

HOW TO GET...



**BEHIND
EVERY
KICK**



SKILLS BEYOND THE GAME

Behind every kick, every punch, every throw, every metre, every stride, there has to be a thought. This is ours: that sport can change lives.

That being part of a team, squad or club gives every member the chance for personal development and to learn life skills. That the pitch, court, track or ring, is a space where we can build positive relationships, further personal goals and start contributing to the community. That sport has the power to develop players as people.

That's why we've created Behind Every Kick and we are building a fantastic squad of coaches and young people, mentors and clubs who share our belief. And that is why we want you on our team.

WHAT WE DO

We offer a sponsored 18 month programme which uses sport and mentoring, as a way to support personal development and help teach life skills to young people. Through sport, we upskill and develop coaches in best practice, enhancing their individual and team performances as a result.

And we've got some great people on our team. Lane4, leading experts in human performance, help us deliver an inspiring and impactful programme to coaches, mentors and players alike.

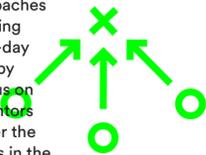
While we work with Volunteering Matters to support participants through one-to-one mentoring.

And it does not stop there: at the end of the programme, we give participants the chance to join the Behind Every Kick alumni – a space and a network to continue to develop, share and learn from leaders in corporate and sporting organisations.

HOW WE DO IT

1.

Mentors and up to three coaches from each of the participating clubs will attend three half-day development sessions run by Lane4. These sessions focus on upskilling coaches and mentors so they know how to deliver the programme's key messages in the most engaging and effective way.



2.

Each session will be accompanied by content that accelerates development. This will include Lane4's thought leadership and will expand on the lessons learnt in the sessions, giving coaches and mentors the opportunity to explore further development.



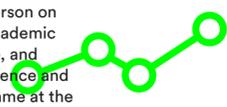
3.

Alongside the development sessions, we'll create a social learning platform. This will give coaches and mentors the opportunity to engage in Action Learning Groups where they can share learnings and explore any questions or ideas they have.



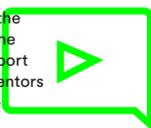
4.

Before delivering the programme, coaches will be required to capture key data for each young person on the programme, such as academic attainment and attendance, and softer measures like confidence and self-belief. They'll do the same at the end of the programme so we can see how far each player's come.



5.

Each club will be responsible for delivering seven of the eight sessions that make up the programme. Lane4 will run the other session, as well as support webinars for coaches and mentors throughout so that they have the chance to talk about any challenges they've faced or lessons they've learnt.



6.

We'll aim match to each young person on the programme to a personal mentor. And once Player Development Session One has been successfully delivered, the mentor will begin the one-to-one sessions.



VIEW FROM PITCHSIDE SO FAR

"It was fantastic to see how the young lads responded to their off the pitch sessions. Before I couldn't imagine any of them turning up for an after school lesson on how to control their temper on the pitch! But by offering them the opportunity to hear from Lane4 on how to keep focused and achieve a competitive edge in sport and life, they were really getting stuck in."

DAVID POLLICK
Founder of Behind Every Kick

"The Under 16 squad have been an absolute credit to Sporting Hackney FC this season, not only in the way they have played the game but in the way they've behaved on and off the pitch. There's no doubt their involvement in the Behind Every Kick project is having a very positive impact on these young people and is laying the foundations for their future lives, within football and outside it."

MATTHEW BROWN
Sporting Hackney FC Chairman

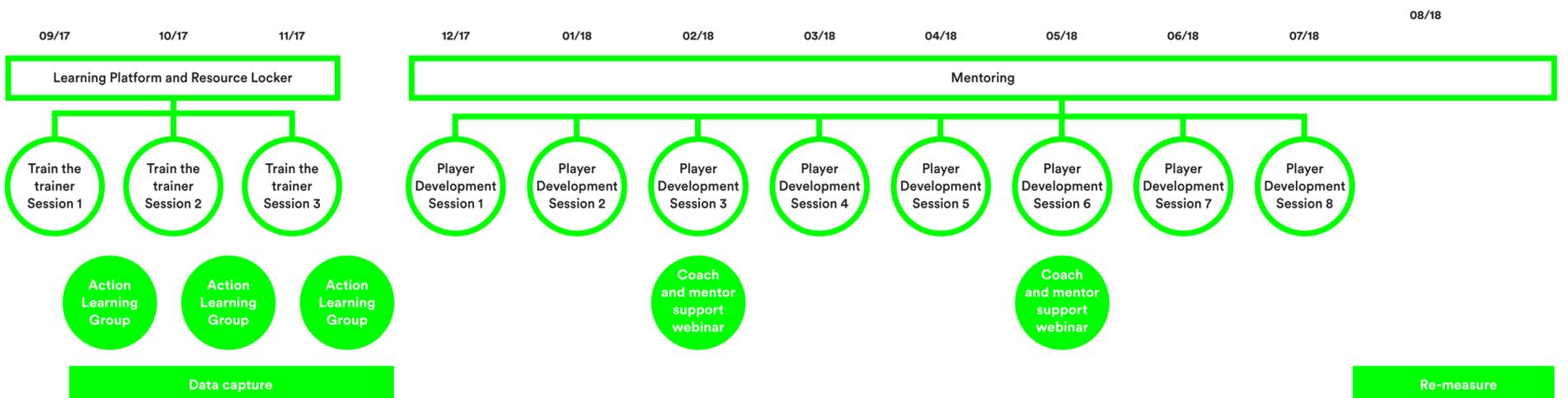
"What a privilege to visit this project and see how putting the right team in place – sports psychologists, the football coaches and community mentors, each playing to their strengths – can deliver a programme where participants can experience life changing coaching and mentoring – and play great football. Seeing the engagement, the commitment, and the mutual respect first hand made me realise just what a difference Behind Every Kick makes."

ANNE HEAL
Volunteering Matters

"The biggest thing that has helped me is to be a good leader: I need to stop my friends from doing bad things...even if it's like the smallest things, I can be there to stop them and tell them that it's not right to do that, that they can come away from stuff like that, even if it's kicking stones!"

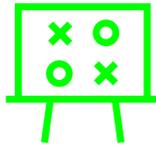
DANIEL, AGE 15
Behind Every Kick participant

PROGRAMME



THE TEAM

LANE4



We will

Design and deliver a bespoke Behind Every Kick programme to the cohort of participating coaches, mentors and players. With an internationally acclaimed reputation, Lane4 exists to help organisations develop the people and skills necessary to become winning organisations in their particular market place or sector.

VOLUNTEERING MATTERS



We are

The UK's leading organisation in volunteering policy and practice. For the purposes of the Behind Every Kick programme, Volunteering Matters identifies, recruits and offers training to volunteer mentors carefully matching mentors to individual players in order to support the learning opportunities offered by the project.

DO YOU WANT TO PLAY?

We're always scouting for new talent. So if you want to be part of a team that's changing lives with every kick, punch and sprint, here's what we're looking for.

AS A SPORTS CLUB YOU WILL:

- Have a squad of up to 16 boys or girls aged between 14-16 years who want to participate in Behind Every Kick.
- Have a club ethos where respect for staff, officials and the opposition, is paramount and reinforced at all times in things like time-keeping, attendance and communication.
- Have the facilities to train the team and host matches, as well as indoor facilities to deliver the off-the-pitch side of the programme.
- Be able to use your facilities to deliver the programme to your young people at the stages outlined by the project, hosting Lane4 for one session per programme.
- Ensure that your players attend all sessions, and regularly communicate with Volunteering Matters on mentor matching, participation and feedback.
- Be willing and committed to being supported by Behind Every Kick and to work with us to monitor and evaluate the impact of the programme.

AS A COACH YOU WILL:

- Be affiliated to the participating club and be authorised and qualified to work with the participating team/group of young people.
- Be responsible for the squad over the course of the programme and committed to engaging with every element of it.
- Be a positive role model – and someone who makes sure all paperwork is done!
- Be committed to attending all of Lane4's train-the-trainer sessions, at an external and centrally located venue.

AS A VOLUNTEER MENTOR YOU WILL:

- Be aged 21 or over.
- Be willing to attend training and be DBS-checked.
- Be committed to a minimum of two one-to-one meetings per month for up to nine months.
- Be willing to complete any necessary paperwork regarding your mentee as part of our monitoring and evaluation side of the programme.
- Be great at engaging with young people and developing a positive rapport.

WHAT'S IN IT FOR YOU?

You'll be helping young people achieve their goals, so it's only right we assist you too.

AS A CLUB, YOU'LL HAVE THE CHANCE TO:

- Become part of the Behind Every Kick alumni which offers your coaches and sports participants ongoing opportunities to learn, develop and fulfil potential, on and off the pitch.
- Get support from Behind Every Kick for your club through equipment and kit sponsorship.
- Access the award winning Lane4, with its internationally acclaimed reputation for maximising human performance.
- Receive excellent training and ongoing support from Volunteering Matters to achieve outstanding mentoring experiences for your sports participants.

AS A MENTOR YOU'LL GET:

- Full training and ongoing support.
- Reimbursed for all the costs associated with your mentoring.
- The chance to practice and develop your interpersonal skills.
- The opportunity to learn new skills.
- The personal satisfaction of using your experiences to help other people develop and succeed.

SO WHEN DOES IT KICK OFF?

THE NEXT BEHIND EVERY KICK PROGRAMME STARTS IN SEPTEMBER 2017

CLUB INFORMATION CONTACT
debra@debrahome.co.uk

VOLUNTEER MENTORS CONTACT
Jason.Mckoy@volunteeringmatters.org.uk

BUT REMEMBER: deadline day to register your interest is 14th July 2017