



Football in the Community and Anti-Social Behaviour

1.0 Introduction

- 1.1 Llangefni Town Football Club was founded in 1897 and is now based at Cae Bob Parry, Talwrn Road, Llangefni, Ynys Môn. It is a Club that runs on a shoestring budget with 2 senior sides, 10 junior sides from age 6 upwards, over 200 players and 38 coaches. The first team plays in Tier 2 Welsh football in the JD Cymru North League. Over 90% of the players at both senior and junior level are from Llangefni and its immediate environs.
- 1.2 The Cae Bob Parry stadium abuts the Tudur Ward in Llangefni which is ranked as follows in the Welsh Index of Multiple Deprivation (WIMD) 2019:

Domain	Ranking out of 1908 LOSAs in Wales	Ranking 44 out of LOSAs on Ynys Môn	Comment
Overall	308	3	Mainly in bottom 10-20%
Income	188	2	High instance of income related benefits
Employment	367	6	High instance of working age population in receipt of employment related benefits
Health	454	5	General issues with poor health
Education	325	3	Low attainment amongst children and young people as well as lack of qualifications in adults
Access to Services	282	17	Issues with access to a range of services considered necessary for day to day living
Community Safety	323	5	Issues related to crime and anti-social behaviour
Physical Environment	1818	29	Reasonably well placed for those factors that impact upon well-being and quality of life
Housing	1307	32	Generally adequate housing largely of council construction

- 1.2 The above table shows the issues that prevail on the Tudur Ward which has influenced Llangefni Town Football Club to engage with the community especially as the Club has been a victim of repeated anti-social behaviour. In January 2020 The Club became incorporated as social enterprise company limited by guarantee. The newly appointed Board of Directors decided, given the rise of anti-social behaviour, to include in the company Memorandum and Articles of Association the following objectives:
- a) build strong working relationships with those organisations that wish to promote the benefits of sport for the well-being of those with either a physical, cognitive or learning disability;
 - b) promote the club facilities as a community asset for use by local people for events and social occasions and for use by those public health services, such as the Wales Blood Transfusion and Breast Cancer Screening Services, who wish to promote health and well-being in the community; and
 - c) develop a community hub that will, in partnership with relevant organisations, provide space for the promotion of activities for young people in an area high on the WIMD scale where there are problems with anti-social behaviour.
- 1.3 The Board of Directors are fully committed to working with and within the community to achieve its objectives as stated above through a Football in the Community Programme.

2.0 **The Football in the Community Programme**

- 2.1 At the beginning of 2020 the Club was motivated to start its Football in the Community Programme with a focus on children and young people because the Cae Bob Parry Stadium had become a focal point for anti-social behaviour, typified by underage drinking, elements of criminal damage, underage smoking, and late night gatherings of teenage youths in the Club car park leaving lots of litter and broken glass. The North Wales Police were notified but this had little impact. The Board of Directors took the view that the best course was to engage with the local youth and preferably their parents, carers or guardians, in partnership with the Police and Ynys Môn County Council (YMCC) Youth and Educational Departments to influence a behavioural change through a multi-faceted programme designed to educate, entertain and inform using the medium of sport.
- 2.3 The broad aims of the programme will be to:
- a) engage and interest children and young people in the running and maintenance of the Club in an attempt to develop, through joint sessions with the Police and County Council, respect for property that they will help maintain and improve as part of the programme;
 - b) engage children and young people, through joint sessions with the Police, about the value of respect for their contemporaries' as well as others across the age and gender spectrum to help counteract bullying and anti-social behaviour;
 - c) engage children and young people in the value of sport to improve health and general well-being;
 - d) engage and interest children and young people in the growing role of digital technology in sport and get their ideas for improvement and possibilities for Apps;
 - e) involve parents, carers or guardians at all stages in the programme;
 - f) ensure that Safeguarding is of paramount importance with all elements of the programme to be run by those with DBS checks as necessary; and
 - g) carefully help children and young people realise that if they are not part of the solution for social well-being they are part of the problem.

3.0 **The Programme Design**

3.1 The following table provides the proposed programme:

Activity Session	Location	Who	Contents
Promoting the programme	Schools	Club Coaches	Leaflets with programme detail
Running a football club	Club stadium	Board Directors	Refurbishment of portakabin and purchase of furniture
Playing as a team	Club stadium	Club Coaches	Pitch work
Coaching and fitness	Club stadium	Club Coaches	Health, diet and skills development
Anti-Social Behaviour	Club stadium	Police and YMCC	Leaflets and supporting material
Digital Technology in football	Club stadium	Directors and Club Media Officer plus Digital Experts	Engagement with digital sport analysts
Further Education in Sport	Club stadium	BTec Providers	Expert input from a local college
Certificates for programme participants			Issued on completion of the programme sessions
Programme Brochures			Advertising material to promote the programme in schools
Assisting the Youth Offender Service	Club Stadium	Club Members	Offering placements for those on the Youth Offending Programme

3.2 All sessions will contain elements of theory and practice. The Club will meet the costs of providing refreshments at the stadium and will provide all the equipment required for pitch coaching and any training games played at the stadium. Full safeguarding arrangements will be adhered to.

3.3 The programme will be planned during 2020 and fully implemented in 2021 due to the current constraints related to the COVID-19 pandemic.

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July 2020