

# Target Football

*Providing training for volunteers to gain formal accreditation*



## Context

Target Football is based in Toxteth, Liverpool, and runs sporting programmes and grassroots football across the city. It was set up in 2010 and currently has seven employed staff and about 15 volunteers. Volunteers are integral to Target Football's continued success, ensuring football coaching and matches take place and pitches and grounds are maintained.

## Challenge

Target Football relies on the goodwill of volunteers, often parents of participants or previous players, to help run their football and other sporting events across the city. Recruiting and retaining the numbers of volunteers they require, however, can often be challenging.

*“Volunteers are like gold dust. They've helped us with football teams, with events, with working on the site that we operate on.”*

Community business representative

## Action

To encourage volunteers to participate, Target Football funds accredited training for its volunteers to demonstrate that it values their commitment by rewarding their participation.

*“We also actively recruit a group of players from a certain age group, who can make a team up, so we approach one of the parents, see if they might like to become the manager and, if so, we'll pay for the volunteer [to be accredited by] the FA [Football Association].”*

Community business representative

## Result

Target Football is increasing its capacity to run coaching sessions by giving volunteers the skills and experience to run groups independently with confidence.

*“After the first season ... their confidence grows and their skills have increased and they realise that they’re more than capable of not ringing us every couple of weeks to say ‘This has happened’ or ‘That has happened’, they’re able to deal with it and they pretty much run themselves now.*

Community business representative

The volunteers who are trained and given coaching roles have increased confidence in their abilities to learn new skills.

*“I’ve got a bit more [confident] because of the jobs that they allow me to do, stuff that I’ve never done before ... technical stuff. Learning about the pitch and stuff.*

Volunteer

For some volunteers, the accredited training funded by Target Football has opened pathways to employment.

*“One of the sessional workers went on a ‘level two’ and a ‘three’ as well so we’ve been able to help her with that, so she’s gone from a Saturday morning, a couple of hours coaching, to UEFA B coach working with Liverpool Football Club, coaching the under-fourteens girls’ side.*

Community business representative