



there is no substitute for a **NCFA**

26 Kings Hill Avenue
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www.childrensfootballalliance.com

The National Children's Football Alliance (NCFA)

Business Plan

Revised March 2011

The **NCFA** was established in 2008

*to promote and advance children's
unalienable right to engage in football
play appropriate to their age and needs*

A full list of activities of the NCFA can be found at www.childrensfootballalliance.com.

The NCFA aims are to:

- ensure that children's football play is safe, fun, and engaging
- enhance inclusive and developmental football play
- encourage active play for all children who want to be playing football
- promote the receipt of the highest quality sporting experience possible

The NCFA objectives are:

- to act as a voice for children and practitioners across the community, representing them to policy makers and potential strategic partners and meeting their needs
- to coordinate and to provide effective solutions to identified problems
- to collate case studies which address the need and demonstrate best practice
- to promote and spread best practice and learning of the NCFA through practical application and workshops

NCFA Supporters





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The NCF is:

- an unincorporated association with aspirations for charitable status at the appropriate time and in appropriate circumstances.
- the management and structure of the NCF operates in accordance with the constitution adopted by the stakeholders on 26th November 2010 which follows the well trodden path for small not for profit organisations. Details of the constitution can be found on the website.
- By way of brief explanation the NCF is made up of a group of individuals and organisations (the "stakeholders") who are involved as supporters of the NCF, providing general advice or support as appropriate and, on a voluntary basis, are involved in specific projects. Stakeholders as a collective also act as the custodians of the business plan and the mission statement of the NCF and oversee how these are applied to operations and projects. Details of the current Stakeholders can be found on the website.
- From amongst the Stakeholders is drawn a smaller group who are tasked with overseeing the operations of the NCF (the "Committee"). Details of the current committee members can be found on the website.
- The NCF is looking to open up membership in due course to all interested organisations and individuals. The benefits of membership and the rates involved are currently under discussion.
- The NCF has gained support from the Minister of Sport & Olympics and continues to inform the Department for Culture, Media & Sports on all new developments. The NCF will continue to foster its relationships with the FA and Sport England and look to represent the views of NCF stakeholders and influence future policy.

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The NCFA's main emphasis for 2011 is as follows:-

Continued Dissemination of Information

The NCFA will continue to disseminate information through quarterly newsletters and the website. Stakeholders and community development sports schemes upload their case studies onto the NCFA website presenting best practice for potential investors to view and support.

Profile Raising

The NCFA is looking to raise its profile (and thereby its message) by way of a series of events across the country. It is proposed that an online events guideline will support participants interested in helping to launch the NCFA in their area through small sided games and age appropriate tournaments. The NCFA is also looking to have a presence at the Grass Roots Live show.

Project Delivery

At the current point in time the NCFA is committed to the following projects in association with current stakeholders:

Catch 22 / Positive Futures - Arsenal Positive Futures (the flagship Catch 22 project) joint project around intergenerational relationships, with the delivery mechanism of family football workshops.

Football League Trust - Opportunity for the NCFA to produce a survey for the 72 professional football league clubs asking their participants in community projects what they feel about football in their community.

Football For Fun (FFF) - As a well-established coaching set up in South London where there is potential to develop partnerships, young people input and filming. FFF is one of ten key community football organisations Nationwide that will promote the National Children's Football Awareness Week in June. The FFF event will be documented online and used as an example for future annual events.

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Funding

In order to become more established, the NCFA is prioritising its fundraising. Applications have been identified to the Big Lottery Fund and other funders to develop seed funding and identified partnership projects. As mentioned above the NCFA will also be looking to possible seed funding from a membership scheme. The NCFA is also looking to market the huge potential benefit for possible funders through general sponsorship of the NCFA or for specific sponsorship of identified projects (see potential market audience below).

Buy-in

The NCFA enjoys extensive support across the community (and as such as a huge potential market audience) e.g. The FA, the PFA, the Football League Trust; grassroots organisations; children and young people organisations; childhood experts; educationalists; BME communities; parenting organizations; the media; football clubs; community groups; academia; charities to name but a few and the NCFA is looking at ways and means to harness this support for the furtherance of its objectives.

The NCFA summary:-

The NCFA is committed to promoting and advancing children's unalienable right to engage in football play appropriate to their age and needs and is committed to achieving the objectives set out above and in considering all suggested partnerships and projects that further these over riding objectives.

Contact details:

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