

CLUB ACCREDITATION PROGRESSION

PONTARDAWE TOWN FC



Natalie, Club Accreditation officer from Pontardawe Town FC, takes us through their club accreditation journey and what it means to them to have achieved Platinum level.

What does the club accreditation mean for you and the club?

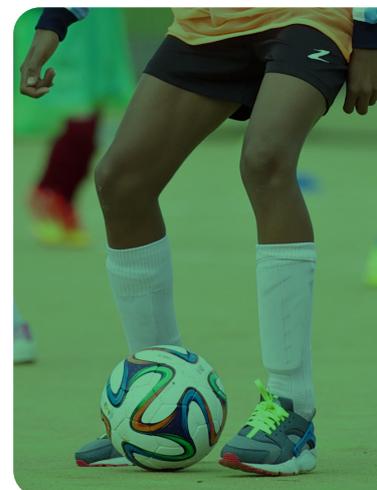
We had been Standard level for several seasons and as a committee decided to progress on and achieve higher levels with the programme. Being able to demonstrate to parents, players, and the wider community our commitment to providing the best experiences and opportunities was and remains important to us and this is where the accreditation programme helps us with that.

Progressing through the accreditation levels has resulted in us coming together more as a club. As the accreditation officer, I needed to work with all sections (minis, juniors, youth, academy, seniors, autism academy and ladies) of our club a lot more. As a result of some extra work which has gone on behind the scenes, each section of the club now has its own aims which connects in with the clubs overarching vision and ambitions. I would certainly say as a result of going through this process we are now more 'one club.'

What were your motives for progressing from Silver to Platinum in just one season?

When we achieved the Silver accreditation level in 2019/20 we knew we didn't want to stop there. We had a drive to continue to show our members and the wider community that as a club we were offering and continue to offer fantastic football experiences.

Our committee wanted to strive towards Platinum to showcase to our community and members that we are ambitious, progressive and inclusive. We wanted something for them (our coaches), our players and wider community to have something to be proud of.



What support did you get from others within the club to help you reach Platinum accreditation?

Reaching Platinum level was a whole club effort. The committee were exceptionally supportive as were all the volunteers within each section of the club. I worked with the volunteers within each section and used their skill sets and knowledge of their section to help me gather the information I needed to meet the criteria.

Coaches supported by taking an active role in keeping on top of their qualifications needs and revalidation. This mindset is now something that we have embedded within the club. Of course, a few gentle reminders are needed here and there but genuinely our coaches are fab at ensuring they play their part in helping us maintain our accreditation.

I had a great team around me that knew where we were going as a club, all I had to do was coordinate it all together.



How did you communicate your success with members and the local community?

When I received the notification informing us of our Platinum achievement, I could not quite believe it. I sent a screenshot of the message to our committee asking them if this was right! We then informed our coaches and parents. We shouted about it through our website and social media channels and we received lots of positive messages, congratulating the club on its achievements.

What is the club's future ambitions taking into account the club has already achieved the highest level of accreditation?

Although we do now hold the Platinum level, its so important that the standards and expectations we have set do not slip, so our ambition with the club accreditation programme is to maintain our new level. We want to ensure that we continue to support our coaches in their development which in turn will support our players and ultimately enable us to continue to provide the best opportunities and experiences.

Natalie has supported the club for over eight seasons in a number of different roles both on and off the pitch, including U10s girls manager and merchandise officer. One of Natalie's main roles is the club accreditation. Through her excellent leadership, the club have been able to progress through the different levels and are now proudly one of 30 clubs to have obtained Platinum level. Natalie does all this incredible work because she loves the game and her fantastic football family. Diolch Natalie.

