RECRUIT

About the club:

- Berriew FC
- Located Montgomeryshire, Powys
- FAW Platinum Accredited Club
- 17 teams from Under 6 through to Senior for both males and females

BERRIEW F.C.

What did the club do?

Improved recruitment for coaches for year 1 & 2 players as it was difficult to get parents to step forward with their son/ daughter being so new to the club and to the sport.

Overcome perceived barriers of coaching (I.e. that you need to know everything about football!)

Having a continuous coach support mechanism at year R and 1 to ensure players can come into the club without the worry of needing a parent/carer to step forward straight away.

How did the club do this?

The club always has a volunteer available at training who parents can talk and ask questions too. The volunteer is able to share their lived experience as parent volunteer and quickly build a connection with new parents and explain club philosophy of fun.

Informally see if any new parents would like to get involved and leave this open ended and look to re approach them in a few weeks' time to see if they had any questions/myths they wanted answering/ if they are interested in supporting.

If interest, explain pathway and training available, again sharing own experiences and helping to remove perceived barriers.

Be on the lookout for signs of those 'interested' in football and don't be afraid to ask.

Look within the club – had success in recruiting young players as well as senior players. We increased awareness and making it easy for them. We also linked to educational support - many of our young coaches involved in the U5s and U6s are current U16s, U17s players who have got involved to either support their current or future education or Welsh Bacc. Understanding what young people may need to support their next steps in education and their careers is important and seeing what two way support can be had is great.

SUPPORTING

"Recently picked up one volunteer as a result of seeing him completing keepy-uppy challenges with siblings of players on the side-line while his son trained. After a simple conversation about the positive way he interacted with the children and understanding if he had ever wanted to get involved his response was 'Yes I have always wanted to get involved but just have never known how,' he is now supporting his son's and is looking to undertake the Football Leaders Award."

- Paul Inns, Volunteer Coordinator