



Coleraine F.C. Youths

- Stronger Together -



Development Pathway Strategy 2021-2024

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Welcome

This 2021 - 2024 Strategy outlines our Vision, Mission, Values and the Key Aims and Objectives of Coleraine Football Clubs, Youth Development Pathway (YDP). It also sets the context in which the strategy is influenced and set.

The development of this strategy forms a key stage in the implementation and progression of a recently restructured YDP within Coleraine FC Ltd (CFC). This is to ensure that CFC continue to meet emerging changes and thinking on youth football development and maintain its position as a leader in this field. This realignment also provided the opportunity to amalgamate Bertie Peacock Youths within the structures of CFC.

To facilitate and manage this realignment, a YDP committee was established and a Director of the Junior Academy appointed. The committee is responsible for the development of the YDP and associated governance matters and is accountable to the Board of CFC.

As such, the committee has developed this Strategy and will be responsible for its implementation.



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More than ever football and sport in general is more central to healthy bodies and healthy brains. Our holistic approach gives attention to aspects such as social belongingness, inclusion, respect, along with the development of individual ability irrespective of perceived potential talent. CFC is the only Premiership club in the North West. In this context the club is a key element in our community to develop linkages between the youth of the area and community partnerships.

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David Platt

Values

Continuous Improvement

Monitor and evaluate with integrity, being clear, open and honest in everything we do.

Focused on Development

Nurture, support, develop and equip our people to reach their full potential.

Community Relations

Make a positive impact while developing the image of the club within the community as a progressive, diverse and inclusive organisation.

Young People First

Putting young people at the centre of everything we do.

Our Vision

A Youth Development Pathway which will identify, develop and retain football talent locally and beyond to ensure their potential is reached for the mutual benefit of the individual and Coleraine FC.

Our Mission

To provide a structured, safe and nurturing environment that promotes the values of self, community and sportsmanship while encouraging young people to have fun, develop and participate in football.

Strategic Context

In developing this Strategy and its associated action plans, an analysis of the current environment in which the Youth Development Pathway operates and is to be progressed, identified the following key strategic and organisational influences; which this Strategy.. " BUILDING for the FUTURE" has been developed and are listed below:



Coleraine FC Ltd – Youth Development Pathway:

- Continue progression of the YDP and its functions
- Development of Facilities and Community Partnerships
- Restructuring of CFC YDP ;
 - To ensure that CFC continue to meet emerging changes and thinking on youth football development
- Facility infrastructure development and community engagement
 - CFC has put in place business plans in respect of these developments. in which the YDP and Coleraine Youths will become an integral part.
- Recovery from the impact of the pandemic on the YDP and the participant youth of the club.

Reference URL: <https://colerainefc.com/wp-content/uploads/2020/08/YDP-Final-.pdf>



IFA Youth Football Strategy 2015-2025:

- Create a healthy domestic game at all levels
- Reach beyond the game using the power of football for health, education and social development

Reference URL: <https://www.irishfa.com/media/4282/ifa-youth-strategy-low-resolution.pdf>



UEFA Charter:

- Grow participation
- Deliver youth specific coach education



Department for Communities - A New Sport and Physical Activity Strategy for N.I.

- Recovery from impact of Pandemic
- Promote benefit of sport

Reference URL: <https://www.communities-ni.gov.uk/consultations/consultation-new-strategy-sport-and-physical-activity>



Programme for Government:

Creating opportunities, tackling disadvantage and improving health and wellbeing
Building a shared community

Reference URL: <https://www.northernireland.gov.uk/programme-government-pfg>



Sport NI:

- Promote sport and physical recreation as a primary health improvement tool
- Develop a sustainable sporting physical recreation culture.

Reference URL: <http://www.sportni.net>

Aims and Objectives

This section encapsulates the key Aims and Objectives as identified through the strategic analysis undertaken.

The overarching Key Aims are:

- **People and Development**

To have valued, trained, enthusiastic, focused and committed people working together to deliver the Youth Development Pathway for the development of the players.

- **Community and Partnership**

To develop the image of Coleraine FC Youths and promote the Youth Development Pathway within the local community and other appropriate bodies.

- **Accountability and Improvement**

To effectively manage all of our resources and be fully accountable, financially strong, robust in governance, never standing still and always improving.

This Strategy is supported by an operational "action plan" which outlines the Aims and specific actions linked to the Strategy Themes and provides the basis for implementation and monitoring.

People and Development

Key Aim:

To have valued, trained, enthusiastic, focused and committed people working together to deliver the Youth Development Pathway for the development of the players.

Key supporting objectives: We will...

- Identify, develop and retain the best football talent in the local area and beyond.
- Continue to develop the organisation and player pathway links with the Senior Academy.
- Ensure participants receive a positive and enjoyable experience where they can maximise their potential for the mutual benefit of the individual and Coleraine Football Club.
- Ensure that the youth teams and their players can participate in leagues and competitions suitable to their development.
- Prioritise key stages/positions for facilitation of coach education/development and associated funding mechanisms.

Community and Partnership

Key Aim:

To develop the image of Coleraine FC Youths and promote the Youth Development Pathway within the local community and other appropriate bodies.

Key supporting objectives: We will...

- Review and restructure (as necessary) the Girls football section of the YDP.
- Identify the deficits in ensuring inclusiveness of participation across disability, disadvantaged groups and any obstacles to participation.
- Establish formal links with local schools, key health programmes (eg Mental Health), Council Departments and other partnerships.
- Establish linkage to the senior club's strategy in respect of community development, partnerships and facility development.

Accountability and Improvement

Key Aim:

To effectively manage all of our resources and be fully accountable, financially strong, robust in governance, never standing still and always improving.

Key supporting objectives: We will...

- Ensure the YDP is monitored, reviewed and adjusted to meet current and emerging thinking on youth football development.
- Develop structures and processes which progress the independence of the Coleraine FC Youths within the parameters of CFC Ltd.
- Ensure a recognised corporate image is developed and supported through appropriate IT and associated media.
- Ensure financial sustainability.



We are proud to be the main sponsor of Coleraine FC Youths.

#bobandberts



Coleraine F.C. Youths

- Stronger Together -

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