



HOW TO – Deliver Football Fun Camps

Whilst every coach has their own style and will put their own stamp on the delivery of all of their programmes, the Football Fun Factory has a tried and tested formula for how to deliver this programme brilliantly. This guide includes:

- Preparing for your camps
- Providing a warm welcome
- Safeguarding measures
- Accident/Incident reporting
- Camp structure
- Putting on a show
- Blue Card presentations
- Leaving on a high
- Facing challenges

Preparing for your sessions

Syllabus

Head Coaches have access to an extensive syllabus of Football Fun Camp session plans. You can choose which sessions to deliver at any time. We do it this way to give you the freedom and flexibility to select the sessions that will work best for the children that you coach on each day of your Camps. For example, you may choose more match-play activities for older children and lower-intensity fun activities for younger children.

For your assistant coaches that deliver alongside you, it is a good idea to provide them with session plan that you would like them to deliver at least 24 hours prior to the training session. This will allow for adequate preparation time and an opportunity to ask you any questions that they may have.

Equipment

It is advisable for the Head Coach to be responsible for bringing all equipment to the session. As many assistant coaches are part-time self-employed coaches with other commitments, it is not advisable to rely on them to bring equipment to your session.

Ensure that you have enough equipment for your sessions. It is important that you have enough footballs and bibs for every child. You will also need cones and

depending on the goals available at your venue, it may be useful to have some target goals too.

For your Football Fun Camps you will need all of your inflatables. With so much to remember for your Camps, please see below a checklist of what to remember:

Inflatable Pitch	Fan blower
Inflatable Goal	Fan blower
FootDarts Inflatable	Electric blower, Velcro balls, giant footballs
Footballs	
Bibs	
Cones	
Head Coach Folder	Registers, clip board, sign in sheet, session plans, accident/incident report form, Blue Cards
First Aid Kit	
Extension leads (if required at venue)	

There may be some items that you will require on an ad-hoc basis for particular session plans, such as balloons, target goals and bean bags.

Registers

You will need to have a printed register for each day of your Camp. The register should have any medical information you are given for your participants and an emergency number, just in case you need one.

Your register will be a good tool to get to know your participants' names and also make sure you can give any additional support required to children whose parents have indicated this on their registration or in conversations prior to the Camp.

You will need your sign in/out sheet on a clipboard, ready for parents to register their child into your Camp.

Arrival time

It is advisable to arrive by 8:00am latest, for a 09:00am Camp. Your aim should be to have everything set up by 08:30am. Please bare in mind that some venues will require extra set up time as you may need to transport your equipment to the sports hall if it not easily accessible. You should ask your Assistant Coaches to arrive by 08:15am.

Typically you will have some parents that arrive early and it is ideal to be set up and prepared in good time ahead of the first child arriving. You can then focus on providing a warm welcome instead of setting up for your session. Being set up to welcome children and parents also gives you an opportunity for face to face engagement with parents and enhanced 1-2-1 engagement with your participants.

Providing a Warm Welcome

Children and parents alike may be nervous when attending the FFF for the first time and whilst we try to calm any nerves with effective pre-course email communications, attending any new group or activity can be nerve-wracking, for young children in particular. We put in place a number of measures to provide a warm welcome to everyone attending our Football Fun Camps. Try to ensure each of the following measures are met consistently:

- Set up your registration desk near the entrance

Registration typically takes place inside your sports hall. Set up a registration table (if the venue has one) with your sign in/out sheet ready for parents to register their child's attendance for the day. Ensure that your desk is out of the way of the activities, to ensure a safe environment. The Head Coach should be stationed at the desk to welcome parents and children. An assistant coach can take the role of 'settling in' by showing each child where to put their belongings and getting them involved in the arrival activities.

- Welcome every child by name.

Take pride in knowing every child's name and even parents' names. If you don't know every child's name there are some brilliant subtle ways to find out, which are showcased in our delivery training.

- Have a consistent set up that children and parents become familiar with.

More detail is listed below in the 'session structure' section of this guide. Things such as a safe-zone for water bottles and arrival matches, offer children and parents consistency day to day and Camp to Camp. When children are attending for the first time you can take the opportunity to showcase the professionalism of the programme and structure involved. You can achieve this by introducing yourself and other coaches, showing a child where to put their belongings and explaining that each day they will take part in arrival matches. Taking the time to introduce a new participant to the programme and settle them in will impress parents and make the child feel comfortable.

- Speak to parents

An enthusiastic 'hello', or perhaps asking how somebody's day has been will go a long way. Part of your role as a Head Coach is to build relationships within your community. Your aim should be that the parents of the children you coach should feel comfortable to speak to you and ask any questions that they may have. Making yourself approachable will also encourage enquiries about birthday parties or your weekly training programmes.

For your Football Fun Camps parents are much more likely to have questions. Common queries include confirming the finish time for the day and discussing and individual needs for a particular child.

Building relationships with parents and children will be a key long-term strategy in retaining your weekly training participants.

Safeguarding Measures

Safeguarding is a much greater consideration for your Football Fun Camps than for your other programmes, as the children are in your care for the full day. Please refer to the Football Fun Factory Safeguarding Policy for full guidance.

Having a printed register with all participants listed is key to your safeguarding procedures. As parents arrive with their child it is important to ensure that each child is on the register and that you have the correct contact details for them as well as any relevant medical information given at the time of booking.

There are a number of main areas of safeguarding risk during your sessions, as follows:

1. Children being signed into the Camp

Ensuring the proper sign in procedure is followed is very important for your Football Fun Camps. Children may be dropped off by one parent and picked up by another, or by a Grandparent or friend. It is also very important that each child is signed into and out of your care.

2. A child needs to go to the toilet during your session

The procedure for this will depend on the facility you use and the proximity to the nearest toilet. The age of the child in question should also be taken into account when considering how best to deal with the request from a child.

Where possible, children should be escorted to the toilet by a coach. Failing this, children may be sent in pairs (depending on their age). Please refer to our Safeguarding Policy for further guidance.

3. Children eating and drinking safely at break and lunch times

At the start of each day you should remind the children of the rule that they should not share food and they should be reminded again at the start of each break or lunch period. During break and lunch times it is important that the children are sat down and that the full coaching team is in close proximity.

4. Children departing the session safely

Ensuring that children depart safely at the end of each session is very important. The procedure for this is for the Head Coach to facilitate collection at the AstroTurf gates or sports hall doors and ensure that every child is signed out by their parent or responsible adult. This procedure has the added benefit of ensuring a 'Grandstand Goodbye' and gives parents an opportunity for face to face engagement with the Head Coach.

Accident/Incident Reporting

Serious injuries or injuries that have the potential to become serious or those that cause a visible wound/bruising should be recorded using your Accident/Incident Report Form. The form can also be used to log behavioural issues or incidents of bullying. To report an accident of incident:

- Fill out the form by hand with full information
- Take a clear picture of the report form
- Email to the parent of the child or children affected

In the event of an injury it is important to ensure that your email doesn't lead to any panic and to start the email by reassuring the parent that their child is okay.

In the event of a serious injury that may require medical attention you should call the parent and if necessary for the any serious injuries, the emergency services.

Camp Structure

See below a guide for your 09:00am – 3:30pm Camps:

- 08:45-09:30am - Arrival matches
- 09:30-09:45am – Introduction & daily briefing
- 09:45-10:45am – Whole group morning session (or two sessions if numbers are too high for one session)
- 10:45-11:15am – Morning break
- 11:15-11:30am – Social development – Get to know your coach and group
- 11:30–12:00pm - Session 1
- 12:00-12:30pm – Session 2
- 12:30-1:00pm – Lunch break
- 1:00-1:30pm – Post-lunch group activity
- 1:30-2:15pm – Session 3
- 2:15-2:30pm – Afternoon break
- 2:30-3:15pm – End of day matches/tournament
- 3:15-3:30pm – End of day Blue Card presentation

Whilst the above guide offers ideal timings, there are many factors that may affect the timings that you apply to your sessions. For example, the number of children attending your camp. You may have more or less groups of children and therefore

more or less rotations of activities. Each area in the above schedule is outlined in more detail below:

Arrival Matches

Playing matches at the start of the day is a fantastic way to welcome children to your Football Fun Camp. For children that are attending for the first time, a match environment is a fun and fast-paced introduction to the Camp that should help ease any nerves or trepidation about attending.

The key with the matches is to have multiple small-sided games set up that are age and ability appropriate and that they are facilitated and supervised well by the coaches, whilst ensuring that participants arriving are welcomed and settled in as the matches are in progress.

Introduction & Daily Briefing

The Head Coach should lead a briefing each day that outlines our Camp rules and welcomes children to the Camp. Your daily briefing should include:

- Welcome and introduce coaching team
- Explanation about the Football Fun Factory and what the day has in store
- Informing the children where the toilets are the procedure if they need to go to the toilet
- Advising the children about rules for break and lunch times, in particular not sharing food
- Educating the children about the Blue Card award and what the coaches are looking for throughout the day
- An opportunity for children to ask any questions that they may have

The aims for the daily briefing are to calm any nerves, build excitement for the children and ensure that safeguarding measures are met.

Whole Group Morning Session

The children will be excited to try out the FFF's fun and exciting inflatable experiences! To build the excitement and anticipation, only the inflatable pitch is used for the first sessions. There are some large group sessions detailed in the Football Fun Camp syllabus, that the Head Coach can lead inside the inflatable pitch.

Should you have more than 30 participants you may decide to split the group into two and deliver two separate sessions, one inside the pitch and one outside. The groups can then be rotated.

Break & Lunch Times

You will have already outlined to the children what you expect from them at break and lunch times in your morning briefing. Ahead of each break it is important to remind the children not to share food. It is advised to have a rule that children must stay within a set area in their break times and remain seated. As the children take part in a long period of physical activity at your Camps, break times should double as rest periods for the children.

If children become restless during break times you may wish to introduce some games led by yourself or the other coaches. These games should be played sitting down and should not include any physical activity.

Social Development – Get to know your coach and group

Children can have incredible social experiences at your Football Fun Camps, make lots of new friends and develop relationships with the coaches that make them want to come back time and time again. One way to create a brilliant social environment is by allowing a period of time for the groups to get to know each other each day. The groups will vary day to day as different children attend certain days of the Camp. Each day is a new opportunity to build and develop relationships between children and with the coach.

Each coach should spend some time with their group with the aim of getting to know all of the children's names and to build relationships between all members of the group.

Rotation of Sessions

It is important to ensure that the children get plenty of opportunity to participate in each activity and experience. There are two different rotation methods for you to choose from. You can either keep the same coach with a group for the whole day and rotate throughout the inflatables experiences or each coach can remain delivering the same session/experience for the various groups.

Keeping the coach with the same group for the full day is the best method for ensuring a positive social experience and supports the coaching team to manage behaviour throughout the day as they get to know their participants.

Post-Lunch Group Activity

Children will often eat their lunch quite quickly and be eager to resume their activities. However, as the day is action-packed and lots of children attend multiple days, it is important to build in some down-time. Post-lunch activities should be non-active and include quizzes, challenges and games.

End of Day Matches/Tournament

Allowing for the right amount of match time is key. Too much match time can result in children getting tired, wanting to sit out and arguing with one another – just as parents arrive to collect their children! The aim should be to have a hall full of energetic, happy-smiling children as parents arrive. To support this, keep your matches short and rotate the pitches/teams if age banding allows.

End of Day Blue Card Presentation

Presenting a Blue Card is a brilliant way to show case the values of the Football Fun Factory and that we place greater importance on developing children as young people, than developing footballers! It is an opportunity to impress parents and showcase yourself as an excellent communicator. We advise that you deliver your Blue Card presentation in the following way to ensure that you maximise the opportunity to showcase yourself and the brand:

Present the Blue Card in front of the parents

Call the children in close to where the parents are standing and ensure as much group control as possible. Often as the children are desperate to find out who has won the Blue Card they listen well. To maintain control we advise asking the children to sit in their safety circles.

Avoid disappointment

The Blue Card presentation should end the session on a high note. However, some children may be disappointed not to win the award. If not carefully managed the presentation can lead to children leaving the session disappointed. There are several ways to manage children's expectations which are covered in our training modules. One of the best ways is to ask a particular child to stand at the front facing the other children. This tells the children in advance of the announcement who the Blue Card winner is and allows them time to get over any disappointment in time to clap and cheer the child who wins the award.

Advising the children that "everyone will win a Blue Card at some point, as long as everyone keeps trying their best and showcasing a brilliant attitude".

Encouraging Celebrating Others

A really good tactic to encourage the children to celebrate each other's success is by giving out a Blue Card based on their reaction to their peers winning the award. You can do this by saying something along the lines of "Today I'm giving out 2 Blue Cards. The first goes to Billy who clapped and cheered yesterday when Ella won the award". Doing this will encourage the children to applaud each other, creating a brilliantly positive end to your training session.

Talk Passionately About Celebrating Great Attitudes

On each day of the Camp you have an opportunity to reinforce the ethos of the Blue Card reward system. You can do this by talking about how we don't give out yellow

and red card for bad things, but instead present Blue Cards for good things and great attitudes. You can learn some fantastic 'Power Phrases' as part of your delivery training.

Set Up

As detailed above in the 'Preparing for your sessions' section of this guide, it is ideal to arrive by 08:00am and to be set up and ready before the first child arrives. However, your ability to do this will depend on accessing your facility in good time. Managing your relationship with the facility management will be the key to ensuring this. When setting up your session, it is advised to also ensure the following:

- Set up your safety circles.

Having a safety circle set out for every child to put their water bottles, jumpers etc will help avoid lost property, avoid trip-hazards and showcase your high levels of organisation. It will also teach children to take responsibility for their belongings.

- Have as much of the session set up as possible

During your Camp, any time that you spend moving cones or other equipment may disrupt your session and affect the timings outlined above. Spending time setting up throughout the day will also cause challenges with child management and your Coach:Child ratio is affected.

- Use goals instead of cones on your pitches

Each venue will be different in terms of the goals that are available for your small-sided matches. Having a goal to shoot into improves the match experience for the children and it is therefore advised to use target goals if your facility does not have enough goals for the required number of pitches.

Putting on a Show

Your aim when delivering all programmes should be to put on a show for the watching parents. Your aim should be to impress parents with your coaching ability, the interaction that you have with their child individually, your passion and enthusiasm for the game and how much you love and care about your role as a FFF Head Coach. At your Football Fun Camps parents will not see much of the activity as they often drop off their child quickly at the start of the day and only return for the Blue Card presentation at the end. There may be a small number of parents that arrive early ahead of collection time, to watch their child play in the end of day matches.

There are a number of practical things you can do to put on a show:

Coach in front of the parents

Giving parents a front row view of your coaching sessions demonstrates your confidence in your own ability and allows you to showcase your talent. Parents love watching their child play with a big smile on their face and hearing the positive feedback that our coaches give to their child. At the Football Fun Factory we allow and actively encourage parents to watch the sessions from inside the AstroTurf or sitting on a bench in a sports hall close to the action, which in turn makes them feel part of the experience.

Speak to the children as a group

Calling the children in at the start and end of your sessions and periodically within your sessions showcases your group control and child management. It also builds your position as the leader of the programme.

Make sure you are heard

If there is something you are saying that would impress parents, then make sure you are heard! For example, if you take time on a hot day in the summer holidays to talk to the children about hydration, then ensure you strategically position yourself in front of the parents. If a particular child deserves individual praise or feedback, are you able to do this within earshot of the parent? This may be more challenging but these opportunities may arise, depending on the set up of your venue.

Leaving on a High

Your aim should be that everyone leaves on a high. By standing at the gate/sports hall door you can ensure that you say goodbye to each child and parent, ensure they are signed out and depart safely. Offering some of the children individual feedback can really impress parents and send them and the child home happy. For example saying "well done today George you were great today, see you tomorrow".

Facing Challenges

However well you plan ahead there are some 'uncontrollables' that may give you challenges to the quality of your delivery. There may be things you can do to prepare for these challenges and some recommended actions to take if you are faced with each challenge. Each challenge has guidance listed below:

Inclement Weather

We cannot control the weather conditions and for young children in particular, cold or wet weather can affect their enjoyment of the sessions. For your Football Fun Camps inclement weather shouldn't be a problem as you should have use of an

indoor facility. If your participation numbers do not allow for all children to be indoors you should prioritise the younger children participating inside.

In the event that children do take part in sessions outside with poor weather conditions, it is the role of the coaches to add positivity to the session and keep the children as motivated as possible. Coaches can achieve this by:

- Planning sessions that keep the children moving
- Being even more animated than usual in your coaching style
- Encouraging children to keep moving
- Offering even more praise than usual

At the Football Fun Factory we have a phrase that we use to put a positive spin on wet weather conditions. This can be delivered to the children as follows:

“At the Football Fun Factory we call rain ‘perfect football conditions’! When it’s wet the ball skids across the turf and makes it more fun to play!”.

No Access to Your Venue

Most venues will have somebody on site that you can ask to open the facility for you. However, some locations may have somebody that comes specifically to open up at a certain time. In the unlikely event that the keyholder is late your session may be compromised. When you first hire your venue it is advisable to quickly build a good relationship with the facility manager or keyholder and to have a mobile number for them in the event that they do not turn up in time.

Poor Behaviour

Whilst most children attending your Camps will be a pleasure to have in attendance, you will undoubtedly encounter behavioural issues and friction between various participants. In these circumstances you should follow our Child Behaviour Policy. If the level of behaviour from an individual becomes unacceptable or there is a serious incident or bullying, it may be necessary to call the parents of a child and ask for them to be collected.

If you are ever unsure or require support, you should reach out to the Football Fun Factory Management Team or Designated Safeguarding Lead.