

# Community Football Summit 2021

## Conference

23rd September 2021, The Lamex Stadium, Stevenage FC



Community Football Summit

Bringing together everyone involved with  
developing and delivering grassroots football  
in the new normal world

Conference

GameDay – sponsors of the  
Community Football Summit 2021



**A myriad of community football providers and formats – adapting to new habits,  
technology and lifestyles**

Community and grassroots football play a huge role in people's lives, in sport and our communities. Whether played in a traditional club, a community setting, a small-sided facility or somewhere else, or even online, football has the scope to engage with more people than any other sport.

Following on from the Covid-19 pandemic and the lockdown community football is facing some huge challenges but also some big opportunities for providing great football experiences delivered in many different ways, in unusual places creating new experiences and communities. The developments of the changes have been accelerated by the corona crisis.

There is a wide range of providers and settings with different focus whether it is talent pathways, social integration or fun and enjoyment and it seems that there is precious little dialogue and engagement between the various providers of community football.

We are seeing an increase in the different formats of football, be it futsal, footgolf, walking football, e-football or freestyle and they are all attracting players from a wide range of backgrounds, dedication and talents. It has been estimated that more than 50% of football is played away from clubs.

There is also a wide range of football for change programmes where football is used as a lever to engage with disengaged groups to improve people's health, educational attainment, and social inclusion. They are often delivered by dedicated community groups and others who see football as a means to an end and not 'just football for football's sake'.

For the football governing bodies all these developments represent huge challenges and opportunities. Should they ignore them and stick with the traditional formats and clubs as the main providers, or should they embrace all these developments and even consider to coordinate them all is a question which is important to community football at all levels.

So, this is an exciting, innovative and flourishing sector with a larger number of different groups and providers involved, often doing great work, but with relatively little cross-sector engagement and communication. Until now – a connected grassroots football sector is what the Community Football Summit is trying to achieve.

### **Bringing grassroots football together**

The Summit will bring together people with an interest in community football from across a wide range of groups and bodies together. They will learn from each other, share ideas and experiences, and develop new partnerships all to build a vibrant, visible and viable community football sector.

### **Who should attend the Community Football Summit**

Football governing bodies, schools, colleges, community groups, coaching companies, holiday camp organisers, football for change organisations, club representatives, charities, coach developers and leisure trusts.



## Conference programme

### 8.45 - 9.15 Registration and Tea/Coffee

#### 9.15 - Welcome and introduction, Chair, Svend Elkjaer

Svend Elkjaer is founder and director of the Sports Marketing Network, a leading consultancy and information provider with community sport and physical activity. Being described as 'a positive disruptor' Svend has worked across the UK and Denmark with all types of providers and funders helping them to become vibrant, visible and viable.

#### 9.30 – 10.00 Challenges and opportunities for community football

TBC

#### 10.00 – 10.30 The emergence of a collaboration between sport tech and grassroots sport Alex Zurita, London Sport's Specialist Advisor – Technology for Participation

Along with a growing digitally savvy population, there is also the emergence of tech entrepreneurs creating and developing products focusing on the grassroots and mass market by bringing innovation, engagement tools and business models for the sport and physical activity sector.

Sport Tech Hub has been key in enabling this growth as it was founded with a core purpose to better connect London's thriving SportTech scene with a wider strategic ambition to make London the most physically active city in the world.

This session will present the emergence of a sport tech community via the Sport Tech Hub, hear from entrepreneurs looking to drive more participation and engagement and a key to this, how collaboration with clubs, local organisations and governing bodies is paramount.

Three years on, over 35 tech entrepreneurs have benefited from the Sport Tech Hub's support, building and driving partnerships from football foundations, local authorities to health trusts, ultimately impacting tens of thousands of Londoners and beyond.

**Alex Zurita** is London Sport's Specialist Advisor – Technology for Participation, with responsibility for shaping London Sport's strategic commitments to supporting technology, data and digital initiatives designed to raise levels of participation in physical activity and sport in the capital. This includes leading the Sport Tech Hub, London's strategic plan of action - 'Making London the Heart of the Sport Tech World' and engaging with sector-leading initiatives such as OpenActive. Alex joined London Sport in 2011 with brief stints as Great Britain Women's Football Team Manager, and a secondment to the London Legacy Development Corporation as Programme Manager for the multimillion-pound project - Active People, Active Park.

#### 10.30 – 11.00 Engaging with non-traditional community football clubs

*Tom Burstow, Deputy CEO, Sported*

The nature of the growth of the game (women & girls, informal, different formats)

The 'alternative' groups that are delivering this (often not affiliated, community & outcome focused) and doing an amazing job but have real needs (organisational capacity, facilities etc).

The impact of Covid-19 short and longer term on the survival of community sports groups

**Tom Burstow** has been working in the charity sector for more than 20 years, focused predominantly on fundraising through major charity partnerships connected to the use of sport as a tool for social change.

Through the London 2012 Olympic and Paralympic Games and then Glasgow 2014 Commonwealth Games, Tom led the sports team at UNICEF UK generating millions of pounds of support.

Tom moved to the role of Deputy CEO at Sported; a leading UK sport for development organisation supporting a network of over 2500 community groups across the UK. Sported provide those groups with the skills and opportunities they need to sustain and expand their work with young people living in some of the most challenging circumstances in the country.

### 11.00 – 11.30 Tea/Coffee

**Three workshops (delegates will have to decide which one they want to attend, but will also receive the slide presentations for the other workshops)**

**11.30 – 12.00**

Football For Fun - creating welcoming environments	Mixed Ability Football, bringing a new inclusive dimension to the game	Developing Scandinavia's largest integrated youth football initiative
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**Football For Fun - creating welcoming environments**

*Svend Elkjaer, Founder/Director, Sports Marketing Network*

The #1 reason kids quit is that football is no longer fun.

How we can inspire more football bodies, clubs, coaches and parents to develop more supporting and welcoming cultures and environments where young people, regardless of their talent and skills can enjoy and express themselves through football.

Kids tell us that one of the main reasons they quit is because they are afraid to make mistakes, because they get criticised, yelled at, benched, and more. Great players develop in environments where they do not fear mistakes, where they are encouraged to try and fail, and they are made to understand that failure is a necessary part of the development process.

This presentation will cover how Football For Fun is inspiring, supporting and networking to grow a movement to attract and retain more kids in football by developing a culture that encourages play and fun across the club, listening to your players and their lives and deliver person-centred experiences and building a new workforce to develop fun and joyful environments for football for young people.

**Mixed Ability Football, bringing a new inclusive dimension to the game**

*Mark Goodwin, Director, Mixed Ability Sport*

In 2015 Bradford in West Yorkshire hosted the first Mixed Ability Rugby World Tournament and there are now around 20 mixed ability rugby teams around the UK.

The inspiration for the first English Mixed Ability football team came from Anthony Brook, a young man with Cerebral Palsy and Learning Difficulties, who refused to accept that he could only play an adapted version of the game he loves and only play it with other disabled people.

In the summer of 2016, the first Mixed Ability Football Festival was run in partnership with Mencap Doncaster Rovers' 5 a-side pitches with teams from as far as London, Liverpool and Nottingham to South Yorkshire.

The tournament has now run annually for 4 years and it has positive impacts for wellbeing, physical and mental health, friendship and relationship building at all levels.

From the tournament, a mini-league has been developed in South Yorkshire and what's unique is that players are not graded, judged or identified as disabled. Participants are male or female and could have down syndrome, a physical disability or no impairments.

**Developing Scandinavia's largest integrated youth football initiative**

*John Witting. Fodboldlinjen, Randers*

Fodboldlinjen in Randers, Denmark (population 63,000) has been going for 10 years and more than 500 boys and girls in the 7<sup>th</sup> to 9<sup>th</sup> grade play football in the morning between 6.15 – 7.45 am twice a week at twelve different facilities across town. The young people are graded according to their footballing levels so that they will be playing with equals.

The project also delivers a six-week junior leadership course where the young people are taught design (football kits), innovation, management, marketing and strategy and they then produce a plan to build a club. In 2019 48 pupils from six schools completed the course.

The project also delivers a football coaching course and every year all the young people go on a study tour to Germany and is being delivered in partnership with several local schools, colleges and the local Superleague football club.

**Two workshops (delegates will have to decide which one they want to attend, but will also receive the slide presentations for the other workshop)**

What football can do for education and what education can do for football

How football can reach out and support homeless and disengaged people

**12.05 – 12.40**

**What football can do for education and what education can do for football**

*Paul Mitchell – Education Manager at QPR in the Community Trust, FA Tutor*

QPR in the Community works with young people between 4 and 24, developing and supporting them through football and education.

The education department has 4 very succinct Whys? Ensuring what they deliver is consistent and progressive. Football Fever is a football project focussing on two areas.

Projects include Premier League Primary Stars, a comprehensive school sports programme, Premier League Inspires for Secondary Schools, College Academy schemes for 16-19-year-olds, apprenticeships, traineeships and a foundation degree beginning in September 2020.

The effects of these programmes are immense and often unquantifiable, however initially, just keeping young people engaged in education is a success. The cycle of education, employability development through to full-time work with QPR in the Community Trust is proven.

**Paul Mitchell** is a former Partnership Development Manager for a School Sports Partnership and Development Coach for the Youth Sport Trust. Coached in AFC Bournemouth Academy, before working at Palace for Life Foundation and now QPR in the Community Trust. Current FA tutor and student studying MSc Sports Coaching.

**How football can reach out and support homeless and disengaged people**

*Keith Mabbutt, Founder & CEO of The Street Soccer Foundation*

In the summer of 2015 former footballer, Keith Mabbutt launched the Street Soccer Foundation after learning of the plight of homeless people in England. The thought of using the global no.1 sport as a platform to attract, engage and inspire vulnerable young people was compelling.

But just how can football truly help those who are disengaged from our society and currently experiencing homelessness?

In this talk you will hear from Founder & CEO, Keith Mabbutt, on how the Street Soccer Foundation has gone on to become nationally acclaimed, now operating nationwide to deliver its flagship programme, the 'Street Soccer Academy', viewed as the number 1 football-led project tackling youth homelessness in England.

With the goal of driving change in the country using the power of football, Keith will provide an insight into the partnership-led approach the Foundation has taken to be able to help change lives, create opportunities, and build better futures for those the Foundation supports.

**Keith Mabbutt** was recognised by the Centre for Entrepreneurs and The Sunday Times as one of the UK's most successful Businessmen supporting the next generation, A former footballer Keith Mabbutt, is a multi-award-winning entrepreneur and Founder & CEO of The Street Soccer Foundation.

**12.40 – 13.30 Lunch**

**13.30 - 14.00 The Bloomsbury Football Foundation - a hybrid model, between a grassroots football club and a community foundation**

*Charlie Hyman, CEO, The Bloomsbury Football Foundation*

The Bloomsbury Football Foundation is a charity that uses the power of football to improve the lives of young people. Founded in 2018, Bloomsbury Football are now one of the largest providers of free-to-access football in Central London, working with 3000 children in London every week.



It's more important than ever for charities to be financially robust and not rely on grants for their survival. We are also a hybrid in a financial sense; most of our income is generated from the services we provide, and we take on additional grants to enhance our programmes and pursue new projects. We think this self-sustained core is important. Too often, youth services stop when funding runs out. We cannot allow our commitments to young people to rely only on the future generosity of others

**Charlie Hyman** founded The Bloomsbury Football Foundation in 2018, where he currently serves as CEO. He is proud to have been recognised as a Sport Industry NextGen Leader for 2021. Outside of running Bloomsbury Football, Charlie plays Futsal in the National Futsal Series and has represented England internationally.

**14.00 -14.30 SALISBURY ROVERS FC: *it's your game, play it your way!***

*Debbie Sayers, Founder/Club Secretary Salisbury Rovers*

Salisbury Rovers FC has established a unique football model. The club prioritises and energetically promotes free play, children's rights and creativity!

The club withdrew from leagues in 2017 and delivers a multifaceted programme of mixed-age football and futsal across multiple settings, including in free community projects.

Rovers is four years old this year and has already been rewarded with two County FA Club of the Year awards for its unique football model. The club's innovative, evidence-based practice has also gained attention nationally and internationally, with its approach being shared on podcasts and in interviews.

The club is an activist community. It works to change the grassroots environment for the benefit of kids. In short, Rovers aims to return football to the kids who play the game. To this end, the club has connected with coaches in the UK and abroad to raise important issues about the nature of youth practice and children's rights at national level: see for example, 'protection of children in football' and the club's recent survey on the mental well-being of volunteers.

In 2018, the club launched the #freeplaypledge with coaches nationally and internationally, and from a variety of youth sports, committing to child-led play.

**Debbie Sayers** is the founder, Club Secretary and one of the coaches at Salisbury Rovers. Each week, as a volunteer, she coaches more than 100 children from ages 5 to 16. The coaching includes free play, matches, futsal and football.

Debbie has a PhD in human rights law and a commitment to children's rights lies at the heart of Rovers' model.

**14.30 – 15.00 How a female Afghan refugee is giving refugee girls the opportunity to play football**

*Nagin Ravand, Footballer and Coach, Aarhus, Denmark*

Nagin arrived in Denmark with her parents as a refugee from Afghanistan when she was seven years old. She discovered football and realised that she was quite good at the game.

When she was 12, they moved to a new multi-cultural area. And for the whole first year, there were no options for girls to play football and she was very sad because football was her life.

When they went to the local library and asked if there was football for girls, the answer was 'What? Girls playing football here? No.'

About two years later, Nagin decided to team up with the local football club, which only had male members. There are a lot of refugee families or people from ethnic backgrounds, and they have a lack of role models. When they saw they were allowed to play football, then everyone just started coming. It was her mission: to make these girls feel equal to every other girl.

Since then Nagin has won recognition and awards for her great work to encourage females from diverse backgrounds to play football and they learnt to adapt the values of football to society as a whole.

This unique presentation will tell that amazing story.

## **15.00 – 15.30 Community Football in 2030 – what will it look like?**

*Svend Elkjaer, Founder/Director, Sports Marketing Network*

The world is changing and in many cases that bring new opportunities if we are willing and able to change ourselves, but not if we see change as the enemy and take forever to react to the new world. Community football clubs and providers are not immune to this situation and we who are involved with this sector simply have to embrace change and we could benefit from that change.

This presentation will put forward some options for how in 2030

1. Will we cater for both social and competitive sports and develop facilities that are fit for the future?
2. Will we embrace technology to engage with participants?
3. Will we develop a better relationship with the wider community?
4. Will we raise the profile of our clubs/place and our activities?
5. Will we be either #JustForFootball or #MoreThanFootball at our clubs and centres?
6. How will our staff, coaches and the wider volunteer workforce look and behave like and how will we look after them?
7. How will we become better at generating sustainable income?

Svend Elkjaer is Founder/Director of the Sports Marketing Network, a unique organisation where physical activity and community sports providers can share best practice on how to become vibrant, visible and viable and develop innovative and enterprising enterprises.

## **15.30 – 16.00 Panel debate**

How do the innovators and entrepreneurs and the traditional community football bodies and clubs work better together and what could the future for community football look like.

## **16.00 – 16.15 Conclusion and finish**



*GameDay are leading global providers of next-generation sports technology solutions, active since 2001 and now operating in key markets across the United Kingdom, Europe, Australia and New Zealand.*

*GameDay provides Membership, Competition and Event Management platforms, all underpinned by advanced data analytics to help organisations understand their participation and engagement. This is supplemented with digital website, e-commerce and auction fundraising solutions to service the sports community and build out comprehensive core platforms for any sporting organisation.*

*GameDay partners in the UK and Europe include the International Bowling Federation, Rugby Football League, Basketball England, Run For All, Basketball Ireland, GB Snowsports, Cricket Ireland, the UEFA Foundation and Aston Villa FC Foundation, as well as a wide range of grassroots clubs and event organisers.*



## **Sports Marketing Network, the organiser**

*Sports Marketing Network is a unique organisation where physical activity and community sports providers can share best practice on how to become vibrant, visible and viable and develop innovative and enterprising enterprises.*

*More than 4000 community sports providers from across the have participated in one of our Grow Your Club workshops, benefitted from 1:2:1 consultancy and mentoring, attended one of our conferences, participated in one of our webinars or read one of our Guides, so we have developed an unparalleled knowledge and understanding of the opportunities and challenges for the enterprise and innovation aspects of community sport and physical activity.*

# Community Football Summit 2021

## Registration Form

A one-day conference,  
23rd September 2021, The Lamex Stadium, Stevenage FC

<b>Contact name</b>	
<b>Organisation name</b>	
<b>Job Title</b>	
<b>Contact tel.</b>	
<b>Contact email</b>	
<b>Invoicing address including post code</b>	
<b>Purchase order number:</b>	

### Names and contact details of all delegates

<b>Name</b>	<b>Job Title</b>	<b>Email</b>

Delegate Fees: £155 per person

### Payment details

I enclose a cheque for £\_\_\_\_\_

Please invoice me/my organisation (for Purchase Order Number see above) for £\_\_\_\_\_

Signed \_\_\_\_\_ Date \_\_\_\_\_

Print name \_\_\_\_\_

Position in organisation \_\_\_\_\_

Please complete and return to  
Sports Marketing Network, 5 Station Terrace, Boroughbridge, YO51 9BU  
or email [svend@smnuk.com](mailto:svend@smnuk.com) Tel: 01423 326 660

# Community Football Summit 2021

**Workshop Registration; select 1 out of the 3 workshops**

Three workshops where can choose which one they want to attend,  
but you will also receive the slide presentations for the other workshops after the conference

Please tick which one of the workshops you would like to attend



<b>Workshop Series 1</b>		
<b>W1</b>	<b>Football For Fun - creating welcoming environments</b>	
<b>W2</b>	<b>Mixed Ability Football, bringing a new inclusive dimension to the game</b>	
<b>W3</b>	<b>Developing Scandinavia's largest integrated youth football initiative</b>	
<b>Workshop Series 2</b>		
<b>W4</b>	<b>What football can do for education and what education can do for football</b>	
<b>W5</b>	<b>How football can reach out and support homeless and disengaged people</b>	

<b>Contact name</b>	
<b>Organisation name</b>	
<b>Job Title</b>	
<b>Contact tel.</b>	
<b>Contact email</b>	