



A comprehensive guide for football clubs in Glasgow
CLUBS | COACHES | VOLUNTEERS



Introduction

With UEFA EURO 2020 taking place in summer 2021, is your club ready to take advantage of the excitement that is going to build around Glasgow? Do not worry if not! This is your comprehensive guide to ensure that your club is ready for when the games come to Glasgow this summer.

The final tournament will involve games being played across 10 European cities with 4 games due to be played at Hampden Park right here in Glasgow. Three of these games are group stage games with the fourth game being a last 16 tie. The tournament will see some of the world's best footballers play across various European stadiums in the one competition for the first time ever.

As with previous major events such as the Commonwealth Games and Olympics, the profile of sport is raised, and we therefore see an increased interest from people who want to get involved. Football clubs in Glasgow can benefit from the rise in interest and capitalise this over the next year.

The following guide will provide your club with ideas and further areas for consideration, ensuring your club is able to maximise the opportunities provided with UEFA EURO 2020 coming to Glasgow next year.

The Glasgow Sport Football Development team are here to support and assist your club grow and develop. There is no doubt that the final tournament next summer will provide an opportunity to encourage people to take up football which will therefore benefit future generations and Glasgow's football clubs, coaches and volunteers.

Key Dates

Play Your Game Launch – 25th March 2021

EURO 2020 Trophy Tour – 1st – 3rd June 2021

Tournament Dates – 11th June 2021 – 11th July 2021

Opening Game – 11th June 2021 | Olympic Stadium | Rome

Glasgow Green Fan Zone - 11th June 2021 – 11th July 2021

Hampden Games – 14th June 2021 | 18th June 2021 | 22nd June 2021 | 29th June 2021

Final – 11th July 2021 | Wembley Stadium | London



Welcome – Open and Friendly Club

- ❖ Do you understand your local area? Have you looked at Understanding Glasgow (<https://www.understandingglasgow.com/>) to get an idea of who is living in your local community.
- ❖ When members arrive for the first time, have a designated person available to welcome new players or coaches. They should be able to talk enthusiastically about the club and all it has to offer for people within the local community.
- ❖ Ensure you exchange contact details with new members and provide information about the club that way you can keep them updated with everything that is going on.
- ❖ Have a welcome pack ready which explains everything about the club, key contact details and player/parent code of conduct.
- ❖ Make sure your current members know what the club is trying to do and as a result they can help promote activities and get involved in various events – acting as ambassadors for the club.

Governance

- ❖ Ensure that your club is affiliated with the relevant ANA.
- ❖ Can your club use UEFA EURO 2020 as a way to inspire people to volunteer with their local football club? Do you have a range of volunteering positions in which could be filled?
- ❖ Reaching out to volunteers can sometimes be a real challenge so ensure you use a variety of ways to advertise the positions. Such as social media, posters etc.
- ❖ If you have more members, do you have to increase the amount of First Aiders? Have a think about future needs of your club as it grows.
- ❖ Does your club have a support mechanism in place for new volunteers? A volunteering mentor or role specific training is an effective way of ensuring this.
- ❖ How does your club recognise and reward the hard work that the volunteers do for your club? Recognition of the volunteer's efforts will raise the profile of volunteering. A volunteer of the year award may be an effective way of achieving this.



Coach & Volunteer Recruitment

- ❖ Your coaches must have the required and most up to date PVG to be involved with your club.
- ❖ Ensure your club has a code of conduct for your coaches to allow them to know what is expected of them.
- ❖ Have a welcome pack ready for new coaches starting which explains everything about the club, key contact details.
- ❖ Have you asked your current members/parents if they would be interested in getting involved in coaching at your club?
- ❖ In general terms, what are the coaching ratios when delivering football training sessions?
- ❖ Can your club support the development of new coaches? This may include having a more experienced coach mentoring new coaches and this in-turn could lead to long term benefits of having a higher quality of coaching at your club.
- ❖ Is your club aware of where to find information about upcoming training courses to develop your coaches?

Coach Education & Coach Development

- ❖ Do your coaches have the minimum coaching qualifications to coach a team?
- ❖ If not, then ensure you know where and how to book on Scottish FA coach education courses,
- ❖ It is important that all coaches familiarise themselves with Scottish FA Live – their personal coaching account where they can access future courses.
- ❖ Ensure your coaches attended Player Pathway Workshops to enable them to be upskilled in the pathway they are going to be involved in.
- ❖ Link in with your local Football Development Officer to provide further in-service opportunities for your coaches which also credits them continuous coach development (CCD) hours.
- ❖ Do you have regular “in-house” coaches meetings to discuss various areas of coach development?





Club Promotion & Player Recruitment

- ❖ Is your club using social media? Consistent messages on Twitter and Facebook is a great way to help reach new and existing club members.
- ❖ Ensure you have a social media plan in place when creating new pages on Twitter and Facebook.
- ❖ Ensure that your club's online contact is up to date and available on all online platforms such as social media and club website.
- ❖ Ensure you inform your members of training and match details are always up to date.
- ❖ Register your clubs details with the Glasgow Sports online activity finder:
www.glasgowlife.org.uk/sport
- ❖ Host various special events such as taster sessions, open nights and encourage people to try and join your football club.
- ❖ Have you thought of an online offer for new and existing members e.g. player challenges, football quizzes for age group teams, Q&A with your coaches?
- ❖ What can you learn from other clubs? Ensure you speak to other clubs to share ideas of what one another are doing and what works.
- ❖ If you want to market your club in your local community and use UEFA EURO 2020 as a driver, please contact your local Football Development Officer.

Facilities

- ❖ Does your club use various facilities for training or are you based at one venue?
- ❖ Limiting the number of facilities for training will ensure better efficiency for everyone involved.
- ❖ Having one "home-base" is the ideal scenario where possible so everyone involved with the club whether its players, coaches or parents can identify the venue with the club.
- ❖ Games can be harder to programme, but again playing at the same venue as your club trains can be beneficial for the club also.



Retention – Coaches and Players

- ❖ What are you doing to ensure your coaches and players still want to be a part of your club?
- ❖ Are you regularly offering both coaches and players things to that make them want to stay and be part of the club? For example, financially supporting coach education courses or entering various competitive/non-competitive festivals for players to take part in.
- ❖ Do you know why the coach or player joined your team in the first place? This is important to know to ensure that the reasoning is still in place.

Delivery

- ❖ Ensure that the first impressions of your club lasts! Making training sessions as fun and enjoyable as possible goes a long way to ensuring players want to come back.
- ❖ Make sure that you plan and evaluate the sessions you deliver. This will ensure that the quality of session remains consistent and does so in a fun and safe environment.
- ❖ Ensure that you include new players with everyone else – outlining the social benefits of being part of the club has to offer.
- ❖ Does your training sessions offer competition? Creating challenging (still fun) where players can compete against one another is a great way of engaging new and existing players.



<i>Club Ready - Checklist</i>	<i>Achieved</i>
Have you visited the Understanding Glasgow site to get a better understanding of who lives within your local community?	
Do you have a welcome pack ready to hand out when new members are joining your club?	
Do you have a welcome pack ready to hand out specifically for when new coaches are joining your club?	
Is your club affiliated with the relevant ANA?	
Does your club have at least one social media outlet whether that be Facebook or Twitter?	
Are your clubs contact details on al online platforms and up to date?	
Does your club have the required about of first aiders it needs?	
Do all your coaches and volunteers possess and up to date PVG?	
Do you have a code of conduct for players/parents?	
Do you have a code of conduct for coaches?	
Does your club have a mentorship programme where more experienced coaches help develop the less experienced ones?	
Do your coaches have the minimum coaching qualifications required to take a team?	
Are ALL your coaches aware of how to navigate around the Scottish FA Live site?	
Are all your coaches up to date in obtaining Continuous Coach Development (CCD) hours?	
Do you/your volunteers ensure parents are kept up to date with regards to training and match details on a regular basis?	
Do you provide online content for your members?	
Do your coaches evaluate the sessions they deliver to ensure each session is better that the last?	
Are your club training sessions competitive as well as being as fun as possible?	



Getting ready for UEFA EURO 2020 Planning Tool

Complete this page to evaluate your club's readiness and focus on any areas you feel could be improved further.

Current Memberships:

Membership Capacity:

Current Venues:

No. of Volunteers:

What, if any, are the barriers to the club taking on more members?

What can the club do to increase the capacity?

How can Glasgow Sport Help?

