

APPENDIX A

Princes Park June 18 – May 2019. Compiled by Jack Smedley, Dartford Football Club Operations Manager.

Gate attendances July 2018 - May 2019: 25,816 – This was a full set of league fixtures and friendlies, no cup games.

Golf usage: April 2018 - March 2019: 448 rounds by members / loyalty cards holders, 652 pay on gate rounds – the golf course has improved massively under the new management, Paul Page Golf Academy. The condition of the course is much improved and new things been added to improve the course. There is also a reception now at the 1st hole and an indoor simulator where Paul carries out lessons. Paul has also got involved in our community programme and delivers golf lessons at some of our primary schools. Membership and casual golfers have increased now that there is someone dedicated to doing this, Paul also held a national competition recently for child golfers.

Foot golf usage: April 2018 – March 2019: 720 pay on gate rounds.

Dartford have continued to run a loyalty scheme where golfers pay for 5 rounds and get their 6th free. The golf and foot golf course is advertised on twitter, Facebook, website, periodically in the programme and has been advertised in local magazine Dartford Living. An advertising board is pitch side within the stadium, and there is also a road sign on Princes Road by the main gates promoting the golf course. Feedback from members is that the general state of the golf course is excellent compared to previous years.

Community Pitch and Mini Pitches were used by over 30 local clubs in the last year. They all have regular weekly bookings. We also booked in over 170 casual bookings from people in the local community.

Dartford FC have regular bookings online for all its facilities, it allows people to book golf, foot golf, mini pitches and community pitch online. Payment can be taken there and then through PayPal which is easier for the customer.

Millwall Lionesses ground shared with us for their first season. The team play on Sundays in the Women's Super League Division 2. Teams in that league included Manchester United, Aston Villa, and Tottenham. This provided great coverage nationwide for Princes Park and attracted interest. They played 12 home games with an average crowd of 400, so 4800 in total.

The club run 3 academy teams, one team is linked with Leigh academy alongside the 35 youth teams in the pre academy and junior teams.

THE LEIGH ACADEMY x1 team

Dartford Football Club is linked with neighbouring school, The Leigh Academy, to give students the opportunity to continue working towards their A-Levels whilst pursuing their passion in Football.

Phil Murray (Head of DFC Youth Development) and Sean Scolding (DFC Community Lead) have been working alongside Simon Beamish (Leigh Academies Trust CEO), Sue Crocker (Leigh Academies Trust Business Director) and Sharon Waterman (Leigh Academy Principal) in order for the scheme to come

together. With The Leigh Academy and Dartford FC being located next door to each other it was an opportunity that no one involved could miss out on and a chance to create an ongoing partnership.

Dartford FC already has an Academy in place which runs in partnership with SCL Education Group and offers students the chance to gain BTECs along with qualifications and experience in football. Due to many young adults aspiring to go to university after their school education is over, the necessity of A Levels is something that students would currently miss out on at Dartford. The new partnership with The Leigh Academy now enables those who have a passion for football to continue their studies towards the qualifications they need whilst receiving regular training and coaching from highly qualified FA coaches affiliated to the football club, plus the opportunity to represent the club at levels between Youth Conference Alliance League and the new SCL League with the possibility of progressing into the First Team or higher.

With A Levels such as Biology, Media Studies and P.E. to choose from there is a suitable variety of options available for any candidate who is interested in the scheme. In order for students to gain their place on the course they must obtain 5 GCSEs grade A-C including Maths and English. Once their academic application is successful they will be offered a trial at Dartford Football Club.

We currently have x16 Year 1 students and x8 Year 2 students. Next season we obviously hope that all x16 year 1 students will continue into year 2 and we take a new intake of year 1 students, doubling our numbers from Leigh Academy.

SCL x2 teams (50 students)

COURSE

A 2-year, full-time education and football development programme for 16-18 year olds.

Year 1 - BTEC Level 3 Subsidiary Diploma in Sport.

Year 2 - BTEC Level 3 Diploma in Sport.

Players will study a variety of nationally-recognised qualifications within sport, coaching and fitness managed by SCL.

Where required students will study Maths and English GCSE or Functional Skills.

SCL Education Group is one of the UK's leading independent providers of education through sport:

- Government approved post-16 private education provider
- Experts in the field of sport and education delivery with over 15 years' experience
- Nationally recognised for high quality advice and guidance
- Programmes delivered in real sports environments
- Proven Progression routes
- UCAS POINTS – up to 280

LEAGUE

Conference Youth Alliance and SCL league

COST

FREE for 16-18 year olds

ENTRY REQUIREMENTS

3 GCSES A-C preferably one Maths or English

FOOTBALL TRAINING

Dartford FC

EDUCATION PROVIDER

SCL Education Group

Play in the Football Conference Youth Alliance and SCL league

Daily training from highly qualified FA coaches

Guidance on individual football fitness

Nutritional advice

Regular appraisal to monitor development both on and off the pitch

The Dartford FC Academy is the pinnacle of the football club's development programme and the final stage of preparation prior to Reserve and First Team football.

With our extensive youth development system, we have developed an outstanding reputation for nurturing talented players through this and into professional and non-league football.

The Academy will play a fundamental role in Dartford FC's youth department which will strive to create a development culture with the primary function of developing players to compete in the First Team squad.

Here at Dartford FC, we are passionate about developing young footballers through the delivery of quality coaching, a unique and unrivalled education programme with the use of modern, state-of-the-art-facilities.

Players such as Charlie Sheringham (AFC Bournemouth), Cody McDonald (Coventry City FC) and Dave Martin (Derby County FC) have all developed their football with the First Team at Dartford Football Club before being signed by their respective professional clubs showing the calibre of player that the football club is producing.

We currently have Deren Ibrahim, Ronnie Vint, Richard Seixas, Michael Habte, Tony Coxall, Alfie Pavey in the first team squad, all have come through the academy or pre-academy.

PRE-ACADEMY (7-16)

The pre-academy at Dartford FC forms part of our player pathway to first team football at the club. We aim to create a learning environment where talented young players, many of whom have been

at professional clubs, can continue to progress. Whilst winning is important, our emphasis focuses on the way we play. Therefore, developing players who have tactical as well as technical skill is delivered throughout the years through a well-balanced learning syllabus.

Our squads start at u7 (school year 2) and go through to u16s (school year 11), they then trial for our full academy if they have achieved the standards required. At an appropriate point, players are signed exclusively to the pre-academy squads, until then they can play for their local club teams as well. The squads play in the Elite Development Programme (EDP) against professional and semi-professional advanced player centres. They also play against professional club academy squads.

The U13s – U16s are members of the Junior Premier League with such teams as Portsmouth, Bournemouth, Woking, Isle of Wight, Basingstoke, and Charlton. Foundation squad players are expected to be coached for 1.5 hours per week and the Development phase players for 3 hours per week. They are coached by minimum FA Level 2, YCA Module 2 coaches, or coaches who are working towards that minimum standard.

The pre-academy is divided into two phases for players to learn and develop in the way that our clubs wants them to. We feel that this meets the requirements of the FA strategy, 'The Future Game' and mirrors the approach taken in in the professional academy environments through the Elite Player Performance Plan.

FOUNDATION PHASE

This phase focuses on the development of our u8s – u11. At these ages we focus on Agility, Balance & Coordination, the ABCs. Fun and technique are paramount. Whilst it is serious stuff, we like the players to learn and develop in a more 'discovered learning' environment, so developing an inquiring mind and approach is key. A mild sense of self-discipline will be instilled as well.

DEVELOPMENT PHASE

This phase focuses on the development of our u12s – u16s. Whilst technical ability is still key in terms of the player development process, at these ages players start to learn about the bigger game. Roles, responsibilities and tactical application on the field come above winning. A winning mentality is strongly encouraged, but not at the cost of losing sight of playing our kind of football. Footballers for all scenarios during in a game, is what we need. To be able to read a game and know what is required as: an individual; part of a function; and, as a squad as a whole, whilst being strongly disciplined....will see a player through to our Academy! We are looking next season at starting to run apprenticeships, where students play football with us and then go to college and do so many hours a week also learning a trade.

ELITE DEVELOPMENT PROGRAMME

We have joined a programme involving professional and semi-professional club advanced and development centres. Primarily, this involves playing clubs in tri-tournaments during school holidays. The clubs involved are: Arsenal, Brighton, MK Dons, Wycombe Wanderers, Walsall, Northampton, Histon, Oxford, Brentford and Luton.

In addition to the Elite Development Programme, we play against: Millwall, Gillingham, QPR, Fulham, West Ham, West Brom, Woking, Basingstoke, Leyton Orient and Bournemouth. In the main, these fixtures involve our Development Phase (u12s – u16s) squads.

The club is keen to support local football in the Kent County as well. Our Development Phase squads continue to support the local county cup competitions. In addition, we are working with other clubs, the FA and local /national youth leagues, in order to create a strategic approach to delivering a programme just outside of the professional game.

GIRLS SQUADS

Dartford FC already has a thriving girl's structure. We now have 5 teams from U14s- U16s and a Ladies 1st team, who train at the club once a week coached by qualified Pre Academy staff. We also run a girls development centre (school years 3 – 6) with the aim of the sessions to develop existing talent and encourage girls in the community to get involved in the club. We hope that with a few years hard work we can see a vast improvement in the numbers of girls' squads on offer. Their competitive games are played in the Kent Girls and Ladies football league.

The ladies 1st team have completed their second season. They are in a very competitive league with established teams, but managed to finish 3rd which was a great effort. They also won a cup competition and the reserves were runners up in their competition. They have also spent the season promoting themselves at the men's 1st team games to try and encourage people to watch them on Sundays

Dartford Junior Section

Dartford Football Club runs a thriving and successful Junior Section with teams ranging from U 7 through to U21's x20 teams in total. All those involved are volunteers, including managers and coaches.

The aim of the Junior Section is to provide adequate facilities for training and matches, arrange matches and social events for the members and the surrounding community, provide a competitive, friendly standard of football for boys and girls aged 7-21 at the cheapest possible price and to promote the game of 'association football'.

The club holds the prestigious FA Charter Standard status and has been awarded one of the highest levels possible that of a Development Club.

All our Junior Team Managers and Coaches are CRB checked, qualified to a minimum of FA Level 1 with some going on to achieve FA Level 2. Each team has at least 1 Coach and/or Manager that has attended the FA Safeguarding Children & 1st Aid Workshops. The Child Welfare Officer and Committee members regularly carry out checks to ensure that managers and coaches adhere to the rules of the club. These include ensuring the safety of the children whilst in their care and carry out spot checks at matches to ensure managers have a full first aid kit.

Mini Soccer School

Our mini soccer school operates on a pay and play basis meeting every Saturday during the football season – September to May. Our sessions consist of fun based learning of all aspects of football including:

- Passing
- Dribbling (close ball skills)
- Shooting
- 1v1 skills
- Team work

Our aim is to nurture the interest and love of football in boys and girls aged 4-6 (reception- Yr1 only) with the option of joining a Dartford Junior Section team when they reach the appropriate age group. At intervals during the season, there may be opportunities for players to get involved with tournaments and competitions giving them practical experience of playing in a team.

The coaches who run our Mini Soccer School come from our own Junior Section and are CRB checked, hold FA Safeguarding Children qualifications, First Aid badges and are trained to FA Level 1 standard.

Our Mini Soccer School is run on the 3G mini all weather pitches which are a great surface for children to learn and develop their footballing skills.

Community

The community section improved significantly over the past 12 months, we employed 2 full time staff supported by 6 casual staff. The aim was to really increase community activity in the Borough and financially provide revenue for the club that we had not really explored before.

The Community Section have been successful in securing a number of grants to deliver their programmes, totalling £32,410, from a number of sources such as Kent FA (disabled and walking football), Winners Chapel (to deliver weekly football coaching on Tree Estate, Fleet Estate, Temple Hill), Dartford Borough Council (over 50's club), National Lottery Grant and Football Conference Trust (girls and children's football).

Over the past 12 months, they have started a walking football team, a disabled team and an over 50's club, these all provide valuable exercise and social inclusion for the older generation and disabled children. School holiday courses have doubled in participation with an average of 50 children per day. Birthday parties on site have increased and we also run all football parties at Fairfield Leisure as well. In addition we also do a football class for under 5's on a Saturday morning at Fairfield. Primary school attendance at matches has increased due to free tickets given out and we have hosted three school tournaments on the main pitch at the end of the season. We also had three first team fixtures that were community days and special stalls and games on site for children before the game. This brought in an extra 300 people to these game.

Catering & Functions

The catering section is operated by the same company, in the past year they have had 327 functions. They host regular networking mornings for local businesses as well as big corporate functions. Birthday parties, funerals and wedding receptions are also very popular.

Baby Ballet occurs every Monday and Saturday with over 100 children per session along with their parents.

Dartford Living magazine hold regular networking events and the Mayor and council uses the venue for functions. We recently had council consultations for Lowfield Street and new developments.

Salsa classes are every Wednesday with 150 people attending regularly.

In the past year they have also held functions for Demelza House, St Michaels Church, Wilmington Primary School, Alzheimer UK, The Princes Trust, Teacher conferences for DASCO, Darent Valley Hospital.

Champions Bar is open daily from 10am – 6pm for golfers, foot golf, parents for football and general public.

The Road runners still use our facilities on Tuesdays and Sundays. We are hosting their 5 mile run in August where runners from all over the area will start and finish at Princes Park and will be running around the Dartford area.

We have also become a training centre for G4S who regularly use our facilities to train new paramedics.

Also we have started being a centre for giving blood, mainly targeted at men.

New

Charlton U23 will be playing here next season on a Monday afternoon x 12 games in season.

Improvements were made to the overflow car park to fill in pot holes and resurface areas, this will be done again this summer, and is part of the G4S contract to maintain.

New electric height barrier, and gates have been installed to prevent travellers and control traffic near the stadium.

Air conditioning has been installed in the function rooms. This should stop all the complaints about the heat and provide a much more comfortable temperature at functions.

A new extension / infill has been installed downstairs under the park suite balcony and next to champions bar. This is to create a separate meeting room during the day and a bigger room on match days.