

# GRASSROOTS: DEVELOPMENT OF A GRASSROOTS PLAN

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# WHAT IS A GRASSROOTS DEVELOPMENT PLAN?



A grassroots development plan is the outcome of

- study and analysis of the existing situation regarding grassroots and youth football in the country
- evaluation and consultation with key stakeholders
- an agreed, realistic and effective development strategy

***The plan sets out the goals and actions that will drive towards achieving the defined objectives.***

# STAGES IN DEVELOPMENT OF A GRASSROOTS PLAN

## 1. Study and analysis

(i) of football throughout the country

(ii) of playing and training facilities available

(iii) of the educational system mainly at primary level

(iv) of sports policies, particularly “youth football”

(v) of administrative and technical organisation at national, regional and local levels

(vi) of the availability of coach-educators, training equipment and teaching materials

# STAGES IN DEVELOPMENT OF A GRASSROOTS PLAN



## 2. Evaluation and consultation

- Can a project be launched or a seminar be organised to study the feasibility of the programme?
- Is there an existing grassroots structure in the technical department of the MA?
- Are there sufficient links between the MA and key partners such as the Ministries of Sports, Education and Health?
- Can the vision and objectives of FIFA's grassroots programme be fulfilled?
- What role and involvement can key stakeholders have to ensure the continuity of the project?

# PLANNING

- Effective planning needs to be a shared process that involves all stakeholders
- In the case of a grassroots programme it is essential that links and partnership be created with government and other bodies
- The first stage of planning is to understand clearly what you hope to achieve and what actions will help you to reach your objectives
- It is also essential to design an effective monitoring and evaluation system to ensure that the programmes meet the expected outcomes
- Your objectives should be: SMART
  - *Specific*
  - *Measurable*
  - *Achievable*
  - *Realistic*
  - *Timed*

# THE PLANNING PROCESS

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1. **OBJECTIVE:** what needs to be done?
2. **TACTIC:** how do you intend to achieve your objective?
3. **TARGET:** what will be achieved?
4. **RESPONSIBILITY:** who will make sure this is achieved?
5. **TIMESCALE:** when will you complete your objective?
6. **FINANCE:** how much it is going to cost?

# KEY OBJECTIVES OF GRASSROOTS DEVELOPMENT PLAN

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- Increase participation for both boys and girls (6-12 years old)
- Improve the standards of coach-educators and increase the number of training courses for grassroots football
- Encourage teachers, social workers, parents and volunteers to get involved in grassroots activities
- Organise grassroots tournaments and festivals for all age groups
- Improve communication and develop relationships with all stakeholders
- Establish a grassroots structure within the technical department
- Sign agreements and “Memoranda of understanding” with government bodies, primarily the ministries of sports and education, to ensure sustainability of the project in the medium and long term

# EXAMPLE OF AN ANNUAL GRASSROOTS DEVELOPMENT PLAN

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## OBJECTIVE: INCREASE PARTICIPATION AND EDUCATE SCHOOL TEACHERS

ACTION	TACTICS	RESPONSIBILITY	TARGET	OUTCOME/OUTPUT
<p>IN-SCHOOL SESSIONS</p> <p>AIM: to create playing opportunities for school children from 6-12 years old</p>	<p>Football coaches and P.E. teachers to attend schools and deliver grassroots activities (tournaments &amp; festivals)</p>	<p><b>-Ministry of Sports:</b> transport</p> <p><b>-Ministry of Education:</b> playing facilities</p> <p><b>-Member association:</b> technical expertise</p>	<p>- 10 schools per month</p> <p>- All age categories for both boys and girls</p>	<p>OUTCOME: creates relationships with schools</p> <p>OUTPUT: promotion of grassroots activities</p>
<p>INTER-SCHOOLS ACTIVITIES</p>	<p>5-a-side and 7-a-side football tournament at regional level</p>	<p><b>-Ministry of Sports:</b> transport</p> <p><b>-Ministry of Education:</b> availability of P.E. teachers</p> <p><b>-Member association</b> organisation &amp; monitoring</p>	<p>All schools in the region</p> <p>4 teams per school</p>	<p>OUTCOME: establishes regular grassroots activities</p> <p>OUTPUT: 40 pupils per school 4 age groups 2 girls' teams &amp; 2 boys' teams</p>
<p>EDUCATION OF SCHOOLTEACHERS</p>	<p>Grassroots coaching courses</p>	<p><b>-FIFA</b> Education and Technical Development department</p> <p><b>-Member association's</b> technical department</p>	<p>25-30 participants per coaching course</p>	<p>OUTCOME: develop coach-educators</p> <p>OUTPUT: Human resources to sustain the programme</p>



# EXAMPLE: A FOUR-YEAR DEVELOPMENT PLAN

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OBJECTIVES	YEAR 1	YEAR 2	YEAR 3	YEAR 4
IMPACT	LOCAL	REGIONAL	NATIONAL	NATIONAL
<b>STRUCTURE</b>	Set up an organisational committee for the launching of the project (pilot phase)	-Establish a simple grassroots structure in each region  -Develop working relationships with schools	-Establish a well organised grassroots structure within the MA technical department  -Employ a grassroots coordinator	-Establish decentralised grassroots structure in each region  -Employ regional grassroots coordinators
<b>PARTICIPATION</b>	One age group (10-11 years) for boys and girls per school	2 age groups for both boys and girls -10-11 years - 8-9 years	3 age groups for both boys and girls -10-11 years - 8-9 years - 6-7 years	3 age groups for both boys and girls -10-11 years - 8-9 years - 6-7 years
<b>ACTIVITIES</b>	-Inter-school football tournament  - 5-a-side for girls - 7-a-side for boys	-Inter-school football tournament -Introduce grassroots festival in selected school as a pilot project	-Inter-school football tournament -Implement grassroots festivals in all schools for all pupils -Introduction of futsal and beach soccer	-Inter-school football tournament -Implement grassroots festivals in all schools for all pupils -Development of futsal and beach soccer
<b>COACH-EDUCATORS</b>	2 <b>FIFA</b> grassroots coaching courses for 50-60 youth coaches from the different regions of the country	-Increase access to <b>FIFA</b> grassroots coaching courses for P.E. teachers -Selection of potential grassroots coaching instructors	-Increase the number of local coaching courses for schoolteachers where grassroots festivals have been organised	-Employ personnel for grassroots coach education  -Organisation of annual grassroots seminar

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IF GRASSROOTS FOOTBALL IS NOT  
ENCOURAGED, FOOTBALL AT ALL LEVELS  
WILL SUFFER

