

Taunton Youth FC Community Trust



**Welcome Pack
for players
and
parents/carers**

2020-21 season



WELCOME

Welcome to Taunton Youth FC Community Trust. This booklet will give you information about our Club, what it means to be part of our youth programme and what your child is likely to experience.

The purpose of our Club is to advance amateur sport and promote community participation in healthy recreation through the provision of sports coaching and access to facilities for football players in school years 6-11 who live in and around Taunton. Although it will never be our primary objective, we are always on the lookout for those with potential to play for Taunton Town FC's first team (see slide 6 for an insight on what this means to current and former locally based players).

Any child of qualifying age, regardless of footballing ability, is welcome to come and train with us (subject to club capacity).



Nurturing sporting intelligence: better than last week, but not as good as next week

A message from Steve Willis, Chair of the Trustees

As we embark upon our fourth season it's gratifying to look back and see how far we've come from the early days. We now have an enviable volunteer led programme with systems and processes in place which should be sustainable on an enduring basis.

We strive to improve on everything we do – the provision of a top quality experience for our players is always at the core of our thoughts and activities.

Indeed, as you will see later in this pack, I'm proud to say we have met the criteria to be able to call ourselves an FA Charter Standard club.

Covid-19 has, of course, presented challenges we didn't expect but we will do our best to offer an environment where it is safe to have fun and learn about the beautiful game, as we all adapt to a new way of interacting.

Our collaboration with Taunton Town FC continues to flourish and, amongst other things, it provides us with much needed revenue via our operation of the half-time raffle for home games at the Cygnet Health Care Stadium. We are extremely grateful to Kevin Sturmev and his team for the support they provide to us.



“In addition to being the Chair of Trustees I'm also a parent of a player in the programme and a part time volunteer coach.”

Email: beamswillis@btinternet.com

Mobile: 07912 054091

A message from Paul West

It has long been my desire to introduce a Director of Coaching/Head of Football to design and implement a curriculum for our coaches and players to follow – something I have struggled to find the time to do. My first choice was Ian Thompson, due to the wealth of knowledge and experience he possesses. When he became available and agreed to join us in 2020 it felt like Christmas morning as a child.

Even before last season was curtailed due to Covid-19, Ian's influence was starting to take effect. His infectious enthusiasm has given everyone a lift and a renewed impetus to further improve. I'm really looking forward to seeing how things develop in the coming season.

Behind the scenes, my fellow trustees are working hard to keep the programme on a sound footing which leaves me to concentrate on what I love to do – coaching football to willing learners.

As I have written before, it is my purpose to make sure that every young player gets the same opportunities. We might not get it right all of the time, but this will not be for the lack of effort.

In the 2020-2021 season, I will be the lead coach for the amalgamated U16s whilst continuing as a trustee.

All the best. *Westy*



"I'm a UEFA B licensed coach and have overall responsibility for delivery of the coaching programme. You will normally find me on the sidelines supporting the coaches and players."

Email: westo1970@gmail.com
Mobile: 07795 117106

A message from Ian Thompson, Head of Football



I've had a successful career in football coaching for many years and hold a number of UEFA and FA recognised coaching and referee qualifications. Having coached both men and women at professional and semi-professional levels it's my passion for youth football that led me to join this Club in the Spring 2020.

I'm not attached to any particular team but will attend training sessions and matches for each age group on a rotational basis. Primarily, my role is to assist and help further develop the coaches so that they, in turn, can deliver consistently high quality coaching and challenging sessions for our players. For more information on our style of play and coaching philosophy please check out our [Roles and Responsibilities](#) on the website.

I truly believe football creates a fun learning environment which will teach your child life skills and important lessons such as teamwork, how to be resilient, and the joys of investing effort, hard work and practice in something you have passion for.

Prior to joining the Club I felt inspired and excited by what I saw. My personal energy is even higher now that I'm part of the team and I look forward to seeing our young players develop further in the year ahead.

"I'm a UEFA A licensed coach and have operated for many years as a coach educator in the Somerset area. Parents/guardians are welcome to discuss any part of the coaching syllabus and the way it is run with me or with Paul West."

Mobile: 07719 903028

I felt at home straight away playing for Taunton, it's a real honour. I've played at a higher level but the buzz isn't the same. I love to receive positive comments from local people and see how much football means to people in Taunton.

Lloyd Irish

What does it mean to play for Taunton Town?

We asked some current and former first team players...



Being local and playing for Taunton is a great feeling because your close friends and family are able to come and watch and show their support. For the junior players coming through I would say listen to your coaches, work hard and make sure you enjoy it.

Ollie Chamberlain

It's a brilliant feeling playing for your local team. Hearing people chant your name is one of the best feelings ever.

Jamie Short

My heart was bursting with pride and passion when I played my first game for Taunton Town. Playing for Taunton taught me so much and gave me a good deal of self-confidence. It also put me in a shop window for league clubs to investigate further.

Rob Lowe

Getting started...



We provide a youth programme for football players in the Under 11 to Under 16 age groups. Our programme is open to anyone who has an interest in playing football, all are welcome (subject to capacity). We offer two levels of participation:

Training:

All players within the same age group train together each week. We welcome players who predominantly play their games for a grass roots team but who aspire to play at a higher level. They will have the opportunity to be selected for the match squad if we see the right quality, attitude, endeavour and commitment on display.

Match Programme:

This is for players who have demonstrated an ability to perform at a standard above their local grass roots league. However, we do not identify players to join match squads on the basis of ability alone. We use a range of factors including skill, emotional maturity and commitment to training. Players in this group have the opportunity to play matches in the Junior Premier League and will receive additional training sessions.

It's all digital

We have 4 primary methods for communicating news and updates about the Club.

1

Teamer is how we communicate invitations, dates, times and locations for training sessions and matches. This is available as a mobile app and has a desktop version. It is free to download and use. New members will be given a link to connect with our Club's account. Via the web version you can let the coaches know in advance of any dates your child is unavailable to train or play.

2

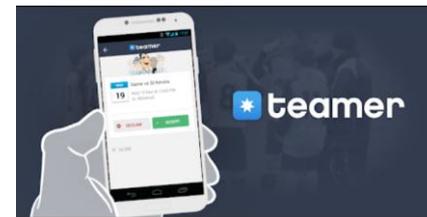
Taunton Youth FC website. Here you can find everything you need to know about the Club including pages for each year group, details of Club sponsors and profiles of our Trustees. You can also find information on our Mission Statement and all our Club policies, including our Safeguarding policy, Complaints policy, Data and Privacy policies.

3

Social media. You'll find us on [Facebook](#), [Twitter](#) and [Instagram](#). Please follow us if you use these and help to share and publicise our Club news. If you post anything, please use the hashtag [#JnrPeacocks](#)

4

Email. From time to time we send out emails to parents/carers. We tend to do this only when there are updates that relate to the whole Club rather than to individual year groups. For this reason, it is important that we have an up to date email address for you. We do not send emails to any of our young players directly.



twitter





Club membership and fees

All players are required to complete an online registration form for our internal administration processes. There is no initial admin or signing on fee.

The annual membership fee for the Match programme is £450. For the training/development squad it is £200. Any player who moves between the two programmes during the course of the year will have their fees adjusted.

Fees are payable in 10 equal instalments (£45 a month for the match programme, £20 a month for the training squad) and are to be made by Standing Order.

Payments are due on the first of each month, starting with 1 August 2020. This means your final payment will be on 1 May 2021.

When setting up your payment please use the following ref:

Age group, Initial, Surname, e.g. U15RDavis.

BANK ACCOUNT DETAILS

Account name: Taunton Youth FC Community Trust

Account number: 15146685

Sort code: 60-05-06

More money matters...

Non-payment of membership fees

Our Club is a not for profit organisation.

In cases of non-payment you will be reminded by the age group Coach, Director of Football or a Trustee. If not paid within 1 week or by the time of the next session we will remind you again. At this point we may suspend your membership and ask that your child does not attend training and/or matches until the money owed is paid.

Cancelling your membership

Once you have committed to the programme if you or your child decides to leave, then **two months advance notice** is required.

This means, for example, if your child wishes to finish at the end of March you will need to give us notice in writing or email by the end of January. This should be sent to youth@tauntontown.com. A verbal message given to the coach does not count. You will then be required to pay all fees due up to the end of March.

What happens if your child misses sessions due to injury

If your child has a long term injury then **monthly payments are still due**, however an assessment will be made at the end of the season and dispensation given if a large amount of play / training has been missed.

i.e. If a player breaks a leg and is off for eight weeks, April's and May's payment will not be required. These decisions are made by the Coach and Director of Coaching together, and ratified by the Trustees who oversee the financial management of the Club.

Club kit

The following needs to be purchased by parents/carers. All top half items come badged and **with initials** on which helps when needing to reunite misplaced clothing with owners! Match strips are provided by the Club (paid for by Sponsors) and do not require any financial contribution from parents.

Our kit brand is Joma supplied by [Somerset County Sports](#) in Taunton. Information on sizes and prices is supplied by the store. Items can be purchased individually; the prices shown are for the whole kit.

Training programme kit

£50-58 for all items (depending on sizes selected)

- T-shirt (doubles as away kit)
- Sweatshirt
- Shorts
- Socks
- Rain Jacket

Match programme

£85-95 for all items (depending on sizes selected)

- All the same items as the training programme kit
- Plus:*
- Champion V Tracksuit



Returning players are not required to purchase new training and match kit every year. If it still fits from last season please continue to wear it.

Training and playing with us



Training

All notifications for training sessions are made via Teamer. Out of courtesy to our coaches who spend a good deal of their private time planning sessions for the players, a response is expected for every invite. In addition to regular weekly training sessions, ad-hoc sessions may be organised from time to time.

Matches

It is the responsibility of parents/carers to arrange transport to matches. If you require assistance please use our social media channels to see if another parent can help you.

If selected to play in a JPL match every player will be offered at least 50% pitch time. This is a requirement of the league and helps to create opportunities for practice and progression for all those attending.

When there is no match arranged for a Saturday the intention is to run training sessions instead.

Playing for other teams

There are no contracts between our Club and individual players. This means our players are free to train and play with other clubs such as a local grass roots side, school or district team. Out of courtesy (and to help us monitor the impact of extensive training on young players) we ask that you make your age group coach aware of any other footballing commitments outside of our programme.

For insurance reasons scratch teams organised by parents for any tournaments or friendlies outside of our programme are not permitted to use the Taunton Town or Taunton Youth FC name or wear our training/playing kit.

Be proud and show respect

When arriving for and leaving training, a match or other club function it is expected that each player will say hello and greet their coach plus any other coaches in the vicinity. Prior to Covid-19 we used to ask people to shake hands. Individuals are welcome to keep up this custom, but we appreciate at the current time this is optional and down to personal choice. Greeting others is a sign of mutual respect and also an important signifier as to arrival and departure from the temporary custody of the coach/club.

Photos and Video

We are very proud of our young players and love to take photos of them to create memories, celebrate achievements and share news. Within the Club we also have a video camera and mast which we occasionally use to record training and match footage. The coaches use this to help review performance and progress as well as to inform and educate the young players on subjects such as positional play.

We subscribe to and follow the [FA's guidance on the use of photographs and video](#).

Please note: we assume we have permission to use and publish videos/photographs of all players (training and match programmes) unless we are advised to the contrary in writing.



Any withdrawal of permission must be emailed to Neil White (Club Admin Officer).
Email: youth@tauntontown.com



Parental involvement

In addition to the all important activities of washing kit, driving kids, feeding them and encouraging their involvement, there are other ways in which we welcome the active involvement of parents.

Each year group is asked to identify a volunteer **parent rep**. The primary purpose of this role is to help communication and organisation in relation to fundraising and social activities. It's a small task in terms of time input but makes a huge difference when it comes to things like organising the rota for match day raffles and coordinating numbers for the Christmas party.

Thanks to the involvement of our parent reps in the (shortened) 2019-20 season we raised over £2,400. This was used to purchase a transportable pop-up shelter for the sidelines and to subsidise attendance at the Christmas party. Thanks to these fundraising efforts in the 2020-21 season, we are able to introduce a new Financial Assistance Policy to offer financial support to those individuals and families who may need our help.

If you have skills, time or contacts and would like help we'd love to hear from you! Please message [Steve Willis](#) (Chair of Trustees) for an informal conversation.

You can help right now by signing up to [EasyFundraising](#). It's completely free to register and means that when you shop with major retailers (such as M&S, ebay, Amazon) you could be helping to raise funds for the Club at the same time.

Code of conduct for parents



We all have a responsibility to promote high standards of behaviour in the game. As a Club we support The FA's Respect programme to ensure football can be enjoyed in a safe, positive environment. Remember, children's football is a time for them to develop their technical, physical, tactical and social skills. **Winning isn't everything.** To us, performance and the holistic development of a child is the main focus. We ask that you play your part and observe The FA's Respect Code of Conduct for spectators and parents/carers at all times.

In particular we ask that you agree to the following.

I will:

- Remember that children play for FUN.
- Applaud effort and good play as well as success.
- Always respect the match officials' decisions.
- Remain outside the field of play and within the Designated Spectators' Area (where provided).
- **Let the coach do their job and not confuse the players by telling them what to do.**
- Encourage the players to respect the opposition, referee and match officials.
- Avoid criticising a player for making a mistake - mistakes are part of learning.
- Never engage in, or tolerate, offensive, insulting, or abusive language or behaviour.

I understand that if I do not follow the Code, any/all of the following actions may be taken by the Club, County FA, league or The FA.

I may be:

- Issued with a verbal warning from a club or league official.
- Required to meet with the club, league or CFA Welfare Officer.
- Required to meet with the club executive committee.
- Obligated to undertake an FA education course.
- Obligated to leave the match venue by the club.
- Requested by the club not to attend future games.
- Suspended or have my club association/membership removed.
- Required to leave the club along with any dependents. In addition:
- The FA/County FA could impose a fine and/or suspension on the club.

Our 24 hour rule

All parents/guardians are welcome to discuss any part of the coaching syllabus and the way our programme is run – either with a coach or a trustee. However, we have a **24 hour rule**. This means our coaches have been advised they do not need to engage in any feedback and conversations about a match or training session until 24 hours have passed. This cooling off period helps to take the emotion out of a situation. It also enables people to go into a discussion with an even-keel approach, looking to exchange valuable information and find common ground for the benefit of all.

For parents: whilst we will always recognise your right to speak with a coach on behalf of your child, the added benefit of the cooling off period is that you may actually decide that your child is the best person to have the conversation with the coach.

Life, and sport, will have many ‘red lights’ and ‘roadblocks’. If children don’t experience adversity or get uncomfortable from time to time they will be hindered in their development as a person or player. If young people can learn to communicate for themselves to solve problems, they will be much better for it in the long term. Of course, you may have to step in from time to time, but working through conflict with their coach is beneficial for their future.

Parents: please refrain from coaching from the side lines. You do not know what instructions your child has been given. Your child is part of a team and may have been given a specific set of tasks.

Remember: Everyone has a bad game (or a bad day at work etc.). Many children are already too hard on themselves when they are not playing well. Helping them understand the ‘big picture’ is crucial if there is a poor result - it is no big deal.

Mistakes are a natural process of learning; we all make them. After a game or training session which might not have gone well, please ask them about the positive things they experienced - the effort in running back or blocking a shot etc., how they helped the team.

We put the process before the outcome, and ask that you do the same.

Code of conduct for coaches



We all have a responsibility to promote high standards of behaviour in the game and our coaches/managers are no exception.

On and off the field they will:

- Show respect to others involved in the game including match officials, opposition players, coaches, managers, officials and spectators.
- Adhere to the laws and spirit of the game.
- Promote Fair Play and high standards of behaviour.
- Always respect the match officials' decisions.
- Never enter the field of play without the referee's permission.
- Never engage in public criticism of the match officials.
- Never engage in, or tolerate, offensive, insulting or abusive language or behaviour.

When working with players they will:

- Place the well-being, safety and enjoyment of each player above everything, including winning.
- Explain exactly what they expect of players and what they can expect from us.
- Never engage in, or tolerate, any form of bullying.
- Develop mutual trust and respect with every player to build their self-esteem.
- Encourage each player to accept responsibility for their own behaviour and performance.
- Ensure all activities they organise are appropriate for the players' ability level, age and maturity.
- Cooperate fully with others in football (e.g. officials, doctors, physiotherapists, welfare officers) for each player's best interests.

Our coaches/managers understand that if they do not follow the Code, any/all of the following actions may be taken by the Club, County FA, league or The FA.

They may be:

- Required to meet with the club, league or County Welfare Officer.
- Required to meet with the Club's Trustees.
- Monitored by another club coach.
- Required to attend an FA education course.
- Suspended by the Club from attending training/matches.
- Suspended or fined by the County FA.
- Required to leave or be sacked by the Club. Also, their FACA membership may be withdrawn.

If at any time you have concerns regarding the behaviour of a Club coach please bring this to the attention of Paul West, Director of Football, immediately.

Code of conduct for players



We all have a responsibility to promote high standards of behaviour in the game. As a player, you have a big part to play. That's why The FA asks every player to follow a Respect Code of Conduct.

When playing football for Taunton Youth FC we ask that you agree to the following.

I will:

- Always play to the best of my ability.
- Play fairly - I won't cheat, complain or waste time.
- Respect my team-mates, the other team, the referee and my coach/manager.
- Play by the rules, as directed by the referee.
- Shake hands with the other team and referee at the end of the game.
- Listen and respond to what my coach/team manager tells me.
- Talk to someone I trust or the club welfare officer if I'm unhappy about anything at my club. (For our Club the Welfare Officer is Neil White)

I understand that if I do not follow the Code, any/all of the following actions may be taken by the Club, County FA or The FA.

I may:

- Be required to apologise to my team-mates, the other team, referee or team manager.
- Receive a formal warning from the coach or the club committee.
- Be dropped or substituted.
- Be suspended from training.
- Be required to leave the club. In addition:
 1. My club, County FA or The FA may make my parent or carer aware of any infringements of the Code of Conduct.
 2. The FA/County FA could impose a fine and suspension against my club.

Within the Club we have two more **very important** rules/expectations:

1. We have a zero tolerance attitude towards consumption of alcoholic drinks, smoking (including vaping) and the use of non-prescribed drugs. If any player is seen to consume these illegal substances (or attends a club function when under the influence of the foregoing), they will be dismissed from the programme immediately. The decision of the Director of Football (Paul West) on this matter will be final, with no right of appeal.
2. We expect our young players to treat themselves and others with respect. Misdemeanours at school and in general life may have consequences for participation in the programme.

Making the most of social media

The importance of brand

Our brand refers to the way others encounter us. It promotes recognition and sets us apart from other clubs. It generates interest and referrals, and helps players and parents to know what to expect when they come to us.

Our brand and what we stand for needs to permeate through our entire Club.

It goes beyond our name, visual identity (club colours and logo) and website and includes

- How we behave
- How we represent ourselves on social media
- How we interact with others (other clubs, referees, other coaches, business partners, etc.)

Making the most of social media

Social media (e.g. Facebook, Twitter, Instagram) is great for sharing information, experiences and promoting the Club. Used in the right way, social networking activity can have a positive impact on your own reputation and that of the Club.

Please follow these tips to create a successful brand for yourself and the Club.

DO...

Play nice. Allow others to express their opinions and treat them with the same respect you would personally expect.

Pause and think. Nobody's perfect but think before you contribute or respond to something that others have posted. How will it make you and the Club look?

Consider who you connect with. Your online networks are a reflection of you and your association with the Club.

Understand your digital footprint. You may have no control over information once it is live. Your messages, tweets and conversations in public forums can be recorded, intercepted and / or saved and sent via email.

DON'T...

Post when you're cross, emotional or (for adults) under the influence of medication or alcohol. You're likely to type something that you wouldn't ordinarily say in person.

Use inappropriate language, make derogatory statements or post comments that could be read by others as being hurtful. Do not use social media to defend the Club or settle old scores.

Endorse or make promises on behalf of the Club. Be careful not to promise things or make commitments to others if you don't have the proper authority.





Club policies

Details of all our Club policies can be found on our website, including:

Safeguarding Policy
Complaints Policy
Separated Parents Policy

Equality Policy
Data Protection Policy
Financial Assistance Policy

NEW in 2020

TheFA

Charter
Standard.



In April 2020, we were awarded the FA's Charter Standard. This represents the culmination of a good deal of hard work and dedication by our management team and demonstrates to parents, sponsors and the public that our Club is well organised, safe and provides opportunities for all.

It also confirms our Club has FA-qualified coaches as **standard** and adheres to FA Respect policies and codes of conduct and prioritises child welfare as well as appropriate levels of discipline.

Taunton Town FC Discounted Season Ticket

All players in our programme (match & training squads) qualify for free entry to Taunton Town first team matches played at home. There is no need to buy a ticket, just turn up in your Taunton Town training kit and you'll be let in for free!

Up to four parents/guardians and close family members can purchase a season ticket at a discount of 50% which includes all home league games, pre-season friendlies and priority booking for ticket only cup games. This is the same deal the first team players get for their friends and family.

Please contact [Alan Slade](#) (Taunton Town FC Finance Director) if you would like to purchase any season tickets.



Taunton Youth FC Community Trust



We hope you have found this pack useful.

**If you have any questions or concerns please email:
youth@tauntontown.com**

