



Project Update

Since discussions earlier this year, the Union Development Football Project has started to take shape. We were delighted to launch a pilot in Hackney on September 16th and this project was named Behind Every Kick - inspired by former Arsenal legend Denis Bergkamp, who once said: 'Behind every kick ...is a thought'.

This seemed a fitting name for the project which, during these formative stages, has remained true to its aims and its objectives. In summary, this is to provide a top quality programme built around personal development and life skills training by using competitive football as a vehicle for delivery, integrated and combined with interactive and reflective learning.

The objectives, as being tested through the pilot, are to make a positive impact on the confidence and aspirations of every player and to encourage participants to take forward their personal gains from the project into the context of further education, apprenticeships, employment and social responsibility. We are delighted to have formed working partnerships with the following organisations, all of whom have shown fantastic commitment towards achieving our shared goals in delivering this pilot.

Who they are and what they do

Lane 4:

www.lane4performance.com

With a global reputation for their remarkable work in enabling both individuals and team

to reach their potential and build competitive advantage, Lane4 will deliver the "off the pitch" syllabus. This will include the exploration of concepts around resilience, influence, negotiation, identity, planning and time management. Lane4 will also contribute their expertise towards measuring impact and evaluating the project.

Sporting Hackney FC:

www.sportinghackney.co.uk

Trials have been held throughout August to recruit a squad of U16 players who have now been selected and registered to play for Sporting Hackney FC and to be the first cohort of players who will participate in the project. The club has been hugely engaged and committed to offering a home for the project and a hub from which players will have an opportunity to develop community engagement and further their ability to play football to high standards and within a well organised football club infrastructure.

Badu Sports:

www.badusports.com

Through their reputable community connections and their excellent relationships with many schools including City Academy (www.thecityacademyhackney.org), Badu have supported the project through recruiting players to every trial and will be delivering football coaching to the U16 project squad.

Volunteering Matters:

www.volunteeringmatters.org.uk

As the UK's leading organisation in volunteering policy and practice, Volunteering Matters will deliver a mentoring programme as part of the project to match players with mentors and to develop mentoring relationships in order to support the learning and opportunities offered by the project. Volunteering Matters will also contribute towards the evaluation of the project.

Don't Panic Partners:

www.dontpanicpartners.com

DPP have worked towards establishing a brand logo for Behind Every Kick, as well as a social media profile. Please find, like and follow us at:

www.behindeverykick.org

Instagram: Behindeverykick

Twitter: @BehindEveryKick

Facebook: Behind Every Kick

How the pilot will work

The U16 Sporting Hackney squad will play competitive football for the season 2016/17. They will be trained by Badu Sports at City Academy and off the pitch sessions will be delivered every 4-6 weeks prior to training sessions by Lane 4.

From March onwards, each player will be matched with a mentor who will have

been recruited and trained by Volunteering Matters. Both mentors and players will be given a clear understanding of the intentions behind the mentoring relationship. This will involve working towards embedding the learning from the project, and to identify opportunities to meet project objectives in the context of further education, apprenticeships, employment and community contribution.

The impact of the pilot will be evaluated by Volunteering Matters, Lane4 and Badu Sports. Impact measurement and evaluation methods are currently being developed.

There will be a celebration to mark the end of the pilot. We hope that you will join us on this occasion.

Next Steps

Behind Every Kick will provide regular updates on the pilot and would be delighted to hear from individuals and organisations who wish to have further information or to become involved.

We will be using the pilot to learn how we can achieve sustainability and scalability around our objectives, so as to be able to take forward the project into other locations and also to deliver its objectives for girls and disability football teams.

September 2016

www.behindeverykick.org

