

FOOTBALL IN FOCUS

THE MAGAZINE OF THE KENT COUNTY FA

ISSUE 8 - NOVEMBER 2010

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**KENT BOYS FLY THE
FLAG AT WEMBLEY**



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"We are very happy with the handbooks and have received no end of positive feedback.

Our website administrator said it was 'one of the most professional handbooks he had ever seen and a real credit to the Bromsgrove League'. All our clubs were really shocked at what was presented to them; they expected the old black/white printed format!"

Simon Burgess
Bromsgrove and District Football League



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WELCOME



It is with mixed feelings that I write this foreword to the KCFA magazine. This will be last time I shall have the opportunity of doing this as, as has been well documented, I retire as Chief Executive of the Association in January, having reached the grand old age of 65.

I have said on several occasions – and have heard it repeated elsewhere – that we who are charged as custodians of the game for whatever period have a duty of care to those who come after us to hand on the game to our successors in a better condition than we received it. I leave content in the knowledge that I shall have achieved that aim.

When I inherited the position of Secretary on 1 July, 1978, the office was nothing more than a disciplinary and regulatory body staffed by myself as full-time and two part-time ladies. Over the past 32 years, I have had the privilege of leading the Association to become a limited company, now employing 19 people on a full-time basis.

For the past 32 years, I have not considered this to be a job. It has been a way of life. Having been a part-time administrator before coming to Kent, it was a privilege to be appointed to a vocation that had been a hobby. The highs of the job have been many, the lows few.

Finally, after much work, we have moved into a fantastic new office in Cobdown Park, Ditton, a property designed for the future to allow the continued growth of the Association that will undoubtedly come as the years pass.

I have been touched by the number of people in Kent football who have taken the time and trouble to contact me - some, surprisingly, asking me not to retire but to continue. I have thanked them warmly, but it is time to go. Football is a game for young people and it now needs the aims and outlook of a younger person to take the Association forward.

Too often in my long tenure I have witnessed people who have been great administrators of the game become too old to continue but refuse to accept it. I feel in a few short years – sometimes months – they can undo all the good they have done over the many previous years. I do not intend that to happen to me.

I am also grateful to the Association for the doors it has opened for me. Without KCFA, I would not have had the opportunity of joining what has become my other love in the game – Middlesex Wanderers Football Club, of which I have been Secretary since 2000.

The Wanderers were formed in 1905 to tour the world to promote good fellowship through football, and that they have done many times over. In my short time with the club, I have had the opportunity of travelling to Indonesia, Vietnam and Japan, as well as several African Countries. It also allowed me to work alongside the Club President, the late great Sir Bobby Robson CBE MA.

Also, through the assistance of KCFA, I have been able to forge football liaisons in Tanzania and Botswana. In this respect I am deeply grateful to all clubs and individuals who assisted by donating kit, which is so badly needed in these so-called Third World countries.

I am particularly delighted the Association has appointed Paul Dolan as my successor. I have worked with Paul over the past few years, first when he was a Development Officer and latterly County Development Manager.

Since his appointment, Paul has proved a very capable and efficient young man. He will bring a freshness to the Association with new ideas and will, I trust, take it forward in a new direction. I know I can rely on you all to give Paul the same assistance and respect you have given me. I wish him the very best in his new position, and I know he will do well.

It has been a wonderful 32 years. I can but thank everyone who, over the years, has helped, guided, assisted and befriended me. I must particularly thank Barry Bright, who has been my Chairman for around 27 years. He has been a true friend, guide and mentor. My other thanks have to go to the staff I have had the privilege of working with. They can only be described as 'the best'.

I can only conclude by stating that I have tried to do my best. I hope you feel my best was good enough. The past half of my life has been wonderful. While I am sad to leave, I am also happy to go.

Thank you and God bless you all.

Keith Masters



For every endeavour that is made in the name of sport these days, it would appear that the need for legacy is always to the fore.

It is often difficult to cast one's mind back, but I am trusting that

Keith will look back when he retires in January and recall what he inherited when appointed as County Secretary to the Kent County Football Association in the late 1970s and then map through the achievements of 30-plus years' work with great satisfaction.

It was, of course, to 69 Maidstone Road in Chatham that he arrived with a young family from Huntingdonshire to undertake what was primarily governance work with a very small staff - the affiliation of leagues and clubs, the registration of referees, the running of various cup competitions and administration of a disciplinary procedure. That was about it, alongside various council and committee meetings in an association that just a few years previously had recognised Sunday football.

Football in Kent had quietly thrived in traditional terms for many decades. Strong senior clubs, many then in the Southern League (now in the Isthmian), a healthy Kent League and Kent County League and, across the county, local Saturday afternoon competitions – many of long-standing contrasted by the newer Sunday morning leagues that had attracted numerous players.

I doubt Keith ever considered in his wildest dreams where the next 30 years would lead.

Girls' and women's football slowly emerged. Youth football had been growing from the early 1960s but youngsters began to form into local leagues and participation levels of those under 18 expanded at pace.

The clatter of 18-inch carriages of antique typewriters made way for sophisticated computer hardware – initially enormous contraptions – and people began to scratch their heads as new names for IT software systems appeared on the horizon. The post box began to be replaced by emails and a new world administration system began to unravel.



Keith (right) with Frank Carson (centre) and Billy Wright at the Kent FC Centenary in 1981



Keith in Botswana giving out kit to the teams

A JOB WELL DONE

Kent FA Chairman and Vice Chairman of The FA Barry Bright reflects on Keith Masters' 32 years at the Association and the legacy he'll leave when he retires in January.

The Football Association began to see County FAs as small businesses but warned of the need for modern-day compliance while balancing association football as a sport against commercial opportunity.

Keith became the Association's first Chief Executive in 2000, when we incorporated as a company limited by guarantee as we stirred ourselves to meet modern-day pressures.

Change for Keith and those elected to posts was not always easy in this new world. Additional staff were required but an overall emphasis was beginning to evolve as Kent was encouraged to lead in football development work. Providing new coaches at all levels of the game; moving towards pitch and facility improvement; greater retention and registration of referees; upwards and onwards to deliver The FA Charter Standards levels; The FA Skills programme; the complexities of child welfare and safeguarding; national standards of equality; the **Respect** programme - as one subject was tackled successfully another came forward.

The staffing level, led by the Chief Executive, rose year upon year and, arising from the Kent Football Strategy, which was launched late in 2007, Kent vowed to become a leader rather than a follower in English football.

Along the way, there had been the great never-to-be-forgotten days – Deal Town,

playing in the last FA Vase Final at the old Wembley, returned victorious, to be followed a few years later at the new Wembley when Ebbsfleet lifted The FA Trophy. The cream came last year for Keith and Kent when, on a very tense Saturday afternoon at Gillingham, Kent Under-18s won The FA County Youth Cup for the first time at the third time of asking.

What was obviously apparent in the Association's growth was that, despite the foresight of those who purchased 69 Maidstone Road in the late 1940s, the KCFA and its staff could not deliver at the level they desired unless we could find more suitable office accommodation.

Numerous hours and months of planning continually fell flat in utter frustration until we made the momentous decision to build Invicta House at Cobdown. Years of planning became a reality as first-class offices were recently completed and Keith has been able to see this as possibly the icing on the cake, the peak of 32 years of achievement.

I genuinely trust Keith will look back with great pride at being at the helm of leaving a legacy on what I suspect historians will record as the halcyon days of the Kent County Football Association. The growth of many dreams became exciting reality in the service of others for their participation in our great game – association football.

In simple words 'well done'!

KENT FA APPOINTS NEW CHIEF EXECUTIVE



Paul Dolan has been appointed as the new Chief Executive of Kent County FA. Paul is currently County Development Manager at the Association and will take over from Keith Masters when he retires in January.

At Kent FA, Paul Dolan has overseen the progress of football development and helped build its reputation as one of the country's leading and top-performing FAs.

"I feel honoured and privileged to have been appointed as Chief Executive of the Kent County FA," he said. "I am fully aware of the great history and tradition of the Association as custodians of grassroots football in Kent since it was formed in 1881.

"My aim is to ensure that we continue to service the needs of the football community and work towards high standards of service delivery to support the governance and development of football in Kent."

Barry Bright, Kent FA Chairman, said: "I am delighted that Paul is to be our new Chief Executive, and I am confident that, under his leadership, Kent FA will continue to go

from strength to strength. I would also like to thank Keith Masters for all his hard work, energy and commitment during his 32 years at the Association, and I know this will continue until he leaves us at the end of January."

Born and bred in Kent, Paul Dolan has played football since the age of seven and represented the county in the Under-18 squad. He stills plays regularly.

"Football has always been a big part of my life," said Paul. "I feel very fortunate that I am in a job that I love and involves something that I'm so passionate about."

KENT YOUNGSTERS LEAD THE WAY

Two Kent youngsters have represented the county at The FA National Young Leadership Camp.



Bradley Pay, 16, from Rainham, and Helen Turley, 16, from Southborough, Tunbridge Wells, were selected when Kent County FA was asked to nominate two of its most promising young leaders to attend the camp.

During the week, 10 workshops were delivered, each with the focus on leadership, which gave the young leaders the opportunity to develop their skills in different settings.

The FA's Education Project Officer, Steve Swallow, who has responsibility for The FA's Leadership and Volunteering Programme

nationally, said: "The camp has been a huge success. For the first time this year, every young leader has left the camp with an individual assessment, which will be sent back to his or her County FA and used to formulate a personal development plan.

"It has been a very humbling experience watching 103 young leaders come together from different backgrounds and develop through the week. The FA is committed to developing a skilled volunteer and paid workforce. This camp will go a long way to ensuring that we achieve that goal. We are now seeing several young people come through this programme and gain full-time employment within football. Many of the staff that worked on camp this year also graduated through the programme."

The guest of honour from the final day was Howard Webb, who attended less than a week after refereeing the World Cup Final between Spain and the Netherlands. Howard gave the young leaders an insight into his career, all the way back to the time when he took up the whistle as a 16-year-old, and including his World Cup experiences. On closing, he said: "Coming here today has reassured me that football in this country is in safe hands."

Darryl Haden, Senior Football Development Officer at Kent County FA, said: "It is a fantastic achievement to be selected to attend The FA National Leadership Camp, and one that both Bradley and Helen should be proud of. I am sure that they enjoyed the camp and gained a lot of new skills that they will put into practice when they continue their volunteering within local clubs."

If you would like more information on leadership and volunteering programmes in Kent please, contact Darryl Haden, Senior Football Development Officer, on 01622 792140.



FOOTBALL HEROES

KENT FA HONOURS ITS VOLUNTEERS



Ian Varley – Coach of the Year

The FA Community Awards ceremony is one of the highlights of the Association's calendar and celebrates the work and dedication of the unsung heroes of Kent football.

This year 18 awards were presented by former Chelsea defender Paul Elliott at a ceremony at Dartford's Princes Park.

The winners were a wide range of volunteers, coaches, league officials and referees – all praised for their outstanding contribution to Kent football.

Kent FA Chairman Barry Bright said: "This really is a night of celebration that everyone at Kent FA greatly looks forward to. Many of the winners are unknown because they quietly get on with their work at a volunteer level. They don't look for those rewards, they don't seek those rewards, but it's only right and proper that we say a big thank-you."

Among those honoured was Deal-based referee Bernie Grivell, who has officiated at various levels for 48 years, overseeing more than 50,000 players.

A heart by-pass operation 15 years ago failed to dampen Bernie's passion for the game and he is estimated to have saved clubs more than £17,000 by his refusal to claim a fee for any game during his career.

John Newson, Referee Development Officer at Kent FA, said: "Bernie is a marvel. He's a true example of the Referees Association motto 'Service Before Self'. I am thrilled to present him with this richly deserved award."

A moment of outstanding fair play by one of Kent's junior football clubs was also recognised. Staplehurst Monarchs Under-10s picked up the Fair Play Award and a £200 prize after they allowed their opponents a free goal during a replayed

cup game last season. The decision to concede the goal followed the adjournment of the first game when the father of a Vinters Park player collapsed on the touchline with Staplehurst trailing 1-0.

Staplehurst Monarchs manager Stuart Tasker said: "We thought the example to set the kids was that we should allow them to have a walk-through goal, which is what we did. The young lad who scored the goal on the day was allowed to go through and score that goal. It was a decision made by the children and their parents, with myself involved."

Staplehurst's act of sportsmanship eventually cost them a place in the league Cup Final, but Stuart has no regrets about the gesture. "Afterwards the players were clearly disappointed, but I'm sure this award from The FA will go some way to rewarding them for their sense of fair play."



Staplehurst Monarchs Under-10s, wearing the new training kit courtesy of their Fair Play Award cash prize

THE WINNERS

Young Volunteer of the Year:

Bradley Marshall

National FA & Kent FA Volunteer of the Year:

Bill Taylor

Outstanding Contribution to Safeguarding Children:

Colin Whitfield

South East Region & Kent FA Charter Standard Club Award:

Pegasus 81

Kent FA Charter Standard Development Award:

Herne Bay Youth FC

Kent FA Charter Standard Community Award:

Maidstone Utd FC

Outstanding Contribution to Refereeing:

Bernie Grivell



Bradley Marshall – Young Volunteer of the Year



Mark Rogers – Outstanding Contribution to Community Football



Roger Pester – Kent FA Volunteer Workforce Award

Kent FA's Lee Suter, who organised the awards evening, said: "It really was a fantastic evening and a great opportunity for Kent FA to say thank-you to everyone who supports football in Kent. So much of this hard work goes on behind the scenes by volunteers who work tirelessly in every field of the sport. It's great to recognise just some of these people, who have been nominated by clubs and players from across the county."

Before we know it, we'll be asking for nominations for The FA Workforce Awards 2011 – so watch this space.



Bernie Grivell – Outstanding Contribution to Refereeing



Jon Warden (right), Herne Bay Youth FC – Kent FA Charter Standard Development Award (pictured with Kent FA's Lee Suter and Paul Elliott)



Kent FA Development Staff celebrate with Paul Elliott

Outstanding Contribution to Refereeing:
Richard 'Mac' McCarthy

Fair Play Award (Youth male):
Staplehurst Monarchs Under-10s

Kent FA Volunteer Workforce Award:
Roger Pester

Kent FA Volunteer Workforce Award:
Jenny Davis

Kent FA Volunteer Workforce Award:
Julie Dighton

England Football Day Award:
Wickham Wanderers FC

Outstanding Contribution to Women's and Girls' Football: Doug Emmett

Fair Play Award (Youth female)
Island Eagles FC Under-16s

Coach of the Year: Ian Varley

Outstanding Contribution to Disability Football: Chris Gunn

Club Link Programme Award:
Dover Rangers Colts FC

Outstanding Contribution to Community Football: Mark Rogers



Bill Taylor – National FA and Kent FA Volunteer of the Year

ISLAND'S NEW LEAGUE KICKS OFF

A new league has been launched for footballers living on and around Sheppey.

Questioning and canvassing local sides showed it was clear there was space for another league to offer more choice and variety to the ever-growing youth football fraternity. After 10 months of meetings with parents, clubs and coaches, the Sheppey Sunday Youth League finally kicked-off at the start of the season.

League Secretary Mark Rogers said: "We have come through a lot of problems and crossed lots of barriers. Many people said this new league would never get off the ground. A lot of clubs have told us that they'll wait to see how we go in our first season. We've told them that's fine, we understand.

"It just gives clubs another option. If they want to put one or two teams in our league and one or two in another league, that is great. It is all about encouraging youngsters to play football."

He added: "It was an honour and a privilege to be at the start of our new and exciting project and, when the whistle blew for the first game, I must admit I had a lump in my throat. It was great to see the kids racing around without a care in the world and to listen to some of the proud parents talking as their boys were playing. For some of them, it was their first ever game."

The league is accepting clubs within a 20-mile radius of Sittingbourne. If you want to know more details, please contact Mark on 01795 580739 or 07554 795119.



Celebrations in Sheppey

KENT BOYS FLY THE FLAG AT WEMBLEY



It was a day they'll remember all their lives. Six boys from Kent were chosen to lead the England and Montenegro teams out on to the pitch ahead of the European qualifying match at Wembley.

The boys, from Dartford, Medway, Maidstone and Folkestone, rehearsed during the afternoon and then ran out on to the hallowed turf holding The FA's **Respect** flag.

Twelve-year-old George from Maidstone said: "It was an amazing day I'll never forget. I was in the tunnel with Wayne Rooney, Fabio Capello and all the players. Joe Cole even winked at me."

Although England fans witnessed a forgettable 0-0 draw, the boys from Kent took home memories that will stay with them for the rest of their lives.

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England U17s boss John Peacock sees a bright future as more coaches gain UEFA's Pro Licence

UEFA's Pro Licence is the most prestigious certificate that a manager or coach working in the elite game can hold. In many of Europe's major football nations it is a mandatory requirement if you want to coach at the highest level, and it's a necessity for any club that wishes to enter the UEFA Champions League.

John Peacock, The FA's Head of Coaching and UEFA's Pro Licence Course Director, recently oversaw the graduation of the 2009-10 Pro Licence students, and also welcomed the new intake for 2010-11 onto what will be The FA's tenth year running the course.

Unlike UEFA's A-Licence course, which features significant amounts of practical coaching, the Pro Licence award looks at the wider issues crucial to successful management at the top level of the modern game.

"The focus is much more on the management side," says Peacock. "Things like handling professional players, dealing with leadership issues and

controlling finance. The course helps to make candidates aware of all the different management issues."

Also included on the 240-hour course are modules on the importance of strategic planning and the ability to evaluate performances across a whole season. It also covers the preparation of individuals and teams for key games, as well as the ability to analyse your own strengths and weaknesses as a coach or manager. And guest speakers from across the worlds of sport and business are invited to speak – something that Peacock feels helps the process of self-reflection and individual analysis.

"We are constantly challenging ourselves as managers and coaches, and we don't often have time for self-reflection. It's sometimes nice for the presenters to pick our thoughts and get us to think, 'Are we doing this right?' or 'What can we do to add that extra five per cent to improve our performance?'"

"With the quality of presenters we invite, it stimulates your thinking about all aspects of management, coaching and leadership. The content of presentations

encourages candidates to leave the course and re-evaluate what they are doing. Hopefully it will help them to improve in their roles."

The quality of English coaches and the structure of the coaching system has come under intense scrutiny recently following the England Senior side's failure to reach the World Cup Quarter-Finals in South Africa. However Peacock, who as England U17s Head Coach led the team to European Championship glory in May, speaks about the importance of striking a balance and the need to be patient.

"Things are not all doom and gloom," he says. "It's amazing that when you have success – and I've been fortunate enough to enjoy some with the U17s – everything looks fantastic. And then we don't do so well in something else and things are suddenly desperate. We have to get a balance."

"We constantly review and update the course, and introduce qualifications and awards where appropriate. In fact we evaluate everything we do. I think there's a misconception out there that we're back in the dark ages, and that English coaches

Newton's new laws

West Brom coach Eddie Newton is changing his approach after gaining his UEFA Pro Licence

When Eddie Newton left Chelsea to join Birmingham in 1999, the face of English football had changed irreversibly. The Stamford Bridge club was unrecognisable to the one he'd represented after the influx of foreign stars brought alternative approaches to diet, practice, stretching and learning.

And it certainly changed the way Newton looked at the game. Now, working alongside former team-mate

"British coaches must up their standards and fight against European managers, as they're the ones landing the major jobs"

Roberto Di Matteo, West Bromwich Albion's assistant head coach is hungry to take any learning experience or opportunity that's presented to him.

Completing the year-long UEFA Pro Licence has satisfied the former midfielder's appetite for further knowledge about the game.



“England has got some outstanding young managers coming into the game. They just need the time to develop, and this is where the Pro Licence can help”

are no good. This view is absolutely, fundamentally flawed!”

The coaching expert reckons that if the correct preparation and the right opportunities come together, English coaches will flourish.

“We’ve got some outstanding coaches and some talented young managers coming through. As with anything they just need the right chance to come along, and importantly they need time to develop. I am acutely aware that in the winning business, time is sometimes not an option, hence the reason why preparing managers and coaches for the profession is a key objective.

“The requirement for mandatory qualifications to make the role what it should be – a licensed profession – is vital. And there are moves at the moment to put that into place right across the game. I’m not saying that qualifications are the be-all and end-all, and it doesn’t necessarily mean that those who have them will be fantastic at the job, but it gives them a real good grounding on many aspects of the game – not just in coaching but in management as well.”

What is the Pro Licence?

This qualification is the most prestigious in the modern game. It equips football coaches and managers with the skills to manage elite players at top clubs.

The training course covers a variety of key topics and skills, including planning and evaluating your team’s strategic programme, and how to influence key fixtures and important players, plus there are also specific modules on developing all-important interpersonal skills.

The UEFA Pro Licence is now a mandatory qualification for all major football teams across Europe, and increasingly across the world. And from 2004 onwards, any club that wants to participate in the UEFA Champions League must employ professionals with this certificate, and many believe the Pro Licence will soon become commonplace in the UK.

There are now a string of top-flight managers and coaches in Britain with the qualification.

“The chance to share life experiences with your peers, other coaches and managers on the course – that’s what I really enjoyed,” he says.

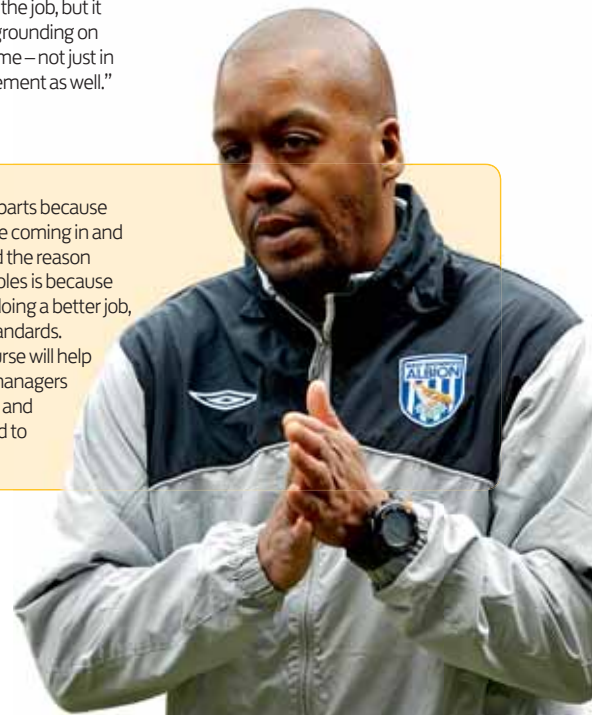
“Hearing those experiences is vital, whether it’s course directors on their experience of England youth teams and how they dealt with tournaments, or managers who come in and tell us how they’re running the day-to-day logistics of their football club. The course applies to

all the practical aspects of management – the fundamental aspects of the life you’ve chosen to go into,” says The Baggies coach.

The former Birmingham City man is one of a group of aspiring young English coaches who are planning for a successful career in the game in this country. But Newton is under no illusion about the task that lies ahead. “British coaches have got to up their standards and fight against

their European counterparts because they’re the ones who are coming in and getting the big jobs. And the reason they’re getting the big roles is because they’re successful and doing a better job, so we need to up our standards.

“The Pro Licence course will help lots of young, aspiring managers to formulate their goals, and visualise what is required to achieve them.”



Three Lions call out to the nation

England's players are urging the nation to join them and 'Get Into Football' as they step out for a brand new qualifying campaign.

Fabio Capello's Three Lions squad have been supporting The FA's grassroots football and coaching message hoping to inspire people across the land to get involved in the nation's favourite game.

The initiative is designed to drive prospective grassroots participants to find a team, get into refereeing, or coaching and learn about The FA Youth Award.

Before their match against Hungary in August Fabio and the squad were joined by several grassroots coaches, who watched an entire training session at London Colney.

In England 190,000 people have undertaken The FA's Level One coaching course in the last decade and almost 3,000 coaches have taken part in the new FA Youth Awards, a new path of courses developed by FA Learning

specifically for youth coaches. The course is split into three modules and includes an introductory module – and places can be booked via County FA's across the country.

The FA Youth Award is revolutionary in coaching young players and trains coaches to develop the right environment for young players to learn and improve, develop quality practice sessions according to differing player abilities and encourage problem solving, decision making, skill development and creativity from their players.

Furthermore, over 26,000 coaches have now engaged on the UEFA B Licence course, with 22,913 having completed part one and 3,186 having passed the full certificate. Nearly 1,000 coaches have completed their UEFA A Licence badge through The FA and 160 coaches in England possess a Pro-Licence, a mandatory qualification in most countries.

On an annual basis, the number of people qualifying for these top UEFA



coaching qualifications in England is now on a par with all of Europe's leading nations, and some of football's biggest names have recognised the quality of our instruction.

For more information, visit: www.TheFA.com/GetIntoFootball



FOLLOW THE LEADERS

Dave Lewis (coach far left) and Denise Carter (coach far right), who both met Fabio and the Squad, are Level 1 graduates...

DAVE LEWIS

BOREHAMWOOD YOUTH FC

What are the most rewarding aspects of coaching?

Seeing a player go all the way through. There have been one or two in the past, but in all honesty it's just the enjoyment the kids get out of it. I like to instil a sense of fun, win or lose. I would recommend it to anyone. A lot of managers have never kicked a ball in their life, but you don't have to know the game or play the game very well; that's why the level 1, 2, 3 coaching courses are there.

What would you say to anyone looking to get involved in football coaching?

Go for it, absolutely. There is a lot of fun involved and there's a lot to be done, but the end result of the coaching is brilliant. The enjoyment, seeing the kids having fun, pushing them forward... just get involved, it's great fun.

DENISE CARTER

KNEBORTH YOUTH FC

Why did you decide to do the Level 1 training course?

I wanted to teach football for some time but my son didn't think it was particularly cool to be taught by his mum. Luckily, Knebworth were just starting up their girls' football section and I got involved there. I've been at the club for three years, and it's great.

Did you find it easy finding the opportunity to get started?

I think if it's something you're really interested in doing, there are loads of clubs around that will help you get into coaching and do all the relevant courses and things – they'll make it easy for you. Loads of teams need support and help, so if it's not something you want to do yourself you can support other coaches in an assistant role. I would definitely recommend getting out there and doing it.



Stay ahead of the game

With coaching and playing trends in the modern game constantly evolving and changing, it is crucial for coaches at all levels to continue to stay up to speed with the latest changes in the game.

The FA Coaches Association provides essential support and advice for qualified coaches at all levels of the game. If you're keen to continuously develop your coaching knowledge and training then The FA Coaches Association is for you.

Membership benefits include:

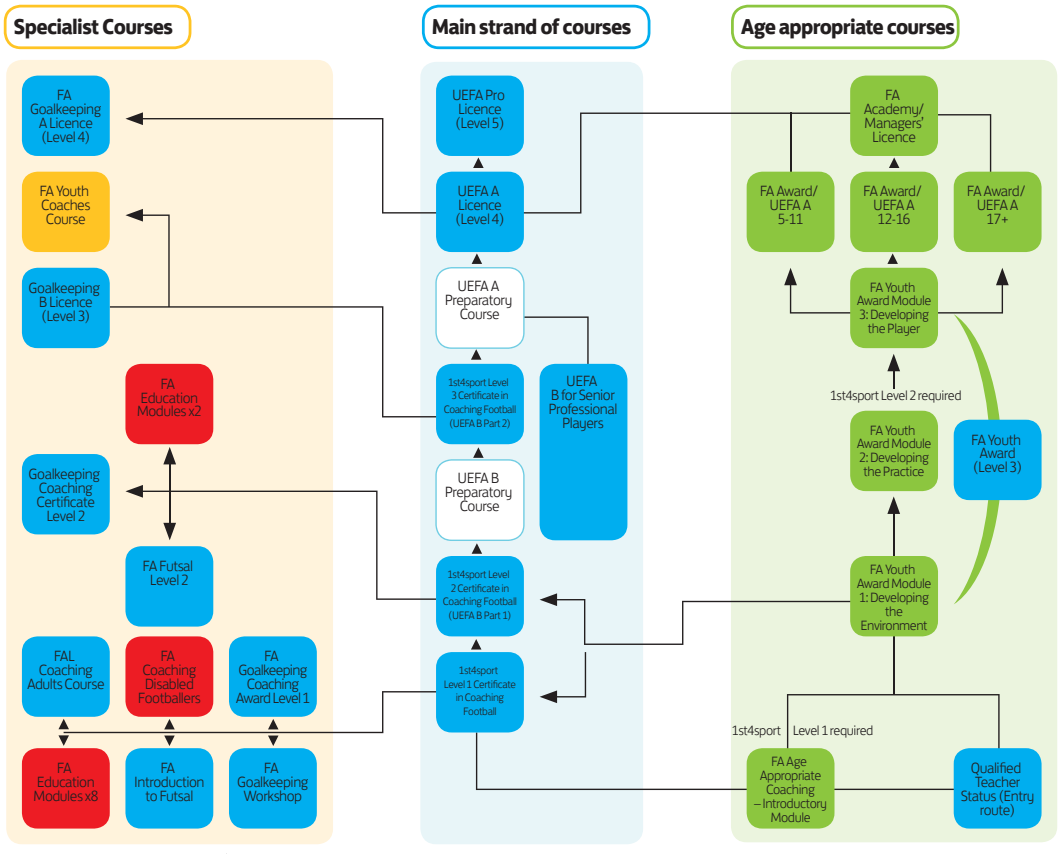
- Subscription to The FA's coaching journal delivered to your door
- Access to 'FACA Live' – the exclusive FACA Coaching website
- Information regarding free access to local coaching events run by your County FA
- Membership card confirming you are a qualified, fully CRB-checked coach

- Membership pack including mouse mat, lanyard, membership card wallet, course planner and course application forms
- Personal accident and liability insurance cover
- Exclusive discounts on FALearning courses

For more information and to get involved please visit: www.TheFA.com/FACA

COACHING OPTIONS

Here, we highlight the courses that can lead to a career in coaching, from bottom to top. Turn the page to find out how you can get involved...



FOOTBALL NEEDS YOU



Our target is to recruit 50,000 new trained coaches by 2011 and 8,000 new referees by 2012. If they can make a difference to football, what's stopping you?

Get into Football

TheFA.com/FootballNeedsMe



Make a difference The big recruit is on, can you help?

During September and October, The FA told the nation's workforce 'Football Needs You'. The message is part of a new campaign to inspire mechanics, teachers, accountants, DJs and everyone who loves football to take their first steps to becoming a grassroots coach or referee. The inspirational new Football Needs' campaign supports The FA's push to recruit 50,000 new Level 1 coaches by the end of 2011 and 8,000 new referees by the end of 2012.

A nationwide advertising campaign featured Jaz Dhami, an international singer, headteacher Manisha Tailor and air steward David Green, all of whom

retain their passion for coaching and refereeing while juggling their busy professional careers.

Singer Jaz Dhami commented: "After spending time away from football to pursue my music career I returned to England and wanted to give something back to my local community.

"By getting into coaching I'm sharing my passion for the game and providing young Asian footballers with a pathway into the game."

The campaign is part of the FA's wider Get into Football project, in association with coaching partner McDonalds and refereeing partner Carlsberg.

Diary for your dates

Make sure you don't miss any important dates in the football calendar by buying the official FA Diary for 2010-11.

It's available to buy online from The FA Learning Shop for just £5.50. The diary is on sale alongside a host of official

FA publications, such as *The FA and England Yearbook* (£7.99), which reviews England teams and FA Competitions from last season, including the world's biggest knock-out tournament, The FA Cup. It's also packed with facts from the past twelve months, plus historical details.

The FA Learning shop also stocks coaching and refereeing manuals, DVDs and equipment and much, much more. Log on to www.TheFA.com/FALearningShop for the full range of products.



The Future Game

Where is football going in the future?

How has the game changed over the past ten years? And how should we prepare England's young players so they can cut it at the highest levels of football?

These questions and more are addressed by The FA's brand new publication, *The Future Game*. The guidelines, which were developed by The FA's coaching staff and have been

distributed to all Premier and Football League clubs, outline The FA's vision for the development of young players.

The document addresses future requirements for young players in top-flight football, and includes development guidelines for specific player age ranges.

"This is a vital document for the

future of the English game," said Sir Trevor Brooking, The FA's Director of Football Development. "If we are serious about developing world-class players for the England team, then this is our starting point.

"It has been decades since The FA last produced a technical document aimed at reviewing the state of the game – one that looks into the future and outlines how to develop young players so they are able to contest at the highest levels of world football."

The Future Game costs £20 and is available online at TheFA.com/FALearningShop.



START AT LEVEL ONE

If you've ever thought about getting into coaching, there are courses going on all around the country...

To find a course near you
Call FALearning on 0870 8500 424

Ever fancied yourself as a football tactician? Think you could develop and motivate players? If so, then why not become a qualified football coach?

The Level One Certificate prepares you for life as a coach and there are courses available around the country. To find out if there is an opportunity near you call FALearning on 0870 8500 424.

The Level One course provides an introduction to the organisation and delivery of safe and enjoyable sessions for players. It will provide practical drills such as the Robin Hood, featured below, which aim to develop players' technical skills such as shooting, turning with the ball and heading. It is ideally suited to those working with groups of young players and/or teams. Aspiring coaches will also learn about The FA's Long-Term Player Development programme and how they should be addressing the 'four corners' of a player's development: Technical, Physical, Social and Psychological. The courses are delivered by your local County FAs and contact details can be found at www.TheFA.com/CountyFA

Learn the courses

The Level One course includes drills like this, the Robin Hood, aimed at developing young players

FOCUS:

Main focus

Running with the ball

Top tips

- Observation
- First touch
- Travel quickly and efficiently
- End product – pass / control / shoot

ORGANISATION:

Initial set-up

- Split into groups
- Place balls in the middle: with one player from each team at a time, teams try to retrieve the most balls

Top tips

- Observation
- Add challenges – touch / parts of feet / steal from other teams
- Make the area bigger

OUTCOMES:

Technical

- Running with the ball
- Turning
- Dribbling

Physical

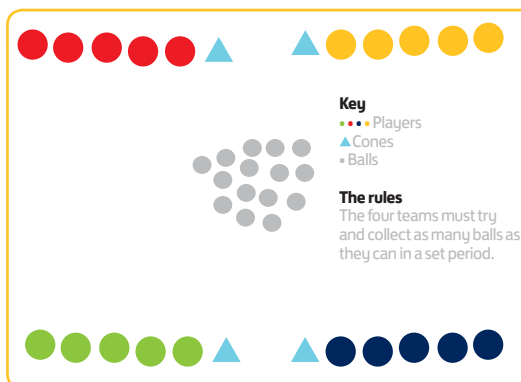
- Running / change of pace
- Turning
- Balance
- Co-ordination

Social

- Communication
- Decision making
- Team work

Psychological

- Focus
- Observation





THANKS DAD

You think you're 'supporting'
your son. His team-mates think
he's a loser because his Dad
mouths off from the sidelines.

Are you losing it?

Respect



TheFA.com/respectguide

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invasion**

The phones never stop ringing at the Kent FA HQ – so we thought you might like to put faces to the people you talk to at the end of the line.

Mention Kent FA Governance to traditional football folk and images will spring-up of hard-and-fast rules, possibly a courtroom, and endless volumes of paperwork and fines. However, the friendly and helpful team at Invicta House in Aylesford are on hand between 9am and 5pm, Monday to Friday, to assist with any grassroots football query and supply a helping hand for the county's volunteers.

Some people see the discipline side of the County FA as a money-making exercise. However, the role of the discipline team is to ensure that the rules and regulations of The FA and County FA are upheld and to maintain good discipline and fair play in the grassroots game.

Aside from the roles of the team in processing the admin linked to misconduct on the football pitch and the fines, charges and hearings that might follow, the maintenance of the Laws of the Game and the rules and regulations which make the sport an enjoyable pastime are also at the forefront of the department's activities. With 1,085 clubs affiliated yearly from the office and 3,238 teams, this is a massive task.

Kent's 18 County Cup Competitions are organised every campaign, building to an exciting end-of-season finals crescendo, while representative teams are also compiled to face other counties at under-18, under-16 and women's levels. Certain aspects relating to the county's referee list and schools football come under the auspices of Governance as well, in addition to welfare case management and safeguarding children.

The team's main role is the day-to-day running of the Kent FA - affiliating clubs, dealing with disciplinary issues and the co-ordination of the county cup competitions.

Remember, our Governance team can assist you with any queries you may have in relation to:

- Your club administration.
- The correct procedures for new club secretaries.
- Disciplinary charges for clubs and players under FA regulations.

If you have a problem that falls under one of these categories, please contact the Governance team on 01622 791850. They are always here to help and give advice.

KENT FA GOVERNANCE: MEET THE TEAM



Sandra Tillman
Deputy Chief Executive

"I've worked for Kent FA for 20 years. As Deputy Chief Executive, I stand

in for the Chief Executive in his absence and oversee all disciplinary matters and the office management for all other governance elements of the Kent FA. I'm happy to help with any governance enquiries and can always point people in the right direction if they have a question about Kent football."



John Newson
Referees Development Officer

"My role here at Kent FA is to recruit and retain referees in the County and to

organise officials for games. I also administer and run referee courses across the County, and my aim is to ensure a qualified referee officiates at every game played in Kent. I'm here to answer any queries from referees or to advise people on how to get involved in refereeing."



Paula Lippett
Finance Officer and PA to Chief Executive

"I have worked at Kent FA for 12 years. My job is as Personal Assistant to the

Chief Executive. I'm also the Association's Finance Officer, which involves dealing with the company accounts on a daily basis. I am always happy to help with queries of any nature."



Richard Judd
Discipline Officer

"I'm a keen football player myself and I've worked at Kent FA for more than 10 years. My main role

is to deal with discipline, but I also handle all aspects of governance, affiliations and county cups, along with the administration of referee reports. I'm here to help with any enquiries from clubs, players, referees and leagues."



Alan Walker
Head of Coaching

"My job is to recruit new coaches, organise our fantastic range of coaching courses and support

the continued development of all County FA qualified coaches. I'm always happy to help any coaches with problems that may arise and offer advice about courses on offer here in Kent."



Megan Simmons
Coaching Course Administrator

"I deal with club and league affiliations and the income of daily money. I'm also the

coaching course administrator and am here to help with any enquiries about courses in the county."



Amy Kerr
Receptionist and Referee Development Administrator

"I'm the newest member of the Governance team and the first friendly face you'll see if you pop into our new offices, and often the first voice you'll hear if you phone us. My job is to point you in the right direction and also to administer referee development, recruit new referees and keep John Newson organised – not an easy task."



Invicta House, Cobdown Park

THE NEW HOME OF KENT FOOTBALL

The start of a new season is always an exciting time, but this year it was especially exciting for staff at Kent FA as they finally moved into their new home at Invicta House, Cobdown Park.

Kent FA Chief Executive Keith Masters said: "The need to relocate from Chatham had been a major priority for a number of years. Now, after much work and with a number of setbacks, we have finally succeeded and have excellent new offices, which not only cater for our needs today, but will allow us to expand with the times. It really is a dream come true."

The quality of the open office space has allowed for a versatile layout in the building, which gives staff complete flexibility now and for the future. The improved and more spacious working environment is seen as a starting point and springboard for taking Kent FA forward to meet the targets it has

set to contribute to the National Game Strategy.

With all the extra initiatives and development work going on at Kent FA, the Association long ago outgrew the limited office space at 69 Maidstone Road in Chatham. The new headquarters will allow Kent FA to carry on its work to encourage more and more people to become involved in Kent football.

The new building has already become a hub for the benefit of Kent football and boasts meeting rooms, a boardroom and large council chamber. There's also a lift to provide access to the upper floor.

Barry Bright, Kent FA Chairman, said: "The move into Invicta House represents an historic milestone for the Kent County Football Association. The road to getting into top-class accommodation, which



Kent FA staff celebrate the move

leaders of football in this country deserve, has not been easy, and we've waited for many years to see this dream become a reality."

The official opening of Invicta House was planned for November, when Hugh Robertson MP, Minister for Sport and the Olympics, was to unveil a plaque at the new building.

Our new address is Invicta House, Cobdown Park, Ditton, Aylesford, Kent ME20 6DQ. Telephone numbers remain the same – Governance 01622 791850, Development 01622 792140.

NEW PAVILION FOR CHARTHAM

Villagers in Chartham near Canterbury have celebrated the opening of a new £450,000 sports pavilion, which was partly funded by The FA.

The new facility will allow Chartham Sports Club to meet the urgent demand for local grassroots football facilities at Mini-Soccer, youth and senior level. The project has reinstated three 11-a-side pitches, introduced three new Mini-Soccer pitches, and provides modern, safe, accessible facilities for other local sports and teams. It will also increase sports participation for all ages, regardless of ability, ethnicity, race or gender.

The Football Foundation awarded the club a £177,809 grant towards the project. Funded by The Premier League, The FA and Government, The Football Foundation is the nation's largest sports charity.

A further £100,000 has been awarded by The Football Association as part of its capital allocation within the Whole Sport Plan agreed with Sport England. This specific aspect of funding has been awarded to support the sustainability of community clubs and create more opportunities to participate in sport in a high-quality environment.

Bryan Taylor, Chartham Sports Club Vice President, said: "The generous funding, technical direction, support and encouragement that we have received from the Kent County FA and The Football Foundation has enabled the club to deliver a community-led project for the immediate and long-term benefit of the wider community, both on and off the pitch."



Chartham players celebrate on opening day

Paul Dolan, Kent FA's County Development Manager, said: "The Football Foundation grant award will secure the long-term future of football in Chartham. The Kent County FA is committed to increasing both the quantity and quality of football facilities across the county and we have now been successful in assisting applicants to attract more than £20 million of investment into grassroots football in Kent."

GIRLS LINE UP TO REFEREE

More women and girls are becoming referees in Kent - but still more are needed.

At Kent FA's recent female-only referee course, 17 new officials successfully completed their training. The course was over-subscribed and more are planned for this season.

Kent FA now has more than 1,000 referees, of which 28 are female.

Kent FA's Women's and Girls' Officer, Liz Symons, said: "We've been working really hard to encourage more females to become referees and it certainly appears to be paying off. It really is good news for the future of the game in Kent."

John Newson, Kent FA's Referee Development Officer, said: "It's so encouraging to see more and more women and girls coming forward to train as referees. The female-only courses have been very popular and just go to show that it's certainly not just a job for the lads."



Girl Power!

One of the women on the latest course, Ruth Morse, from Sittingbourne, said: "Both my daughters play football and I can't wait to qualify as a referee. I think it will really help to build my confidence."

Another candidate, Beth Jackson, also from Sittingbourne, said: "I play football

myself but I want to referee to earn a bit of money. It's a fantastic experience for someone my age."

For more information on referee courses, you can contact John Newson at Kent FA on 01622 791850 or email him at john.newson@KentFA.com

BROTHERS HONOURED FOR LONG SERVICE



Cyril and Len Burrluck with Kent FA Vice Chairman Phil Smith



Colin and Dick Turner receive their awards from Phil Smith

Kent FA was pleased to present long and meritorious service awards at this year's annual meeting to a number of people nominated by their divisions for their great contribution to grassroots football in Kent.

The awards were the brainchild of former Kent FA President Eddie Butcher, who decided in 1972 that recognition should be given to those who deserved to be recognised for their services to football. Since then, around 175 people have been recognised and honoured with these prestigious awards.

This year the Burrluck twins, Cyril and Len, from Gravesend, were awarded for more than 100 years' service between them. Cyril was captain of his school team in 1944. He later played senior football with Grays Athletic. He is still on the management team of the North Kent Sunday League.

Len boasts a refereeing career that spans an incredible 45 years, during which time he's officiated on the Gravesend League, the North Kent Sunday League and the

Kent County Amateur League. And he still referees today.

Brothers Dick and Colin Turner, from Division Four, have been involved in local football since 1962. All these years later, Dick is still Club Secretary of Westcliff United FC, having started playing for the club more than 40 years ago. Colin made 791 appearances for Westcliff and didn't hang up his boots until 2007, when he reached the grand old age of 58. Between them, the brothers have already clocked up 96 years in playing and administration.

Other award winners were:

- Keith Rudland – Division 2
- Mick Highgate – Division 3
- Phillip Burrows – Division 3

KENT FA HITS THE BIG 50

Kent FA has reached a historic landmark in football with the affiliation of the 50th disability team in the County.

To put this achievement into perspective, there are now around 400 disabled teams registered in England – and Kent is proud to boast the lion's share of these. In fact one in eight of England's disability teams is now based in the County.

The honour of becoming the 50th team went to the new Gillingham Under-11s, coached by Joe Hopkins. The team made a cracking start to their competitive career when they took part in round two of the Kent Junior Disability League, finishing second in the division after winning 10 from a possible 12 points.

One of the key goals of The FA's Disability Football Strategy 2010-2012 is to create more teams and grow the game for all,



Kent FA Disability Officer Stephanie Gadd

regardless of impairment or disability. Kent FA is fully committed to ensuring all disabled participants have the opportunity to reach their potential.

Kent FA's Disability Officer, Stephanie, Gadd said: "The disability football development programme in Kent is nationally recognised

as one of the most successful and extensive in the country. The affiliation of our 50th team is really something to celebrate and the continued growth of the sport is thanks to the hard work and dedication of so many coaches, volunteers and officials who are supported by us at the Kent FA."

A strong and robust local level of support, such as that demonstrated by Kent FA, will ensure that all players are able to reach their potential along the disability player pathway.

"We as a County FA are passionate that everyone should have the right and the opportunity to play and enjoy the game as part of The FA's Get into Football programme," said Stephanie.

NEW FACILITIES FOR BLIND PLAYERS IN KENT

Ask your average footballer to play without being able to see and you'll be told it's simply not possible. But blind and partially sighted players in Kent regularly play and enjoy the game.

Now, thanks to a new club for the visually impaired, blind players in the county will benefit from new state-of-the-art facilities.

Sevenoaks Town JFC will be working in partnership with Dorton House, a school for blind students in Sevenoaks, to run a series of football coaching sessions.

Lead coach Andy McAllen said: "I am very excited about this project. It is an exciting new challenge for me and the club and follows on from the successful FA school-club link programme we did last season. We hope to create a number of visually impaired new teams. The Kent FA has been fantastic and supported us to secure funding as well as specialist training for our coaches."

Kent FA Disability Officer Stephanie Gadd said: "The project will create a central meeting point for young players with a visual impairment to help develop their football skills. The new hub club will provide access to high-quality coaching and excellent training facilities, which will enable these players to fulfil their full development potential and progress along the disability player pathway. Kent FA is thrilled to be



Players compete at the 2010 Blind Football Championship

supporting this new venture, which has the potential to offer so much opportunity to visually impaired players from across the county."

It's hoped the new hub club will raise enthusiasm and interest in the disability football competitions at the London 2012 Paralympics Games. The club wants to do its

part to create a legacy for future generations of visually impaired players.

For more information about football for the visually impaired, please contact Stephanie Gadd on 01622 792140 or email stephanie.gadd@KentFA.com

KENT FA GUIDE TO COACHING AND REFEREE COURSES



Whatever your previous knowledge, experience or interest in football, we are sure there is a course to suit your needs. Kent County FA provides the highest quality football education programmes to meet the needs of grassroots football and provide opportunities for people from all backgrounds.

Our aim is to improve the understanding and skills of everybody involved in football.

Referees perform a vital role in the game and, with the growth in the popularity of football, particularly for women and children, the demand for match officials is increasing. The first stage involved in becoming a referee is to register with Kent FA and then attend a basic referee course.

So, whether you're interested in coaching or refereeing, we're confident there is a course to meet your needs.

Please feel free to contact Kent FA on 01622 791850 if you have any coaching or referee queries or would like to enrol on one of the excellent courses listed here.

Alan Walker and John Newson

1st4Sport Level 1 Coaching Course

Become a qualified football coach

This provides an introduction to the organisation and delivery of safe and enjoyable coaching sessions for players. The course, which runs for 24 - 32 hours, introduces practical drills to develop players' technical skills, such as shooting, turning with the ball and heading. Level 1 is ideally suited to those working with groups of young players.

Day 1: 7 November, 9am - 5pm

Day 2: 14 November, 9am - 5pm

Emergency Aid workshop:

21 November, 9am - 12 noon

Safeguarding Children workshop:

21 November, 1pm - 4pm

Day 3: 28 November, 9am - 5pm

Venue: Anchorians Football Club, Gillingham

Day 1: 7 November, 9am - 5pm

Emergency Aid workshop:

14 November, 9am - 12 noon

Safeguarding Children workshop:

14 November, 1pm - 4pm

Day 2: 21 November, 9am - 5pm

Day 3: 28 November, 9am - 5pm

Venue: 44Two Social Club, Gillingham

Day 1: 13 November, 9am - 5pm

Day 2: 14 November, 9am - 5pm

Emergency Aid workshop:

20 November, 9am - 12 noon

Safeguarding Children workshop:

20 November, 1pm - 4pm

Day 3: 21 November, 9am - 5pm

Venue: University of Kent, Canterbury

1st4Sport Level 2 Coaching Course

The next stage in coaching

Building on the initial skills learned in Level 1, this course provides a deeper understanding of coaching. The course introduces new themes such as looking at different coaching styles, preparing for accident and emergencies and understanding players' nutritional needs. The duration of the Level 2 course is 75 hours.

Venue: Cobdown Sports & Social Club, Station Road, Aylesford ME20 6AU

Times: All days 9am - 5pm

Cost: £375.00

Dates:

Course dates: 21 - 26 November

Support days: 3 & 4 March 2011

Final assessment: 13, 14 & 15 April 2011

1st4Sport Level 3 'UEFA B' Licences

Understand match analysis and performance evaluation

The Level 3 course runs for 90 hours and coaches will acquire detailed coaching knowledge based on functional practices, small sided games and phases of play to enhance game related understanding. Coaches will also learn how to analyse matches, assess fitness, provide a psychological evaluation of players and build on nutritional awareness.

Venue: Cobdown Sports & Social Club, Station Road, Aylesford ME20 6AU

Times: All days 9am - 5pm

Cost: £400.00

Dates:

Course dates: 7 - 12 November

Support days: 16, 17 & 18 March 2011

Final assessment: 4, 5 & 6 May 2011



REFEREE COURSES

Venue: Bexleyheath (over-18s ONLY)
Hurst Road Community Centre, Hurst Road, Bexley, DA5 3LH.

Date: Tuesday 18 January 2011

Exam: Tuesday 22 March 2011

Times: 7:45pm - 9:45pm



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