

# The FA Charter Standard Club Programme

## Player Recruitment Policy



### Football Club

#### Player Recruitment Policy

##### Identifying a Club's Needs

It is essential to identify a club's recruitment needs in order to select the appropriate group to target. Factors, which may affect target group selection in order to develop the club, i.e. junior, youth or senior players are as follows:

- Demand from the local community
- Existing playing opportunities (e.g. Local Authority/Football in the Community schemes/other local Clubs)
- Existing league opportunities available (e.g. Mini-Soccer, Girls/Boys League, County League etc)
- Local Schools, Colleges or Universities who are able to provide new players.

If a group is targeted in order to attract new members, it is important that the appropriate structure and support of the whole club is in place to cater for the needs of the players and that there should be a local opportunity where that new club can play games. It is also important to remember that every player joining your club will probably do so for very different reasons.

##### Benefits of targeting specific groups

###### Senior Players

- a) Are needed to strengthen and develop existing senior and reserve sides.

- b) Assist with the general running of the club, especially coaching younger players and being role models.
- c) Generate income through increased membership.
- d) Bring organisational skills to the club through their existing job.
- e) Raise people from playing side as role models to Junior Youth Players, reflecting exit route for Junior Players

###### Junior Youth Players

- a) Are the future of the sport and of your club.
- b) Provide future Players, Coaches, Officials and Administrators for all teams.
- c) Help raise the profile of the club in the local community.
- d) Provide an opportunity to identify parents who may have footballing or organisational skills; they may wish to assist with the administration or organisation of the club.
- e) Assist in the development of existing Coaches and can become potential Coaches themselves.
- f) Generate income by increased membership and enhance the likelihood of grant aid (see Funding Handbook).
- g) Provide better access to local authority and school facilities and equipment.

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h) Are offered the chance to participate in meaningful activities which support a young person's health and social skills development.

### Methods of Recruitment

There are numerous methods of attracting players to clubs. Activities to recruit new players can be organised in partnership with Local Authority, Sports Development Officers, Football in the Community Officers, County Schools' Associations, County Football Association, Football Development Officers.

Recruiting in partnership with existing football providers will ensure your club gains maximum promotion opportunities and that every potential player is aware that you are developing a new team.

### Player Recruitment (Juniors)

- Come and Try It, Introductory Coaching Sessions
- Taster Days
- Kick Start Coaching Schemes (Active Sports)
- Coaching Courses
- Top Sport Community Football Clubs
- Mini-Soccer Centres
- Coaching Weeks/Holiday Courses
- Festivals
- Club Open Day/Parents Meeting

- Taster Sessions in Schools
- Posters/Flyers/Adverts
- Press Releases
- Local Business/Sports Centre competition
- Youth Games
- Tournament
- Club Information Leaflet (See FA Resources Leaflet)
- Recreational Games
- Veterans.

It is important to keep records of players once they have been recruited to your club in case of emergencies etc. See "Membership Register" located in the "Other Forms" section of this CD ROM. It is also essential that all newly recruited players are issued with your club's Code of Conduct - see "Code of Conduct for Players" in the "Mandatory Templates" section of this CD ROM.

### Insurance

All football clubs are urged to obtain adequate insurance cover for their players in case of injury or accident whilst playing or travelling to matches.

This may even be mandatory for some competitions or County Football Associations. Clubs must also protect themselves by obtaining suitable public liability insurance and coaches' personal insurance. For further information please contact your County Football Association.