered; one proposal was for the establishment of three regional academies in Wales
- One proposal was for centres of excellence to be set up in each unitary authority, staffed by teachers but with the support of football development officers and coaching staff working in partnership
- There would be a problem if the clubs were to be set up on the League of Wales structure rather than unitary authorities which are clearly defined

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 - whether it enables delivery for all and contributes to the Welsh Assembly Government's agenda
 - the relationships between the FAW as the governing body and the FAW Trust as the development arm
- Funding and resources for football

(The terms of reference were agreed in Committee on 16 February 2006)

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Culture, Welsh Language and Sport Committee
CWLS (2) 12-06 (p1)
Meeting date: **Wednesday 28 September 2006**
Meeting time: **9:15am – 12:15 pm**
Meeting venue: **Committee Room 3, Senedd**

EMAIL FROM DAVID COLLINS – FOOTBALL ASSOCIATION OF WALES

-----Original Message-----

From: David Collins [<mailto:dgcollins@faw.co.uk>]
Sent: 19 September 2006 12:39
To: Annand, Julia (APS - Committee Service)
Subject: Culture, Welsh Language and Sport Committee of the Welsh Assembly

By email and Letter
19 September 2006

Meeting of the Culture, Welsh Language and Sport Committee Thursday 28 September 2006: Review of Football in Wales

The Football Association of Wales Council meeting in Cardiff today discussed the invitation to submit evidence to the Review of Football in Wales being carried out by the Culture, Welsh Language and Sport Committee of the National Assembly for Wales. The Council notes that the committee will consider the totality of the evidence received and will then produce a report. The Council of the Football Association of Wales trust that the committee will also validate that evidence prior to it producing its report.

The Council at this morning's meeting decided to invite the Culture, Welsh Language and Sport Committee to meet with the Football Association of Wales following its evaluation of evidence and before the production of the report to discuss its preliminary findings. The Football Association of Wales will therefore not be attending the meeting on 28 September 2006.

The Football Association of Wales as the authoritative governing body for football in Wales would welcome the opportunity that this joint meeting would give for exploring how the Welsh Assembly could assist the development of football in Wales. The Football Association of Wales trusts that this dialogue will hopefully bring benefits to the whole of Welsh Football.

Yours sincerely

David G Collins
Secretary General
Football Association of Wales Ltd
11 / 12 Neptune Court
Vanguard Way
Cardiff CF14 5PJ
Wales



WLGA • CLILC

CULTURE, WELSH
LANGUAGE AND SPORT
COMMITTEE POLICY
REVIEW: FOOTBALL IN
WALES

INTRODUCTION

1. **The Welsh Local Government Association (WLGA) represents the 22 local authorities in Wales, and the three national park authorities, the three fire and rescue authorities, and four police authorities are associate members.**
2. **It seeks to provide representation to local authorities within an emerging policy framework that satisfies the key priorities of our members and delivers a broad range of services that add value to Welsh Local Government and the communities they serve.**
3. **The WLGA is pleased to be provided with the opportunity to respond to this important review. We very much welcome the review, and hope that it will increase understanding of the important role local authorities play in developing football opportunities, supporting community-led football and providing a wide range of facilities across Wales.**

FUTURE DIRECTION AND PRIORITIES

4. **On a strategic level, it is crucial that developments within football in Wales now and in the future are closely aligned with the aims and objectives of Climbing Higher. This would ameliorate the current situation, promote further partnership working and ensure greater coherency in approach.**
5. **Particular emphasis should be put on community involvement, particularly local clubs. They play an important part in increasing participation in football, especially by young people in line with one of Climbing Higher's main targets and can also address issues around developing safer communities.**
6. **Considerable progress has been seen at junior level football in recent years, and with continued improvements in coaching**

levels and this trend could easily continue. However, lack of adequate funding hampers development and there continues to be a need for greater consistency across Wales.

7. In particular, there needs to be better support for junior and grass roots football for both males and females. We need to ensure that local authority football development officers are able to spend their time more constructively - developing the sport to ensure that participation levels increase by delivering coach education; funding workshops and advising on increasing volunteer numbers. Unfortunately, these development officers continue to be called upon to deal with technical work and player development, which means less time and resources are ultimately available to deliver against Climbing Higher targets.
8. Closer linkages also need to be made between football and the wider educational agenda. Football can be used effectively to increase the educational achievements of children and young people who do not achieve through more traditional educational programmes. Football development at junior level could be more effectively linked with the basic skills agenda using an innovative approach.
9. Women's football has seen significant growth of 300% in recent years, although participation numbers remain low. For the growth trend to continue, additional resources are needed to create opportunities for women to play quality football games on a more regular basis.
10. Finally, amateur football in Wales plays a laudable role in football development. Hundreds of clubs are signed up to the Club Accreditation Scheme, and there has been a significant increase in qualified, registered coaches over the last few years. Amateur football is vital to the sports' development and more input is needed to increase standards further.

EFFECTIVENESS OF CURRENT STRUCTURE

- 11. The current structure can be confusing and there is lack of understanding of the different roles of the FAW and Football Trust. There is sometimes lack of clarity and synergy between their agendas and as a result conflicting decisions can be made e.g. The FAW's introduction of UEFA Scansis Mini Pitches was not in line with the Trust's community football strategy.**
- 12. The FAW is the overall governing body but there is a need to look at how its structure and governance structures could be modernised. There can at times be a lack of communication and openness with new developments often implemented without consultation with local authorities and other key stakeholders.**
- 13. The Football Trust has already implemented a modernisation programme, in line with the Sports Council for Wales' recommendations for governing bodies. As a result, the FAW Trust is developing its strategy in line with the main ambitions of local authorities and central government resulting in better strategic alignment and core messages communicated more clearly.**
- 14. The Trust should also be commended on its effectiveness in establishing partnerships with Communities First, Health Promotion Groups and BME Communities. Particular focus continues to be needed on increasing access and participation, not only amongst junior and women players but also amongst all ability levels and ethnic backgrounds. Welsh language provision also needs to be further developed and promoted. Football structures in future need to consider all barriers to full participation in order to fully contribute to Climbing Higher exercise targets.**

FUNDING AND RESOURCES FOR FOOTBALL

15. **There is a general lack of resources to maintain almost all elements of football development at every level in Wales, but this is most acutely seen at community level football. Although there is significant commitment from club members, there is a lack of resources to underpin their development aspirations.**
16. **There is growing concern across local authorities on the general standard and condition of outdoor football pitches and public parks facilities. It is likely that less funding will be available through the Sports Council and lottery funds over the next few years, which could have a detrimental effect on the sport. Most pitches only receive the minimum maintenance and care, and quality will continue to decline. This massive underinvestment means that many pitches have been overused and significant drainage and reseeded is needed. Similarly, a number of club facilities are in dire need of refurbishment and modernisation.**
17. **Many clubs rely on Community Chest small grants or Sports Match for their funding. The lack of longer term or more significant funding programmes means that their future hangs in the balance year on year. With community based football clubs now playing a leading role in football development, particularly with the demise of school based sport, there needs to be much more targeted support to ensure that the present situation does not continue.**
18. **One of the main issues for football at the moment is the instability that exists from a financial perspective. Delays in funding from the National Assembly and the Sports Council for Wales have resulted in local government football development officers not having their contracts renewed.**
19. **Local authorities work closely with local clubs, and funding for most of these clubs has been exhausted, except for those who are in the Welsh Premiership. Many clubs, against all odds, have still managed to set up the correct structures, and we would welcome an opportunity to reward them for all their hard work.**

20. Football is the most popular sporting game in the world and more needs to be done to promote and develop the sport, whilst ensuring full access and participation across Wales. This can only be done with clear strategic direction from government, strong partnerships developed at local level and adequate development funding to ensure that all involved are working towards a common and comprehensible goal.

For further information please contact:

Heledd Tomos, Policy Officer (Leisure, Culture and Welsh Language)
HELEDD.TOMOS@WLGA.GOV.UK

Welsh Local Government Association
Local Government House
Drake walk
Cardiff
CF10 4LG

Tel: 029 2046 8600

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CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE

CWLS (2) 11-06 (p1)

Meeting date: Wednesday, 11 October 2006

Meeting time: 9:00am - 12:15pm

Meeting venue: Committee Room 3, Senedd

REVIEW OF FOOTBALL IN WALES

Introduction

This paper provides members of the Culture, Welsh Language and Sport Committee with the Sports Council for Wales' (SCW) overview to the review of football in Wales based on the consultation exercise report.

Issues

1. Effectiveness of current structure supporting football

- Ensure that there is a clear understanding of the differing roles and responsibilities of the various organisations within football in Wales e.g. Football Association of Wales (FAW), Football Association of Wales Trust (FAWT), Welsh Premier League (WPL), Welsh Schools Football Association (WSFA), Area Associations;
- Promote and raise the profile of the above organisations;
- Review the Governance structures within football in Wales;
- To review the decision making mechanisms to ensure that all priority areas are appropriately represented on football Councils/Boards e.g. women & girls, disability football, black and minority ethnic (BME) groups, socially excluded areas;
- To ensure that football Councils/Boards representatives running the organisations are skills based;
- If necessary, to undertake an Independent Review of the governance structures;
- Ensure the existence of a long term strategy, forward financial plan and an annual operational plan.

2. Football Development

- Football enjoys a high profile in Wales, however there is still a need to build upon this;
- Excellent work is being undertaken by the FAWT through their initiatives to increase participation, with potential to further develop the female game;

- The FAW and the FAWT working in partnership to implement the Club Accreditation Scheme which will have an impact on all junior clubs in Wales;
- Football is fortunate enough to have a large volunteer structure, however these people need to be rewarded to continue to retain their valuable services;
- There exists a fragmented performance pathway for the talented young players and this levels lacks appropriate competition with many players being over-played at this young age;
- The transition from junior to senior is complex;
- Football has a high quality coach education programme but further work is needed to support and develop coaches working with talented players;
- Limited playing facilities and many of these of poor quality and overused;
- To support the top clubs in Wales playing in European championships;

3. Refereeing & Officiating

- With the diminishing number of trained officials, there is an urgent need for a strategy to address issues of recruitment and retention;
- An opportunity to campaign for positive attitudes towards referees and officials to reward them;

4. Women & Girls football

- Take greater responsibility for the female game – to lead and provide direction and support to Area Associations and partners;
- To establish a national working group to improve communication, consider competition structures and promote the female game;
- To integrate the female game within existing playing structures where possible;
- To ensure that volunteers are recruited, rewarded and retained to further support the development of female football;

5. Disability football

- To further promote this emerging structure by publicising the new and existing activities especially amongst disability groups;
- Consideration to integration within mainstream club structures in the future;
- National team resources will be a key consideration in the future;

6. Community engagement & inclusion

- To further promote, market and raise the profile of the roles and remits of the football bodies in Wales;

- Develop and expand the work within excluded community groups e.g. women & girls, disability groups, BME communities, social inclusion areas;
- Use the power of football to engage more young people to meet the Welsh Assembly Government objectives of education, active lifestyles;
- Contribute to and promote the materials campaigning against racism – the national team could be influential in promoting an anti racism message;

7. Funding & Resources

- Football to undertake a review of the allocation of existing resources and to ensure long term financial planning;
- Facility improvement to be agreed nationally with potential resources identified to meet these costs.

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CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE

CWLS (2) 11-06 (p2)

Meeting date: Wednesday, 11 October 2006

Meeting time: 9:00am - 12:15pm

Meeting venue: Committee Room 3, Senedd

CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE REVIEW OF FOOTBALL IN WALES: ISSUES FROM EVIDENCE TO COMMITTEE FEBRUARY – JUNE 2006

The attached paper sets out:

- i. the agreed Terms of Reference for the review
- ii. the organisations who have given oral evidence to Committee
- iii. the issues raised to date.

The paper does not at this stage attempt an analysis of the issues but identifies the key points that have emerged from the evidence to date. It does not include the written evidence; this will be included in updated paper to Committee for the meeting on 11 October.

The Committee is asked to:

- i. note the paper and
- ii. to identify any areas which it feels still need to covered in the review.

MRCS

October 2006

CULTURE, WELSH LANGUAGE AND SPORT COMMITTEE REVIEW OF FOOTBALL IN WALES: ISSUES RAISED IN COMMITTEE FEBRUARY – JUNE 2006

Introduction

1. This paper summarises the main issues which have arisen from the oral evidence taken by Committee during the six meetings of the review held between February and June 2006 (Annex 1).
2. 16 organisations have given evidence to date. Additional written evidence has also been received (from 25 organisations) but is not included in this summary. It will be incorporated in an update of this paper for the review meeting (11 October) next term when the Sports Council Wales will also be giving an overview from its perspective. There will be a final evidence session beforehand on 28 September.

Issues

3. The issues are set out under the headings of the terms of reference (Annex 2).

Effectiveness of the current structure supporting football

A. In delivering for all

Organisation of Football (including the relationship between the FAW and FAW Trust)

- The inter-relationship between the various overarching organisations in football such as:
 - those between the Sports Council Wales (SCW), Football Association Wales (FAW) and FAW Trust particularly in comparison with the SCW's relationships with other sports governing bodies;
 - that between the FAW Trust and the Welsh Schools Football Association (WSFA); the Committee heard that the partnership and Service Level Agreement between the two organisations is currently under review;
 - between the Welsh Premier League, Union of European Football Associations (UEFA) and the FAW
- Generally the complex nature of the overall structure and relationships in Wales between the various organisations and entry qualifications for competitions both within the UK and Europe
- The lack of a strategic vision and plan for football which, it was suggested should identify how clubs can make sufficient money; ensure the national league is seen as credible for both semi

- professional and professional players; and for grass roots football
- The lack of professionalism within the system in, for example, meeting UEFA auditing standards
- The restrictions of the "confidentiality" agreement with the Football Association and a belief that there is no democracy, communication or transparency in the system
- The views of UEFA on arrangements in Wales

Football Development

- The loss of players (and fans) to English clubs and the impact on Welsh football
- The possible duplication, within limited resources, of development support between for example the FAW Trust and the Welsh Premier League's club academies
- Too much fragmentation in football development, with schools, the FAW Trust and the League of Wales' clubs trying to do different things.

Volunteers

- The impact that legislation on child protection and insurance is having on volunteers
- A large voluntary sector, much of which is untrained and unqualified possibly in child protection procedures.

Referees

- The difficulties in attracting people to become referees, particularly young people who may be deterred by the aggression in the game that they meet or see; it was hoped that more former players might turn to refereeing as a career
- The fact that Welsh referees are unable to work in England

Women and Girls Football

- It was felt that there are tremendous opportunities for women in refereeing and that it is a tragedy that there are no women referees on the international list
- Although encouraged to do so, not all clubs have development policies for women
- One of the key inhibitors for participation, particularly for girls, is the access to facilities, particularly grass pitches
- There is a specific strategy for the women's and girls' game. It fits in with the FAW Trust's strategy. It is hoped to have 10,000 players in Wales by 2010.
- In terms of development for women and girls, the relationship between key people such the Football Association, area associations, local authorities, Sports Council for Wales and the Welsh Schools Football Association is crucial. The accreditation scheme for clubs and schools

will play a big and important role in terms of meeting the targets set in the strategy.

- There is far more television coverage of the women's and girls' game today on Sky and the BBC than there has ever been.

Broadcasting

- The television rights for football including games on S4C; the need for wider exposure for Welsh football which in turn would increase sponsorship and advertising around the grounds
- Clubs not benefiting from broadcast matches
- Broadcasting rights particularly in terms of events of significance as described in "Listed Events"

Disability Football

- A football disability programme has been in place since 2004; an associated strategy looks forward to 2010.
- A key aim is to have a pan disability club in each local authority by 2007 linked to schools programmes
- The need for communication and management of partnerships between the 22 local authority football development officers and disability sports officers employed by the Federation of Disability Sport Wales
- Transport difficulties which inhibit the development of a competition structure and player development
- The need to develop a welfare policy with appropriate rules and regulations for disability football
- There needs to be partnership between the FAW, FAW Trust and the Federation of Disability Sport Wales in order to develop national squads for Wales

B. In contributing to the Welsh Assembly Government's Agenda

- It was suggested that football is a powerful tool for participation, community health and social inclusion initiatives
- In order to build on the new initiatives within "Climbing Higher" there needs to be a joined up approach between the different funding agencies and relevant sectors such as health and education

Funding and Resources for Football

Funding

- Generally the lack of resources for football in Wales particularly for infrastructure; and issues surrounding the use of existing funds

- The role of the Welsh Assembly Government in funding football
- A suggestion that the FAW Trust be slimmed down and the monies invested instead in the clubs; the premise being that community and grass roots football would "take care of themselves" with appropriate funding and under the existing UEFA licensing rules
- There were reservations about the costs of travelling officials fees at games; these were felt to be unnecessary
- It was suggested that clubs are unable to progress through the system to the League of Wales due to limited funds
- It was felt that Wales is at a disadvantage in terms of funding for infrastructure projects since the Football Foundation in England, which has put £27m into non league clubs there, does not fund clubs in Wales
- The problems of attracting sponsorship in Wales in the absence of any corporate headquarters
- It was felt that the underlying problems relate to the structure of football in Wales; sponsorship might be forthcoming if that and the vision were sorted out
- The funding governing bodies receive from broadcasters in any field should make a significant contribution towards development; it is not clear that this happens in football in Wales
- Comparisons were made between the successes of the league system in rugby; it was suggested that there are vast differences in the funding structures
- It was suggested that there is a need for commercial directors in football
- The Welsh Schools Football Association is largely self funded apart from support from the FAW Trust for the under 15 and 16's
- There is no funding from the FAW Trust for grass roots football or for the under 18 international squad (which, it was claimed, is a contentious issue)

Facilities

- The disparity in the infrastructure between North and South Wales and the extent to which the licensing standards required, inter alia, to host European games can be met
- That there are serious, ongoing problems in some areas regarding the quality of facilities and the state of some playing fields; their maintenance is a considerable challenge for Local Authorities
- Another challenge for Local authorities is matching supply and demand in their areas in terms of facilities and clubs
- It was claimed that the state of pitches is below standard in schools, leisure centres and local authorities and in contrast to other countries such as Slovakia, Belgium and Holland

Future Direction and Priorities for Development

- Wales' performance was contrasted with the success of comparable

countries within Europe in international competition; it was suggested that Wales can never compete with England, but should do so with nations of a similar size to Wales

- A proposal that there should be a thorough examination of Welsh football by external experts, not by the game itself, to look at
 - the relationship between the national team and the domestic game
 - the managerial structure of the FAW
 - funding at all levels
 - the pyramid structure and arrangements for promotion and relegation
 - the "exiled" clubs
 - young players
 - the relationship between the national body, the clubs and the Trust

- The investigation should include a wide range of interested organisations including the relevant football governing bodies in Wales, England and Europe
- The recommendations should lead to a 10 - 15 year strategy for football
- The suggestion that a review could be funded by UEFA
- A need for a strong pyramid system throughout Wales from grass roots to the national league to inter alia help stop the "quality drain" to England and give opportunities to young people
- The need for clearly defined and accountable objectives for football in Wales, including: funding; a review of support to the premier league; a complete structural review; and improvements in communications
- It was suggested that there needs to be a sea change in the outlook and professional capability of the FAW
- The best thing that would come out of the Committee's review would be look into ways of improving how the £4-5m that come into football is spent
- There was concern that the Committee's review would concentrate too much on the minutiae of the game rather than the main item which is how everything flows from the centre
- It was felt that it would not be unreasonable for public money to be invested in football provided that the development of young players could be improved along with greater community involvement
- It was suggested that the organisation and support of the Academy system needs to be reconsidered; one proposal was for the establishment of three regional academies in Wales
- One proposal was for centres of excellence to be set up in each unitary authority, staffed by teachers but with the support of football development officers and coaching staff working in partnership
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2 – Additional Evidence to Committee as requested in Committee

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Organisation: Football in the Community Ltd

Cambrian Trust CD-Rom

Doc22

Committee Meeting: 5th April 2006

Organisation: FAW Trust

FAW TRUST - YMDDIRIEDOLAETH FAW



Indoor Arena, Vale Hotel, Hensol Park, Near Cardiff, Vale of Glamorgan, CF72 8JY / Arena-Dan Do, Gwestyr Vale, Parc Hensol, Caerdydd, CF72 8JY

Tel / Ffon: 01443 228873 Fax / Ffacs: 01443 230784

Email / E-bost: fawtrust@easynet.co.uk Website: www.fawtrust.org.uk

from the General Manager

Vaughan Watkin Esq
Deputy Clerk
Culture Welsh Language and Sport Committee
National Assembly for Wales
Cardiff Bay
CARDIFF
CF99 1NA

16 October 2006

Dear Vaughan

Partially Sighted Football Provision in Wales

The Trust has worked in partnership with a number of partners to improve provision for partially sighted players. Our most significant programme has involved the RNIB Soccer Sight project. This is a UK wide initiative funded by the Football Foundation.

The scheme in Wales has been responsible for developing two partially sighted football clubs in Cardiff and Swansea for children under the age of sixteen. These clubs were initiated through support from Cardiff City FC and Swansea City FC Football in the Community programmes. Approximately 30 children participate on a regular basis with 10 of the registered players being female. Coaches working with the players at both clubs are FAW accredited and have undertaken specific partially sighted awareness training provided by the Welsh Council for the Blind. The Swansea club has been a particular success and has entered mixed gender teams at under 12 and under 16 in British Blind Sport tournaments.

Last September the Trust hosted an inaugural partially sighted football festival at the Vale Resort involving eight teams and sixty players. Teams from Cardiff, Swansea and London took part.



FAW Trust is the trading name of The FAW Football in the Community Ltd
Registered in Wales 3202751 Charity Registration No. 1057856

Our future plans for partially sighted football include the expansion of the Soccer Sight Project to North Wales through the development of a new club in Wrexham. We also intend to focus on improving opportunities for partially sighted players over the age of sixteen in Swansea and expanding the Welsh partially sighted football festival such that it becomes an annual UK wide event.

I hope you find this information to be of some use.

Yours sincerely



NEIL WARD

Doc23

Committee Meeting: 15 June 2006

Organisation: Supporters Direct

Tuesday, September 19, 2006

Vaughan Watkin
Deputy Committee Clerk
Culture, Welsh Language and Sport Committee
National Assembly for Wales
Cardiff
CF99 1NA

Dear Vaughan,

Thank you for your letter dated August 22nd. Can I apologise for the delay in responding, which I hope does not prevent our response being considered by the review.

I would like to begin by thanking you, and through you, the committee for the opportunity to speak with them in June. I hope they found it useful. I would reiterate our offer to provide any additional evidence about our work, the trusts we work with and the clubs they have helped transform.

Turning directly to your letter, I feel that many of the questions are beyond our direct experience, as we do not have any trusts operating at clubs in the League of Wales.

However, whilst the issues affecting Welsh clubs will be specific to those clubs, our work in England, Wales, Scotland, Northern Ireland and the Republic of Ireland has reinforced our view that there is a high degree of similarity about club cultures in the British Isles that leads to conformity of practice and outlook. This is as crucial a factor as the local economic circumstances affecting football in the respective countries. Indeed, clubs outside of the top flight in England share a common problem of dealing with the cultural and economic dominance of the English Premiership.

The club structure, as a privately-owned institution, is common to all football jurisdictions in the British Isles, and in our experience, this is a major factor in determining the culture of those clubs and thus the wider sport. Clubs have often had to rely on volunteer assistance, but too often, clubs have recruited their voluntary officials and owners from a narrow base of talent and background, and the level of openness to new ideas and exclusion of women and minorities springs from this more restricted pool.

Trust involvement has been a crucial way of opening the talent pool to a wider degree of backgrounds, profession experience and cultures, not least through

the involvement of women at senior levels, such as Denise Watts, Trust-elected Chair of Exeter City FC, who also have a female personnel Director on their board in addition to Ms Watts. Both of these extremely able Directors have been able to become involved because the Trust, which owns the club, has an open and inclusive policy, in stark contrast to the previous regimes which have treated the club as having the ambiance and culture of a gentlemen's club.

Our experience is that significant Trust involvement in clubs will stimulate interest in the Club which could lead to a more vibrant League of Wales. Unfortunately, we are not currently able to offer this support to sports clubs in Wales.

/Continued

The opportunity for the Assembly is to consider the creation of Supporters Direct in Wales. This could be designed to service Rugby as well as Association football. It would be structured to serve local needs but call on the experience and expertise of Supporters Direct. The Scottish Parliament has recently extended a further two year funding to Supporters Direct in Scotland at £95,000 per annum, but the cost of a similar initiative in Wales would need adjusting to accommodate the Welsh language.

You also make mention of UEFA holding a review. We have been liaising with UEFA for over 12 months now, since they undertook a strategic review of their vision for European football. A key component of that review has been their identification of member-owned community clubs as the ideal form of club structure across Europe. Indeed, they have stated this publicly on several occasions, and have made specific approving reference to our work in their own statements.

UEFA recently worked with the UK Presidency of the EU to establish an independent review of European football to investigate several major issues affecting European football and its report, published in the summer, specifically stated:

"The authors of the Report believe that properly structured supporter involvement will help to contribute to improved governance and financial stability (as well as other benefits) and, as such, it would be worthwhile to examine the feasibility of rolling out the Supporters Direct framework on a European level, subject to compliance with club ownership models that exist in other jurisdictions. In this respect, to achieve real progress with this initiative, it would be for UEFA and the national football associations to play a positive and proactive role in creating and developing Supporters' Trusts, possibly employing staff in a coordinated European unit, to be housed in the UEFA administration. It is possible to envisage the co-operation of the EU and Member State authorities in this initiative as well."

The review is currently the subject of a consultation exercise amongst the member states of the EU, but the findings have already been welcomed by UEFA. The final report and the supporting documentation is available at <http://www.independentfootballreview.com/>

Finally, in respect of sharing best practice, Supporters Direct has published a quarterly magazine for over 6 years and all previous back copies are available

on our website. We have also held an Annual Conference for the last 6 years, and have held 14 smaller events in specific regions of the UK. All of these have featured a mixture of Supporters Direct disseminating best practice, and listening to practitioners in the field relating their own experiences for the benefit of delegates.

Our Annual Conference is in London on October 13th, where we will hear from the Minister for Sport, Richard Caborn MP, and UEFA's Head of Communications and Policy, William Gaillard. Representatives of the Committee would be very welcome indeed. Fuller details are in our latest magazine, which is enclosed along with the previous copy featuring the speech by M. Gaillard at our Scottish Conference in May.

With best wishes,

Yours sincerely,

Richard Lillicrap
Treasurer Supporters Direct

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Committee Meeting: 15 June 2006

Organisation: Huw Pritchard (Bangor City FC)

Hyfrydle
Caernarfon Road
Y Felinheli LL56 4NJ

Tel: 01248 670247

Mobile: 07818 413949

e-mail: huw.pritchard1@btinternet.com

05 September 2006

Mr Vaughan Watkin
Deputy Committee Clerk
Culture, Welsh Language and Sport Committee
National Assembly for Wales
Cardiff Bay
Cardiff CF99 1NA

Dear Mr Watkin

REVIEW OF FOOTBALL IN WALES

Thank you for your letter of 22 August asking for my further views on the above. I'm afraid I am no longer able to reply on behalf of Bangor City FC, but I am happy to do so as an individual.

It would be appropriate for an external organisation, such as UEFA, to undertake the review. There is a question as to whether the review should be contracted by UEFA itself or by the Assembly – whichever it is essential that the owners of the review have the muscle to encourage participation, to drive things forward and to achieve implementation. Evidence shows that there is no enthusiasm by the Welsh football establishment to carry out its own review or undertake any significant changes and this seems to be borne out by a report in last week's Western Mail.

If the review is to be led by UEFA it is essential that the review team contains individuals with local knowledge.

Ideally, the review should be scheduled so that it covers both the active season, when issues are more likely to be actively debated, and the close season, when clubs, organisations and individuals would have more time in which to respond.

Direct formal consultees would be:

- the Football Association of Wales,

- major Leagues within the Welsh game,
- individual clubs to the second level of the Welsh game,
- other organisations dealing with football in Wales (e.g. youth and women's organisations)
- The Sports Council for Wales
- The FAW Trust
- The sports media in Wales
- Supporters Direct
- fans' groups of individual clubs
- "exile" clubs based in Wales
- English football organisations,
- FIFA,
- UEFA,
- football organisations on other European nations equivalent in size to Wales

These organisations should be approached by letter and invited to respond in writing or via face to face communication in meetings.

There should also be informal consultation, primarily with individuals, and this should be encouraged by the placing of advertisements inviting comment in the local and regional press, on internet message boards and websites, and via a series of regional consultation events (perhaps six across Wales) can also be held.

Again respondents can feed into the process via e-mail, letter, or by attending an event.

It is important that the review is conducted in such a way as response in both Welsh and English is encouraged.

The review and consultation itself should address issues you have already identified –

- The structure of the game in Wales. Size and make-up and influence of the various national, regional and local governing bodies, systems of election, reporting and representation
- The pyramid structure of the game in Wales and arrangements for promotion and relegation. Introducing structures and incentives to ensure that clubs are given every opportunity and encouragement to advance through a structured promotion system
- Funding arrangements between the governing body and member organisations. Strategic direction of funding and the review of management and monitoring systems
- The situation of those Welsh clubs playing in the English football system - access to Europe and participation in various competitions - this also to examine the various legal issues impacting on this
- Nurturing, progressing and profiting from talented young players within the domestic game
- Improving the business acumen of clubs and domestic leagues, tying this into the existing licensing process to ensure a system of continuous professional development of clubs.

- Identifying and introducing existing best business and managerial practice

In addition to feedback from consultation, the review should also identify a series of timetabled recommendations in response to the above points and identify the mechanisms for driving these forward.

I hope that the above is of some help.

I should point out that in addition to editing Bangor City's matchday programme and official website, I am also a civil servant employed by DEIN of the Welsh Assembly Government. I am in Cardiff quite often, so if you feel that a meeting would be useful, please let me know. I also have colleagues both within the Department and elsewhere who think and care deeply about the game in Wales, and I'm sure they would also be interested in expressing their opinions on a personal level.

Yours sincerely,

Huw J. Pritchard

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Committee Meeting: 15 June 2006

Organisation: Swansea City AFC

CONTRIBUTION FROM SWANSEA FOOTBALL CLUB

As Chairman of Swansea City AFC with little or no contact at all with the FAW or the FAW Trust, my thoughts on how to improve Welsh football from top to bottom are very clear indeed.

Lack of Direction: from top to bottom I believe is the number one problem. Everyone involved, looking after themselves instead of total integration between all parties with the priority being a healthier, competitive structure. Wales being a small country compared to others and having the misfortune of having to fight and compete with the media bias towards rugby, has only one option and that is to structure football at all levels to compliment each other. For example:

Swansea Area

Local Football	Played on Sunday
League of Wales	Played on Thursday (Welsh Premier)
Amateur Football	Played on Saturday (Welsh League)

All leagues either trying to attract players, supporters or commercial sponsorship **should not clash**. We are all trying to help each other in a very competitive environment.

Leadership: Whether we like it or not leadership can only come from Swansea City, Cardiff City and Wrexham. Virtually all the money in Welsh football will be attracted to the football league clubs, it is a priority to link all levels of Welsh football by a pyramid system below that level. This would be similar to the new regional rugby setup. I believe this is the only way forward in order to bring about a football structure that can fully benefit everyone in Wales.

Facilities: Training grounds, local pitches and indoor training facilities are all in poor condition and do not appear to receive any funds to improve them. If we want to improve the quality of sport in Wales this issue must be addressed. Football in Wales for many years has suffered from a lack of funding of any type, whilst the FAW has received new offices at Cardiff Bay and a new training facility at Hensol. There needs to be a structure in place to oversee and approve every grant and every development, to make sure it complies to an overall plan. Holland sets a good example, where quality facilities to promote football at all levels is the first and main priority. They appear to have great facilities at every stage, starting from school children right the way through to adulthood. They have a fully integrated system in every village, town and city which is fully maintained to a very high standard.

The current climate of Welsh football appears to have too many individuals acting in their own interest which is of little benefit to the greater good. There needs to be an end product and that should be to develop players at all levels to become full time professional footballers and ultimately representing their country.

At present Welsh football appears to focus only on the national team with very little thought on developing anything below that. It would appear that there is no funding from the FAW for the clubs at the lower levels. With the FAW receiving revenue from Sky TV, I am interested in how that revenue is divided amongst all levels within the league.

I believe that the FAW is only interested in supporting itself as an institution, which in itself is quite probably swallowing up a large portion of any income that Welsh football produces. Streamlining the FAW has to be the first step in improving Welsh football.

My thoughts on the matter are quite simple. Welsh football should be run as a corporate entity where every penny matters. We need strong leadership with a new structure and most importantly as much revenue as possible should be filtered through to all clubs within the Football League in Wales.

Over the past four years, in my capacity as chairman of Swansea City I have found it very nearly impossible to find anyone involved in the FAW to talk to or perhaps meet with to discuss my concerns regarding the state of football in Wales, which is a poor reflection on how our game is perceived even by those directly involved and at such a high level. Football is a game played by more countries and by more people than any other. It commands far more interest world wide than virtually any other sport which could attract finance and business for this country. Wales must wake up and see that football should be given a chance to develop fully and equally to give every child a chance to excel in any and every sport.

Committee Meeting: 15 June 2006

Organisation: Rhyl FC



RHYL FOOTBALL CLUB 91 LTD CLWB PÊL-DROED RHYL

WELSH PREMIER CHAMPIONS 2004, WELSH CUP WINNERS 2004
PREMIER CHALLENGE CUP WINNERS 2004, N.W. COAST CHALLENGE CUP WINNERS 2004
CHAMPIONS LEAGUE QUALIFIERS 2004, UEFA CUP QUALIFIERS 2005



Vaughan Watkin Esq,
Deputy Committee Clerk
Culture, Welsh Language and Sports Committee,
National Assembly for Wales,
Cardiff Bay,
Cardiff
CF99 1 NA
09-11

12th, September 2006-

Dear Mr Watkin,

Review of Football in Wales

I am writing to reply to your letter of 22nd, August 2006, when you requested some further information on issues raised by the members during my recent attendance at Committee.

I have prepared our answers in a series of appendices attached herewith. A précis of my original presentation is included, together with covering reports on the financial matters they have requested.

On the particular issue of the Welsh league's pyramid structure it is impossible to devise a more thorough promotion and relegation pyramid, and I have no alternative suggestions. It is obvious that there are only two alternatives, to the existing cash problems. The first would involve returning to the, previous arrangements, of a divided football country, with North and South Leagues. I doubt very much that such a revision would, or should be considered. The second would be by grant aid to cover the heavy costs involved, to enable the progressive WPL clubs to survive and prosper. It would follow that the levels attained at lower level would rise. This has happened in areas of our game.

The standards of European Football achieved by several of the WPL clubs in recent years, can only be maintained at a high cost, and investors are few and far between. If our Welsh nation is to secure a sound, successful future for our national sport and able to compete with like nations, we must have some further financial aid.

It is without doubt, that the tarnished image of World football, now portrayed on a daily basis by the media has far reaching effect, which has knock on issues that influence investment in local football. We crave a radical, pragmatic approach to address the problems.

Yours sincerely,

Joseph P Furnival

European Licensing Officer

OUR TOWN, OUR TEAM

RHYL FOOTBALL CLUB 91 LTD., BELLE VUE, GRANGE ROAD, RHYL, DENBIGHSHIRE, WALES, UNITED KINGDOM LL18 4BY
TEL: 01248 821212 / FAX: 01248 328277 WEBSITE: www.rhylfc.com

Appendix 1.

One of the major issues that surround the game of football in Wales is that all participants recognise that any reforms that may be needed are made after sound expert advice which will, in the long term, benefit our sport.

It is a sad affair that here in Wales our International soccer team has not qualified in any major competition for 50 years. We have suffered from failing endeavour and at the best, our playing records have "room for improvement". Smaller, poorer counties have regularly outshone us and Slovenia, and Latvia, together with our close neighbours on both sides of the Irish borders has better qualifying teams, is difficult to understand. We compare ourselves with Ireland in both economic and cultural terms but in football Ireland have qualified, within Europe on four occasions Northern Ireland has qualified on three occasions.

It is not fair to say there is no room for improvement but I contend that without a radical, basic examination the "bad form" will not be addressed. Surely we can undertake a rigorous analysis of our structures, so that we can kindle development. There are good examples in both Rugby and Tennis.

It would, I respectfully suggest be paramount that any serious review should be carried out by experts, not necessarily involved at present within the game, but maybe from other sports of a similar nature and structures.

The issues I contend that should form part of any review should be:

- 1 The relationships between domestic football, within Wales, and the National Team.
- 2 The complete managerial structure of the FAW, the size and composition of the governing body.
- 3 A complete overhaul of funding procedures to all Premiership clubs.
- 4 A review of the pyramid structure within Wales and associated promotion/relegation issues.
- 5 The situation of the 'Exile' clubs that play within the English system.
- 6 The nurturing, welfare and training regime through academy or other means of the natural local talent. Many Welsh born children are quickly swept up by the English system, often with cash incentives, training and player development.
- 7 The true costs to any aspiring club who may want to gain promotion should be explained clearly by the FAW. In many cases teams choose not to be promoted for financial reasons. Usually this is because grounds etc have to have considerable amounts of money spent on them to achieve the minimum standard for the senior league. Another result is that some

teams remain in the highest league because they cannot be relegated. This season our WPL is minus one participant because no team in the lower league was able to meet minimum standards. The differences in standards required to attain success in WPL as opposed to the feeder leagues, is enormous. Players wages at that level are becoming non manageable and the dreaded " agents" are now emerging. Our WPL now has two full time professional teams.

- 8 Consideration should be given by the FAW to give additional support to WPL teams to assist them pay for travel costs and match officials costs. The cost of hiring a coach to travel from Rhyl to say Haverfordwest is now over £800 because 2 drivers are required and teams require 2 meals whilst travelling these long distances. When 4 match officials have to travel from North to South Wales this can cost the home club over £400.

The structure of the pyramid is attached, as an appendix and the diagram illustrates the potential difficulties. It must be said that some of the Leagues have had title changes.

Whilst UEFA money granted under the Hat-Tick scheme was received by the FAW it was not utilised to promote grass roots football. This could be considered a missed opportunity to fund club development at all levels.

In our view that structure of the administration of Welsh soccer is far too complex.. We gather that there are at present 7 Football Associations, 7 League Structures, 5 Statutory Bodies and 29 FAW Councillors. There are many leagues within other leagues, many of whom adopt differing standards and rules. In some cases the rules of the game are 'eased' to accommodate some of the smallest teams. In fact even at the WPL level many clubs do not fully comply with the present regulations. This applies particularly to clubs that play on municipal style athletic stadiums.

It was disappointing that on the opening of the FAW building, Leonhart Johannson remarked that Wales would have to comply with all the UEFA directives as imposed on the other 51 UEFA Nations.

Rhyl F.C. has tried in the past to establish a ladies section without success. We are aware that Ladies soccer does exist in our area under a separate autonomous body. Our facilities are available for ladies soccer should if requested.

Rhyl F.C. are at present actively engaged in a new Academy project and our Directors hope that for season 2007 /8 it will be in place at Belle Vue. Our present arrangements for catering for our young people, boys and girls have involved a partnership with Denbighshire County Council who administer the project. Training with accredited coaches is carried out on all-weather pitches in two local sports centres. We comply, as a condition of our UEFA Licence, with all the standards required by FAW and UEFA.



Appendix 2

The following tries to identify some of the costs involved in developing a lower quartile football team within the Welsh Premier League to a consistent contender for League and Cup honours. It is based on the experience of Rhyl FC and figures used are actual

In 2001 Rhyl FC was re-organised, taking all the existing positive expertise and combining this with a new management team. The new management team decided to develop a 5 year Business plan. This plan considered which direction the Club should go, how it should get there and how it would finance its new targets.

Some of its targets were:-

- To become a force within the Community to help the development of youth football within Rhyl and its surrounding areas.
- To decide which league we wanted to compete in.
- To become a potent force within that league.
- To use any prize money to further our stated aims.
- To aim to play in European competitions and play home games at Belle Vue.
- To achieve its aims by self funding and without commercial loans.

This list is not a comprehensive one.

Profit & Loss Accounts	2,002 £000's	2,003 £000's	2,004 £000's	2,005 £000's	2,006 £000's
<u>Income</u>					
Match Receipts	20	30	62	51	40
Donations	20	32	51	59	60
Grants, subsidies & prize money	15	36	166	97	103
Youth team funding	7	7	7	7	7
Fundraising	50	47	46	42	48
	112	152	332	256	258
<u>Expenditure</u>					
Players wages	(94)	(103)	(136)	(174)	(175)
Other team expenses	(5)	(7)	(20)	(28)	(20)
Officials, coach hire, maintenance	(11)	(13)	(28)	(24)	(25)
Net transfer fees	54	(2)	(1)	0	(1)
Depreciation	(6)	(12)	(15)	(18)	(16)
Ground rental	(10)	(10)	(10)	(11)	(12)
Administrative expenses	(10)	(16)	(29)	(37)	(44)
	(82)	(163)	(239)	(292)	(293)
Net Profit/(Loss)	30	(11)	93	(36)	(35)

It was decided to form a Strategic Board that would deal with issues such as strategic direction and funding. All day to day issues would be dealt with by an Operational Board. The managing director would be the link between the two bodies.

A 5 year Business Plan was formulated and has been updated when appropriate.

The first season saw a refurbishment of the dressing rooms at a cost of £40k. There was also an initiative to maximise income from advertising boards. This involved utilising the personal networks of both the Strategic and Operational networks. This has been developed over the succeeding years.

The second season saw development of the existing main stand and additional seating being provided in the stand opposite. This together with the provision of a television gantry cost £30k.

The third season saw the provision of 2 Sponsors Suites together with an upgrade of the floodlights. The FAW gave a grant towards part of the cost of the floodlights.

The fourth season saw further development of all stands and provision of additional seating. The old Clubhouse was demolished and the car park and ground façade improved. During the year UEFA enforced an all-seater rule for European games. This meant that Rhyl had to provide an extra 700 seats and it had to 2 weeks to do so. We did so and applied to the FAW for a retrospective grant for infrastructure improvement but were refused.

During last season further work was completed on the floodlights to conform to UEFA requirements and a further grant was received from the FAW.

Future work will involve provision of an irrigation system and completing the covering of the main stand.

In the 5 years to 30th June 2006 we have spent a total of £227k on improving the infrastructure. Of that we have received £60k by way of 2 grants for floodlights.

We now have a ground that satisfies the ground criteria of UEFA for preliminary rounds of European competition.

Whilst the above quantifies in monetary terms what we have spent to obtain a UEFA Licence these points should also be borne in mind:-

- 1) Much of the capital work done was by "friendly" local builders.
- 2) Ground criteria is only one aspect to borne in mind in obtaining a licence.
- 3) No costs are included above for all the accounting and administrative effort that goes into firstly getting a licence and then maintaining it.
- 4) UEFA are continually raising the bar. There will be even tighter criteria to achieve by each club in future years.
- 5) The FAW are bringing in their own system to scrutinise clubs next year.
- 6) All the community initiatives started by Rhyl FC have been self funded.
- 7) Rhyl FC have visited all the English Premiership Clubs and sought their advice on how the club should develop.

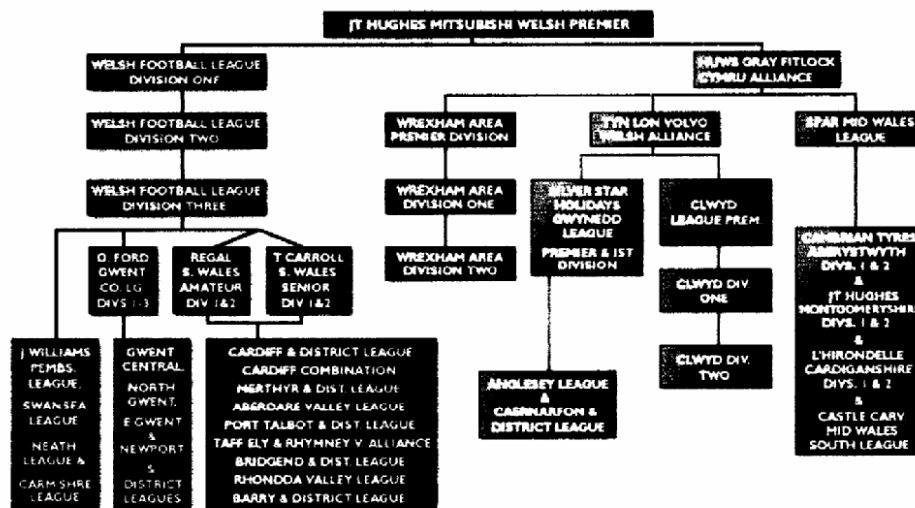
In conclusion for a club to progress to the top and achieve a UEFA Licence it needs:

- 1 The will to do so
- 2 The management ability and capacity to do so
- 3 The finance to achieve its goals.
- 4 The assistance of the many volunteers and friends of the club within the community

No doubt monetary assistance from whoever will help but without the above there is not much chance of success. With the increased number of televised games we feel that the clubs should benefit directly by receiving TV Rights directly. The current level of sponsorship for the Welsh Premier League is extremely disappointing.

Appendix 3

The Welsh Football Pyramid



The Welsh Pyramid System is described below.

At the top of the system, of course, is the recently-renamed "Welsh Premier", sponsored by JT Hughes Mitsubishi, formerly known as the League of Wales. This is our national league, established in 1992, and the only national competition - all leagues below it operate on a regional basis, the more localised the further down the pyramid you go.

The second tier, immediately below the Welsh Premier, consists of two leagues, each covering 'half' the country: representing the south of the country there is the Welsh Football League (Division 1) and representing the North and Central Wales areas is the Huws Gray Fitlock Cymru Alliance. The champions of each may be promoted to the League of Wales, subject to ground criteria. If the champions are not eligible, the runners-up may be considered. So far so good, but things get less symmetrical and more complicated from now on!

The big difference between the two regions is that in the south the Welsh League has two more divisions below Division One, with promotion and

PH

relegation between these divisions (more of the south later) But in the north, the Cymru Alliance has just the one division, and has a feeder league structure of its own at the third tier of the pyramid, with three regionalised leagues feeding into it, each covering one of the regional football association areas: the Spar Mid Wales League covering the Central Wales FA region (Powys and Ceredigion) , the Tyn Lon Rover Welsh Alliance covering the North Wales Coast FA region (most of the old counties of Gwynedd and Clwyd) and the Welsh League (Wrexham Area) covering the small North East Wales FA region around Wrexham. As is the case higher up, champions are eligible for promotion, runners-up if champions cannot/will not be promoted.

Below these third tier leagues are even more localised leagues: in Central Wales there are four leagues feeding into the Mid Wales League (covering Cardiganshire, Montgomeryshire, Mid Wales South, and Aberystwyth areas respectively). Meanwhile below the Welsh Alliance there are the Gwynedd League and the Clwyd League and these even have feeder leagues of their own such as the Anglesey League. The Wrexham Area League has two lower divisions of its own but no feeder leagues below it.

Now back to the south: With the CC Sports Welsh League having three divisions, all covering the whole South Wales geographical area, it isn't until you get down to level 5 of the pyramid that there is a more localised structure. But even then the picture is inconsistent. Promotion to, and relegation from, the Welsh League is structured (like the north) around the three regional Football Associations (Gwent FA, South Wales FA and West Wales FA). Each can send one promoted club up to the Welsh

League. This is straightforward enough in Gwent, where there is one senior league -the Gwent County League - whose champions (or runners-up) are eligible, if they satisfy Welsh League criteria. (Below the three divisions of the Gwent County, there are local leagues in Newport, East Gwent, Central Gwent and North Gwent...).

The South Wales FA region centred on Cardiff and the Valleys has managed to have TWO senior leagues of equal status covering an identical area ! (the Thomas Carroll South Wales Senior League and the Regal Travel South Wales Amateur League). So the champions of these leagues often have to play off for the available promotion place. This year, Bryntirion Athletic won the play-off and claimed their place in the Welsh League's third division. Below these two, two-division, leagues there are local leagues in Cardiff, Barry, Bridgend, Port Talbot, Rhondda, Taff Ely, Merthyr, Aberdare and Rhymney Valley. Champions of these can progress to EITHER of the two senior leagues. Confusing, isn't it?

And finally there is the West Wales FA area, the one region that has not set up a senior league covering its area. This means that there are four local leagues (Pembrokeshire, Carmarthenshire, Swansea and Neath) with all their champions potentially having to play off for the one available promotion place. But, as few West Wales clubs can face the prospect of the travelling implications of moving up to the Welsh League, this four-way play-off idea is

theory rather than practice. In 1999 Garden Village won the only West Wales promotion play-off to be held so far. This year, Cwmaman United, the Neath League champions, were promoted without the need for a play-off.

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Committee Meeting: 15 June 2006

Organisation: Colwyn Bay FC Ltd



Colwyn Bay Football Club Ltd

Affiliated to: North Wales Coast F.A. *Members:* Northern Premier Football League
Ground: Llanelian Road, Old Colwyn
Telephone: (01492) 514581 *Fax:* (01492) 514581
President: Mr G. Owens *Secretary:* Mr D.M. Roberts *Chairman:* Mr. B. Paton
18 Belgrave Road, Colwyn Bay, Conwy, North Wales, LL29 8EY
Tel: (01492) 534724 (Home) (01492) 542225 (Business)
07887 782565 (Mobile)
E-mail: cbfc@mikerobs.com



Vaughan Watkin,
Deputy Committee Clerk,
Culture Welsh Language & Sport Committee.
National Assembly Of Wales
Cardiff CF99 1NA.
Date 10th September 2006

Dear Vaughan,

Thank you for your letter dated 22nd. August, we enjoyed the meeting of your Committee at Llangollen, and although we play our Football in the English League structure, we were and are, very interested in your committee's "findings" in the review of Football In Wales.

Regarding providing your Committee with information requested, I can only give you my own personal views as an "outsider".

I think football in Wales needs to be "regenerated" starting at the grass roots level. We need a "school of excellence" similar to other countries, where boys & girls can be encouraged to play the game properly, both on and off the field.

The Standard of the League of Wales needs to be improved, the clubs who play in England should be invited to participate in the League.

More sponsorship should be sought, more monies should be available for the existing clubs to improve their ground and facilities.

If countries like Scotland and Ireland can do it, surely Wales can do it, maybe we need a new "supremo" with some new ideas.

I hope my views may help in your quest,

Thanks once again,

Yours Faithfully,

Grant McIndoe [sec -director]

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Committee Meeting: 28 June 2006

Organisation: FAW Trust

FAW FOOTBALL IN THE COMMUNITY

Introduction

This paper has been written to add further details to the evidence provided at the Culture Committee on 28th June 2006. Clarification has been requested on the bullet point “*inconsistent rules*” identified within the weaknesses of the Women’s and Girls’ game.

Background

Women’s and Girls’ football is leading the field in terms of participation within female sport. Participation in Wales has increased by 300% since 2002. The Women’s and Girls’ game has evolved through assistance from specific FAW rules that are independent of rules that govern the male dominated game. The female game has had special dispensation which has led to the emergence of the female game as it is today. Examples of these special dispensations and specific ‘female’ rules are as follows:

Example 1

Rule No 53.2

“The following provisions shall apply in the case of a female player who has attained her fourteenth birthday and who does not hold a written contract with a club. Such player shall be allowed immediately to register as a player in senior football.”

Where as the following rule applies for male players:

Rule No 52.1

“The following provision shall apply in the case of a male player on reaching his sixteenth birthday, the player is immediately allowed to take part in adult football.”

Example 2

Rule No 53.4

“Girls football shall be arranged within the following age bands:

1. Over five (5) years and Under eight (8) years
2. Over six (6) and Under nine (9) years etc”

Girls are permitted to play within a three year age band

Where as the following rule applies for male players:

Rule No 55.4

“A player who is over five (5) years and under fourteen (14) years on 1st September in any playing season should not play in a team involving players who are more than two (2) years older than himself.

Key Issues

As the Women’s and Girls game continues to progress and develop to match the existing male structure, these special dispensations or inconsistent rules may no longer be appropriate. The key reasons for this are highlighted below:

- Welfare of Players
- Confusion with players, managers and officials as to rulings
- Inequitable playing conditions

Following recent discussions at the FAW Development Committee meetings, it has been proposed that these inconsistent rules are to be ‘phased out’ of the female game commencing with increasing the age to sixteen to be eligible to play senior football in season 2007/08 so that both the male and female game is one structure which is governed by the same rules.

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Committee Meeting: 28 June 2006

Organisation: WSFA



The Welsh Schools Football Association
Statistics and Organisation Plan
as requested by
Committee Members of the



Cynulliad Cenedlaethol Cymru
Y Pwyllgor Diwylliant, y Gymraeg a Chwaraeon

The National Assembly for Wales
The Culture, Welsh Language and Sport Committee

Dydd Mercher, 28 Mehefin 2006

COSTINGS TO ACCOMPANY PAPER SUBMITTED BY THE WSFA ON THE REVIEW OF FOOTBALL IN WALES.

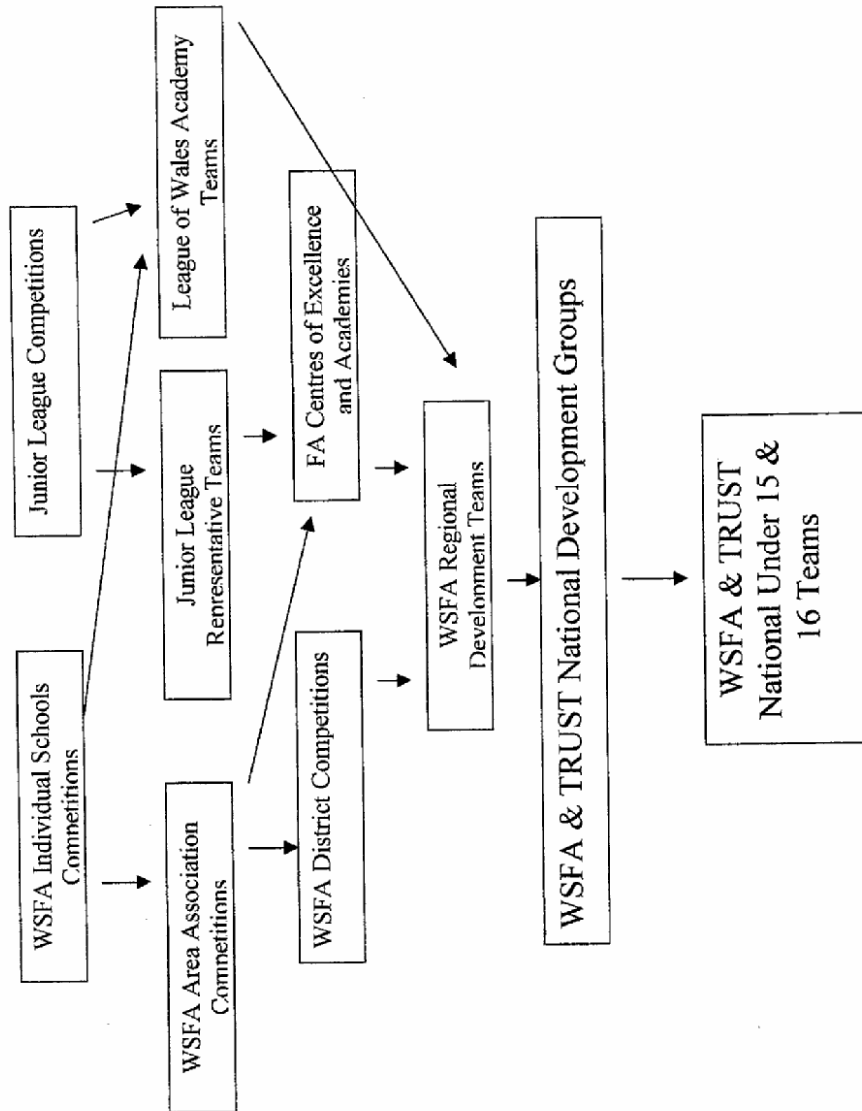
The joint venture between the FAW Trust and the WSFA to run the National Development Squads and the National Teams at Under 15 and Under16 costs the WSFA about £20,000 pa that we pay out of a grant from Sky Sports. We are told that the FAW Trust contributes about £80,000 pa towards the project but we do not have any evidence to support this figure. We do not receive any other monies from the FAW Trust, or the FAW or the Sports Council towards running our grass roots initiatives.

FUTURE DIRECTION

- The WSFA and the FAW Trust should work together to renew the current Service Level Agreement for the Under 15 and Under16 National and Regional Squad and National team. Nil cost to renew agreement. Cost of project £120,000 p.a.
- The WSFA and the FAW Trust in partnership to set up Centres of Excellence in each Unitary Authority and the FAW Trust. 22 centres at £8000 per centre p.a. = £160,000 p.a.
- Grant funding for LEA's to allow teachers to be released to accompany Association teams to games. £40,000 p.a.
- Grant funding for Inter Association teams to travel to away games. £20,000 p.a.
- Grant funding to schools as an incentive for teachers to take part in extra curricular activities. £1000 p.a. per school for only football. Obviously other sports would require similar funding. *
- Grant funding for the improvement in playing facilities within schools, leisure centres and playing fields. Grounds Maintenance Teams would need to be consulted on costing.
- Provision of grassed coaching area at Welsh Institute of Sport for national squad and others. Consultation needed between Cardiff City Council and the Welsh Institute of Sport. Re capital costing. Maintenance etc £25,000 p.a.
- Development of National Football Development Centre. Huge cost. In depth costing and feasibility study would need to be carried out
- Funding to filter down directly to the WSFA and its member Associations to enable them to continue to operate their extensive programme of football for all through their wide competition structures. £10,000 p.a. to run full range of competitions if we also received current funding of £15,000 from a national bank. This is currently under review. Without sponsorship £25,000 p.a.

- Funding for the WSFA to run its Under 18 National team. £30,000 p.a.
- The skills, experience and expertise of the WSFA personnel and its member Associations should be utilised fully, in cooperation with other bodies, to ensure that the structure effectively. Cost nil.
- WSFA to work towards a full time appointment to administer the Association to enable it to achieve its aims. £30,000 p.a.*
- Co-operation between the WSFA and the FAW Trust to initiate Quality Standards for Football dimension into schools and member Associations. £20,000 p.a.
- Besides the two items marked with an * the costings above assume that teachers continue to provide their services on a voluntary basis and that other staff are provided as part of their normal work commitment at no extra cost.

Present Structure of Football in Wales



WSFA Organisation Chart July 2006

All Primary and Secondary Schools in Wales run by Teachers

22 Area Associations based on present Unitary Authorities
run by Teachers (Voluntary) and some Football Development
Officers(Trust Salaried)

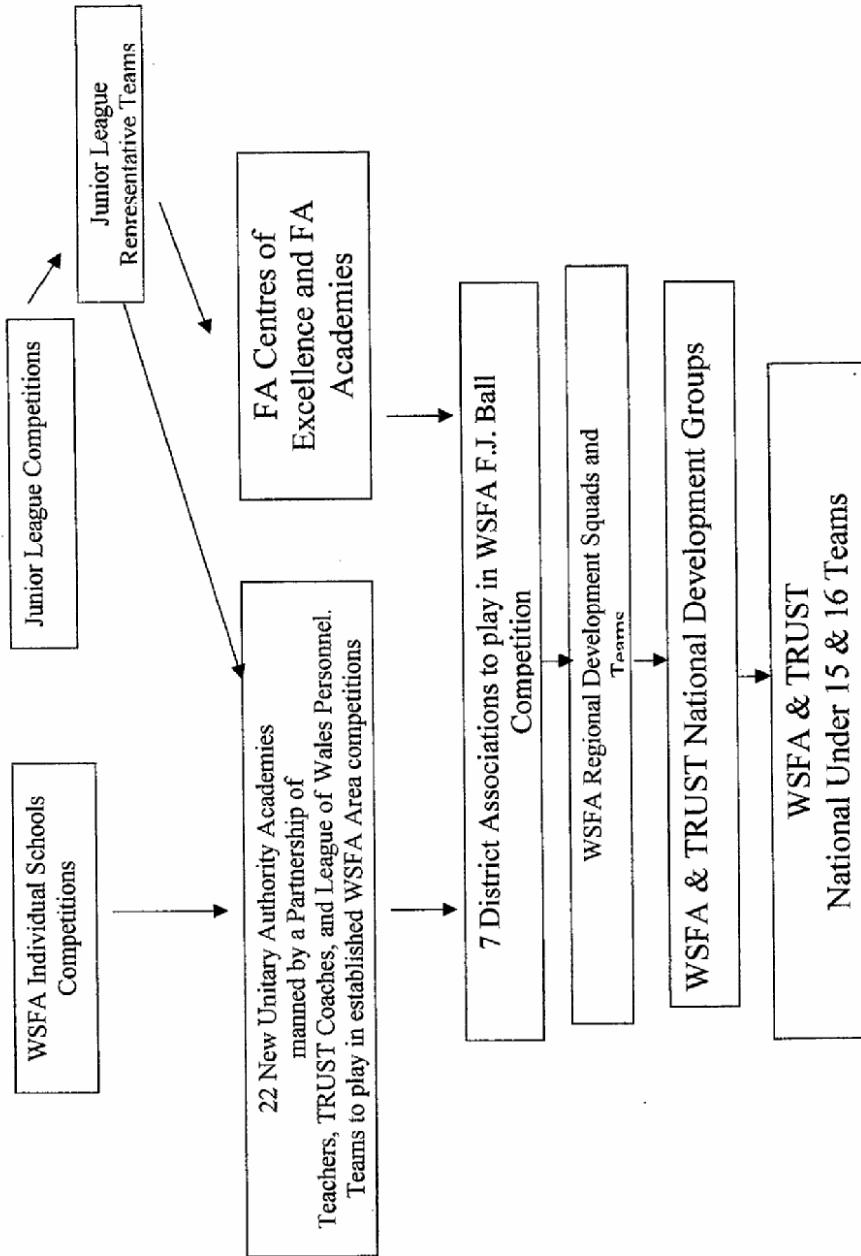
7 District Associations
run by Teachers on a Voluntary basis

2 Regional Area Associations
of North & South Wales
Mid Wales pupils attend nearest center.
Run by Teachers (Voluntary) and TRUST personnel.

Welsh National Development Group
run by WSFA and TRUST in Partnership

Welsh National Teams Under 15 & 16
run by WSFA and TRUST in Partnership

Proposed Structure of Football in Wales





Statistics

- 1,572 Primary and Junior Schools in Wales.
- 209,300 Primary and Junior School pupils.
- 227 Secondary Schools in Wales.
- 214,626 Secondary School pupils in Wales.
- Most if not all of these pupils are given the opportunity to play soccer as part of the curriculum and in most cases through extra curricular activities.
- The majority of schools are involved in inter school games.

■ Figures from January 2005 WAG statistics.

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Statistics

- Season 2005/2006
- HSBC Tom Yeoman 18 teams 432 pupils
- Under 12 17 teams 306 pupils
- Under 13 21 teams 378 pupils
- Under 14 16 teams 288 pupils
- Under 15 17 teams 306 pupils
- Total 1710 pupils
- District under 13 120 pupils

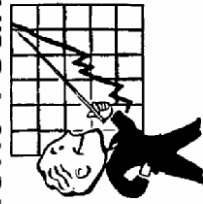


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Statistics

- North Wales Development Group U13 40 pupils
- South Wales Development Group U13 40 pupils
- North Wales Team U 13 20 pupils
- South Wales Team U13 20 pupils
- North Wales Team U 14 20 pupils
- South Wales Team U14 20 pupils
- National Development Group 28 pupils
- National Development Team 20 pupils



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Statistics



- Example Flintshire County Council.
- 44 Primary Schools
- 13819 primary school pupils have the opportunity to play soccer through PE lessons and extra curricular activities.
- 500 Pupils represent their school at years 3 and 4.
- 500 Pupils represent their school at years 5 and 6.
- Local Authority Games Organisation arranges eight annual inter school competitions.

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Statistics



- Flintshire Primary Schools FA organises annual trials to select a representative team.
- Three area trials 150 players attend. 50 players selected from groups for two further trials followed by two trials of the best 35 players.
- Squad of 25 players selected to represent the County.
- 13,189 Flintshire primary pupils play football in school lessons.
- 1,000 Flintshire primary pupils represent their school in inter school games.
- 25 Flintshire primary pupils represent their County in inter County games.

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Statistics

- Example Flintshire County Council
- 12 Secondary Schools
- 10,811 Have the opportunity to play soccer through PE lessons and extra curricular activities
- 280 Pupils represent their school in each of years 7, 8, 9 and 10.
- Local Authority games organisation arranges inter school competitions for each of the age groups.
- Trials organised for year 7, 8, 9 and 10 for Flintshire representative squads. Fifty players in each age group seen
- Squads of 20 players selected for each age group

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Statistics



- 10,811 Flintshire secondary pupils play football in school lessons.
- 1,120 Flintshire secondary pupils represent their school in inter school games.
- 80 Flintshire secondary pupils represent their County in inter County games.

■ Statistics from Flintshire County Council January 2006

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