

ABERDEEN CITY COUNCIL

COMMITTEE	Education, Culture and Sport
DATE	20th January 2011
DIRECTOR	Annette Bruton
TITLE OF REPORT	Football Projects in Aberdeen
REPORT NUMBER:	ECS/11/002

1. PURPOSE OF REPORT

This report brings before the Committee information relating to football projects which are directly supported by Aberdeen City Council.

This report has been brought before the Committee at the request of the Culture and Leisure Trust Monitoring Working Group.

2. RECOMMENDATION(S)

That the Committee:

- (i) Note the contents of the report

3. FINANCIAL IMPLICATIONS

There are no financial implications within this report. In this financial year, Aberdeen City Council has contributed funding of £53,500 towards specific football initiatives in the city.

4. OTHER IMPLICATIONS

There are no legal, resource, personnel, property, equipment, environmental or health and safety implications.

5. BACKGROUND/MAIN ISSUES

5.1 Sports Grants

For this financial year only, one application relating to football has been received. This application, from the Aberdeen Secondary Schools Football, was awarded a grant of £1,500 by the Education, Culture and Sport committee on the 16th of September 2010.

5.1.1 Aberdeen Secondary Schools Football Association

The Aberdeen Secondary Schools Football Association (ASSFA) provides a structure of organised Football for secondary schools throughout the city. Membership of the association is open to all Secondary Schools in the city and currently eighteen schools are affiliated.

The ASSFA currently run a range of competitions which have over 1,110 participants, consisting of boys and girls from Under thirteen level through to senior school level. The competitions are played after-school and on Saturday mornings, with volunteers including many teachers responsible for organising and officiating. Additionally the grant provided by Aberdeen City Council allows for team from within the Association to continue representing the city nationally at Girls Under fifteen and Boys Under fifteen and senior levels. The grant provided by Aberdeen City Council is used for various items of expenditure including travel, administration, equipment and the secretaries' honorarium.

5.2 Core Funding

In this financial year, two major football programmes are supported through core funding. These are the Dons in the Community programme and the Aberdeen International Football Festival.

5.2.3 Dons in the Community

Aberdeen City Council currently provides annual funding of £25,000 towards the Dons in the Community (DITC) programme. Run by Aberdeen Football Club, the programme provides an extensive range of coaching and participation sessions in schools and communities across the city.

The aims of the project are to:

- To continue to create and maximise the opportunities for boys and girls of all ages and abilities to participate in affordable football throughout Aberdeen City, including concession rates for hard to reach groups.
- To promote the concept of healthy lifestyle and lifelong learning by creating and encouraging a culture of continued involvement in football at all levels in Aberdeen City.
- To ensure that the programme is inclusive and accessible for all age groups, including those from special needs groups in Aberdeen City
- To implement the Scottish Football Association's Youth Action Plan for Developing Football in Aberdeen City
- To further enhance a progressive pathway in football from primary school, through to secondary school and into the wider community of Aberdeen City
- To deliver the Scottish Football Association Football Coach Education programme for implementation at all levels, including an in-service

programme for teachers and Active School Co-ordinators in schools within the Aberdeen City area.

In order to meet these aims, DITC offer a wider range of projects which are coordinated and where relevant, delivered by its team of qualified community coaches. These projects cover all ages and abilities and include after-school, holiday and evening programmes, many of which are delivered in partnership with the Scottish Football Association. The programme also delivers coach education courses which help recruit and develop local coaches to support activity and clubs from throughout the city. Participation figures relating to various Dons in the Community projects for 2009/10 are included as Appendix 1 of this report.

5.2.4 Aberdeen International Football Festival

For this financial year, Aberdeen City Council provided funding of £27,000 towards the Aberdeen International Football Festival. The festival was launched in 1981 and is an established fixture in Aberdeen's Sporting calendar. The Festival is aimed at boys and girls between the ages of 14 -16 and is open to teams from across the world. The festival is also surrounded by a series of social activities for participants and corporate events including a Gala dinner

Last year the event took place between the 18th and 25th of July, with matches taking place at both the Balgownie playing fields in the Bridge of Don and Aberdeen Sports Village. Thirty teams from across four different countries participated including eight teams from the Scottish Premier League and two from the English Premier League. Overall seventy-six matches were played with six hundred players and seventy-five coaches involved. Daily crowds were over 2,000 with the three finals at the Sports Village attracting 3,000. Further information on participation is attached as Appendix 2 to this report.

5.3 Street Sport Programme

Aberdeen City Council currently supports the Street Sport Project, which is run by the Robert Gordon University. The project was created in March 2006 as a youth diversionary project in the city. It was formed from discussions about youth annoyance in the city between several local agencies. The concept of the project is that by using portable pitches for football, basketball and rugby, can sport can be taken to young people in their own communities, with the aim of reducing antisocial behaviour, youth crime and annoyance calls to the police.

Since the launch of the project over 7,000 visits from young people have been recorded. Young people from throughout the city have engaged with the initiative, most notably in Torry, Northfield, Summerhill and Garthdee areas. This in turn has reduced the levels of antisocial behaviour and youth annoyance calls made to Grampian Police. On average twenty to thirty, and as many as fifty youths, both male and female, participate on a nightly basis. The locations of the project are advertised through a number of means including posters, City Wardens, Active Schools Co-ordinators, and Youth Workers.

The project offers multi-sports options; young people attending can choose from football, basketball and rugby. There is also a programme, Street Art which allows young people to graffiti on chalk boards that hang by the side of the pitches which engages those that don't wish to play sports or that are waiting for the next game to begin. The project receives funding of £5,000 from the Community Safety Partnership and for 2010/11 received an award of £10,000 from the Fairer Scotland Fund.

5.4 Other Programmes

This report covers football projects which are directly funded through Aberdeen City Council; however there is an appreciation that this only represents a fraction of the projects delivered across the city.

This includes an extensive schools football programme across both primary and secondary, a youth club structure run through the Aberdeen and District Juvenile Football Association as well as a range of amateur and junior leagues.

Furthermore, the City also benefits from a wide range of projects funded and delivered by the Scottish Football Association (SFA). This includes a club development programme which supports local clubs to reach accredited status while also supporting club coaches to become fully qualified. Other programmes include midnight leagues, disability football, coach education and girls and woman's football programmes. The SFA also work within schools and St Machar Academy is one of only six schools across the country to be selected as a School of Football. The SFA employ a full time member of staff to deliver this programme, which has S1, S2 & S3 groups running with sessions built into the curriculum. This has led to a marked increase in attendance and received positive feedback from the school regarding youngster's behaviour and commitment.

6. IMPACT

The report relates to the Arts, Heritage and Sport strand of the Community Plan, specifically in relation to the Sports, Leisure and Recreation vision of developing Aberdeen as an "Active City".

The report also links to *Vibrant, Dynamic and Forward Looking* through Culture, Arts and Sport:

- Increase participation in sport, provide support for athletes and reward excellence
- Recognise the contribution of Sport, Culture and Arts to promoting the area as a tourist destination
- Recognise the role of Sport and Arts in tackling anti-social behaviour

Furthermore the report relates closely to the objectives of "Fit for the Future, the sport and physical activity strategy for Aberdeen City (2009-2015)". These objectives are:

- Promote and increase opportunities for participation in sport and physical activity for everyone in Aberdeen.
- Provide a comprehensive and high quality range of sports facilities in Aberdeen.
- Maximise social, educational, health and economic benefits of sport and physical activity in Aberdeen.
- Develop and sustain pathways which nurture local, regional and national sporting people to reach their potential.
- Raise the profile of sport in Aberdeen.

7. BACKGROUND PAPERS

8. REPORT AUTHOR DETAILS

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Appendix 1

Dons in the Community Participation Figures 2009/10

PROJECT		Attendance
Football Centre's	12 centres x 35 weeks	12,425
Mini Kickers	2 venue x 35 weeks	1,995
Disability	1 venue x 35 weeks	245
McDonalds Programme	6 schools units x 20 weeks + Festivals	1,928
Food Standards Agency	2 schools x 6 weeks	271
School Holiday Programme	4 venues during summer. Courses in Summer, October, Festive, Easter holidays	1047
Midnight Leagues	Strikers Indoor Football Centre	12 teams = 96 children
Soccer Sevens	49 teams x 10 kids x 29 weeks	14,210
Coach Education	26 courses	239 coaches from city
Quality Mark	9 Juvenile Clubs	7 clubs working towards standard going for development, 2 working towards development
Advance Centres	3 centres x 24 weeks	1,728
Support Employment	4 x 10 week blocks	64
Sandy Finnie Award		5 applications received from Aberdeen City schools for this years award
Bank of Scotland Soccer 1	10 Academies - Harlaw, Hazlehead, Bankhead, Bridge of Don, Kincorth, Torry, Dyce, Northfield, Grammar, St Machar	1310 & 19 teams

Appendix 2

Aberdeen International Football Festival – Participation Summary

- 30 teams
- teams in Boys 16 years section
- 10 team in boys 14 years section
- 4 team in girls 15 years section
- 2 National teams - Faroe Islands
- 8 Scottish Premier League teams - Aberdeen , Celtic, Dundee Utd, Hibernian, Motherwell(2),Dundee Utd, St Johnstone
- 4 Scottish League teams - Falkirk, Peterhead, Dundee, Ross County
- 3 Highland League teams - Fraserburgh(2), Keith
- 5 teams from local leagues.
- 2 English Premier League teams - Birmingham, Sunderland
- 2 German teams - SV Burgveinting , Regensburg
- 1 Norwegian - Tasta
- 3 Scottish Girls teams (Deveronvale, Buchan , Aberdeen
- 600 players (20 per team), approx 75 adults.
- 76 matches in total
- Daily crowds of 2-3000.
- Approx 3000 attended 3 finals at ASV.