



Dr Kyle Ferguson

Rationale: NI Research context in Youth Football

If sporting organisations are to move beyond the project focus and maximise their potential, there needs to be a sectoral approach where organisations come together under one framework.

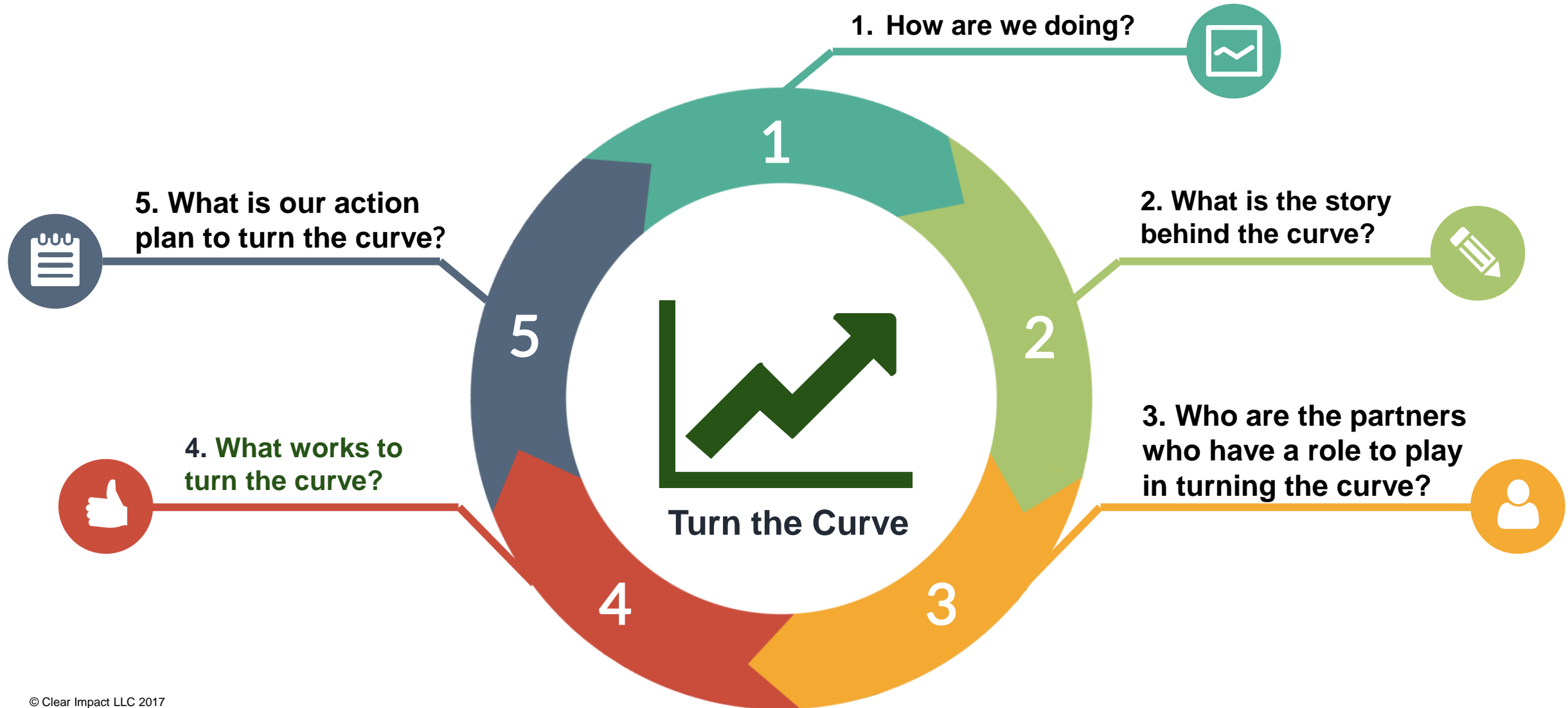
Agreeing common indicators for measuring contribution to specific targets can be used as a mechanism to mobilise stakeholders and build relevant partnerships.

The ability to agree common purpose and align community need with policy direction requires enduring action, at all levels.

This should include a clearly defined purpose articulated within an overarching strategy to address the root cause conditions that led to inequalities originally.

This approach would enable an agreed measurement model to be used to demonstrate the combined value of sport and physical activity initiatives at a regional level (taking account of culturally relevant issues) to inform future planning.

Turn the Curve Thinking: Five Core Questions



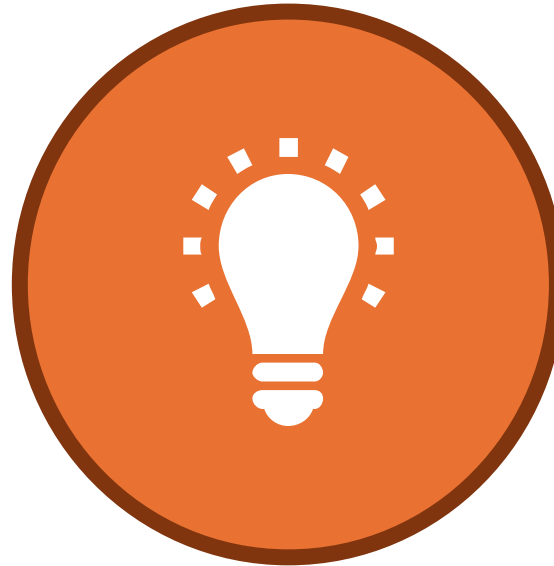
What Works

Do we know what would work?

Research /
Evidence-Based



Low Cost /
No Cost



Off-the-wall

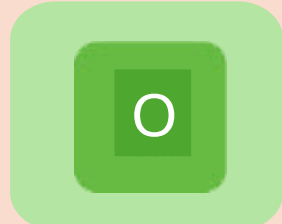


Information and
research agenda

Outcomes Based Accountability Measurement Framework

Population Accountability

Performance Accountability



Outcome

A condition of well-being for children, adults, families or communities.



Indicator

A measure which helps quantify the achievement of a result.



Effectiveness and efficiency at an organisation, department or programme level.

Any system, organisation or programme providing services and/or resources



Performance Measure

A measure of how well a programme, organisation or system is working.

Indicators and performance measures

Informed by:

- Barriers
- Government strategies
- Key stakeholders' objectives
- Irish FA contribution
- Irish FA strategy
- Practical implications

Irish FA Contribution to Government Objectives

Children and
Young People
attaining PA
guidelines

Friends from
other
communities

Participation of
under
represented
groups

Physical literacy
confidence

Employability

Shared Spaces
opportunities for
local sports

Evidence-based solutions to promote participation in sport

The Experience

Age appropriate behaviours prioritized in coaching activities. Creating a culture which promotes fun and learning

Fun

Focus on fun prioritising early diversification while avoiding selection/deselection

Balance

Personal development, future potential and effort prioritised over competition

Confidence

Focus on activities which promotes confidence in technical skill and fundamental movement competence

Social Factor

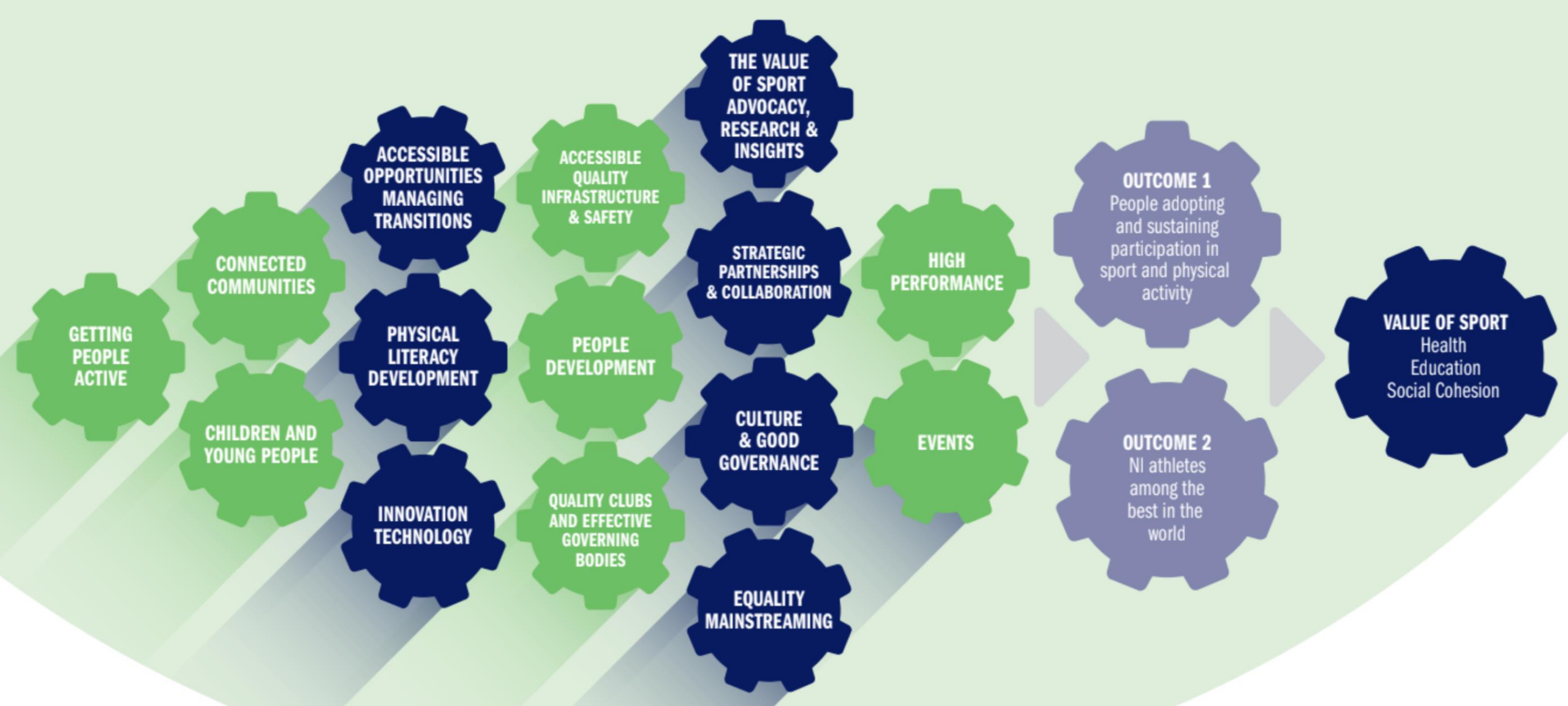
Facilitate opportunities to take part in activities with friends

Accessibility & Flexibility

Consideration of the barriers of cost, timing, logistics and clashes with other commitments in planning

Behaviours

Tackle Stress and Pressure by promoting the social supporting role of family, role models and coaches



The Sporting System



YOUTH FOOTBALL

FRAMEWORK

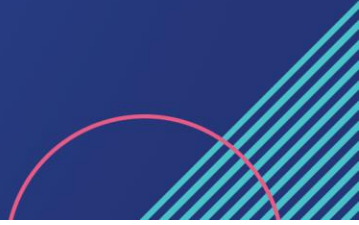
OBA Action Plan



Let them play.



Population Level Indicators





Youth Football Framework Purpose

Guarantee an active game that generates maximum enjoyment and technical development for every child.

% of new players recruited to youth football

Retention rate %

% of players ready to play at performance level

Framework Pillars

GAME

EDUCATION

ENVIRONMENT

GOVERNANCE

Select 3 – 5 Headline Performance Measures for each pillar



Performance Measures



Population Level Indicators

% of new players
recruited to youth football

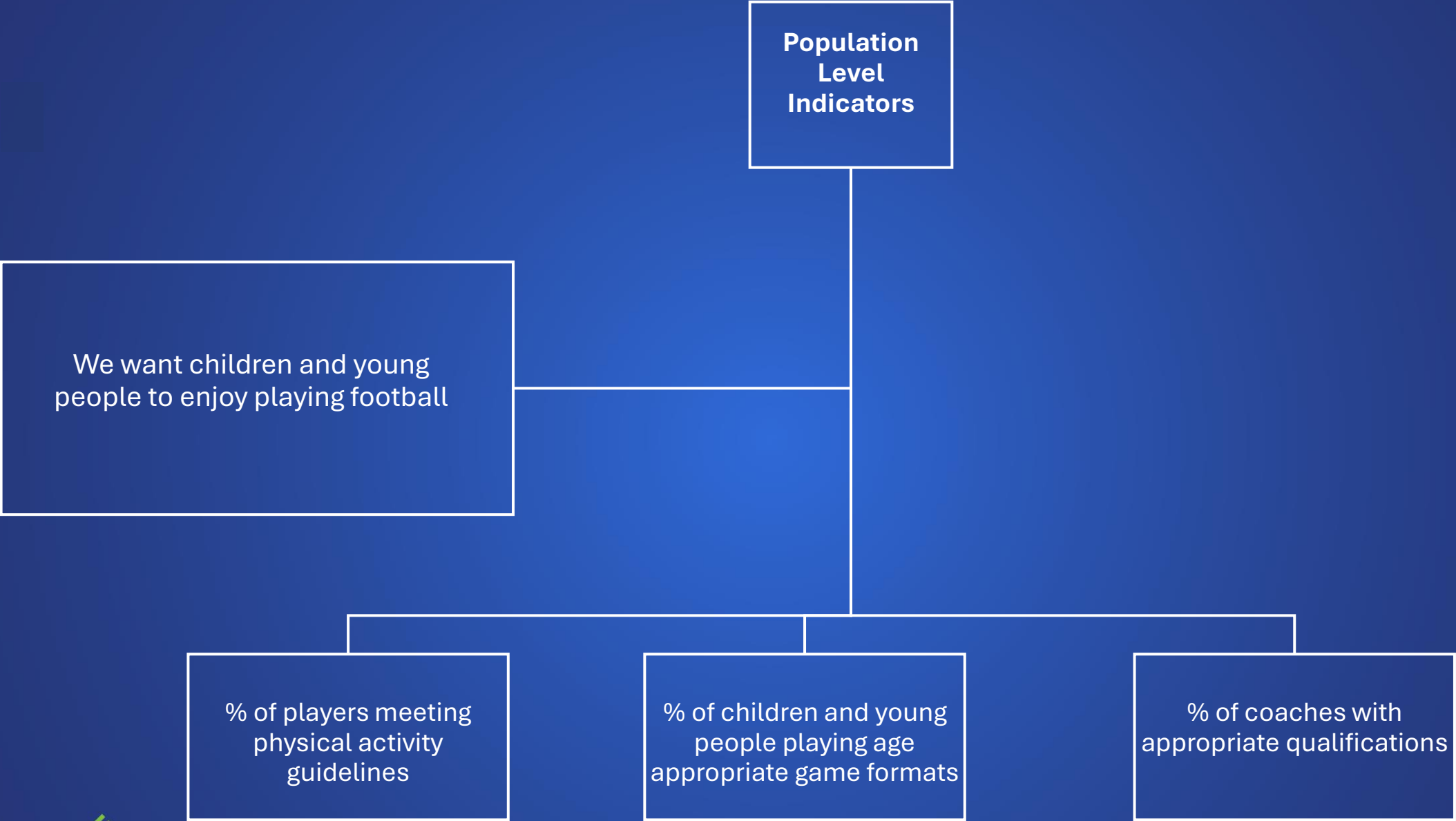
Retention rate %

% of players ready to play
at performance level

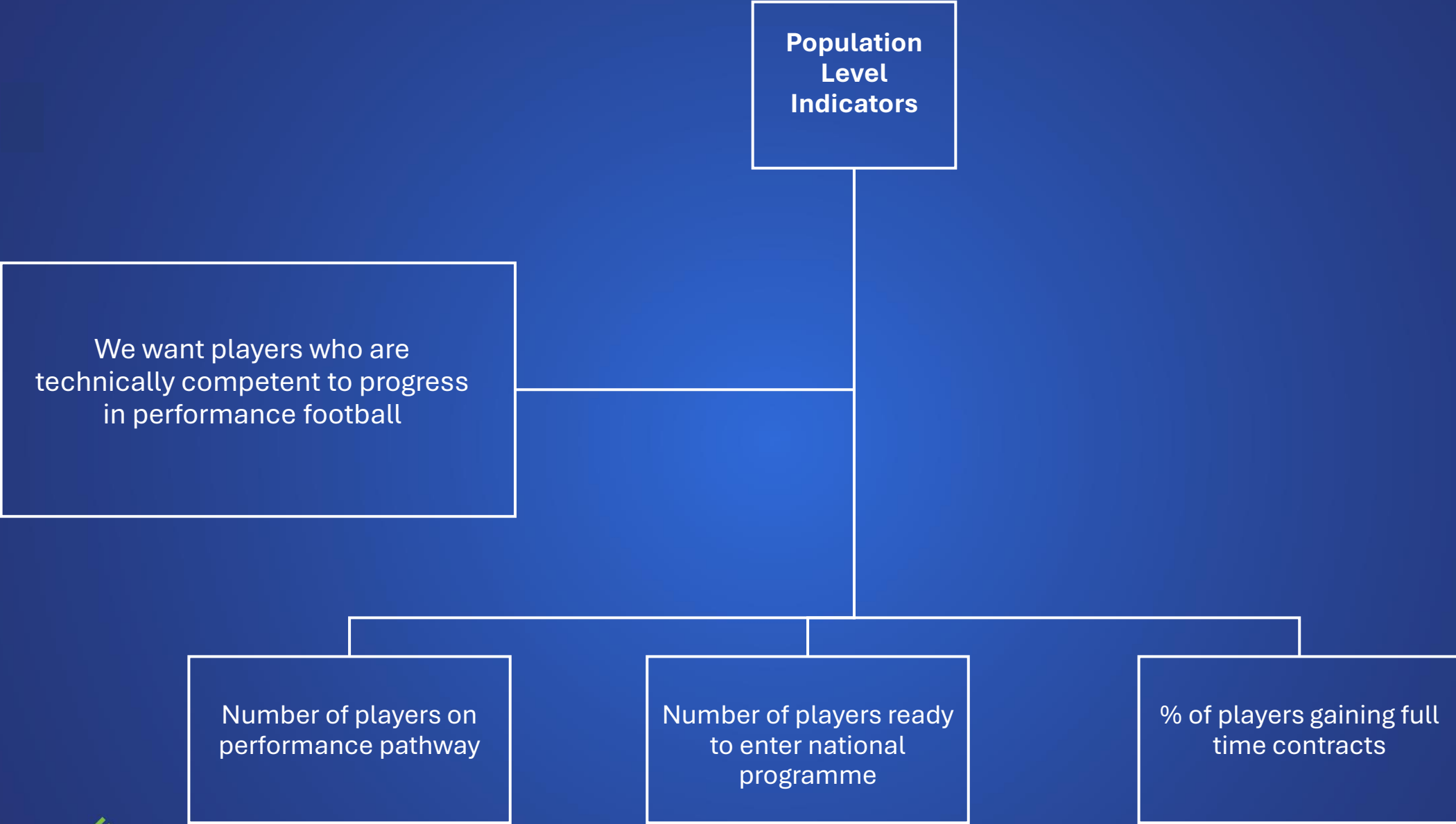
Framework Pillar - Game

- A. We want children and young people to enjoy playing football
- B. We want players who are technically competent to progress in performance football

Game Performance Measures



Game Performance Measures





Population Level Indicators

% of new players recruited to youth football

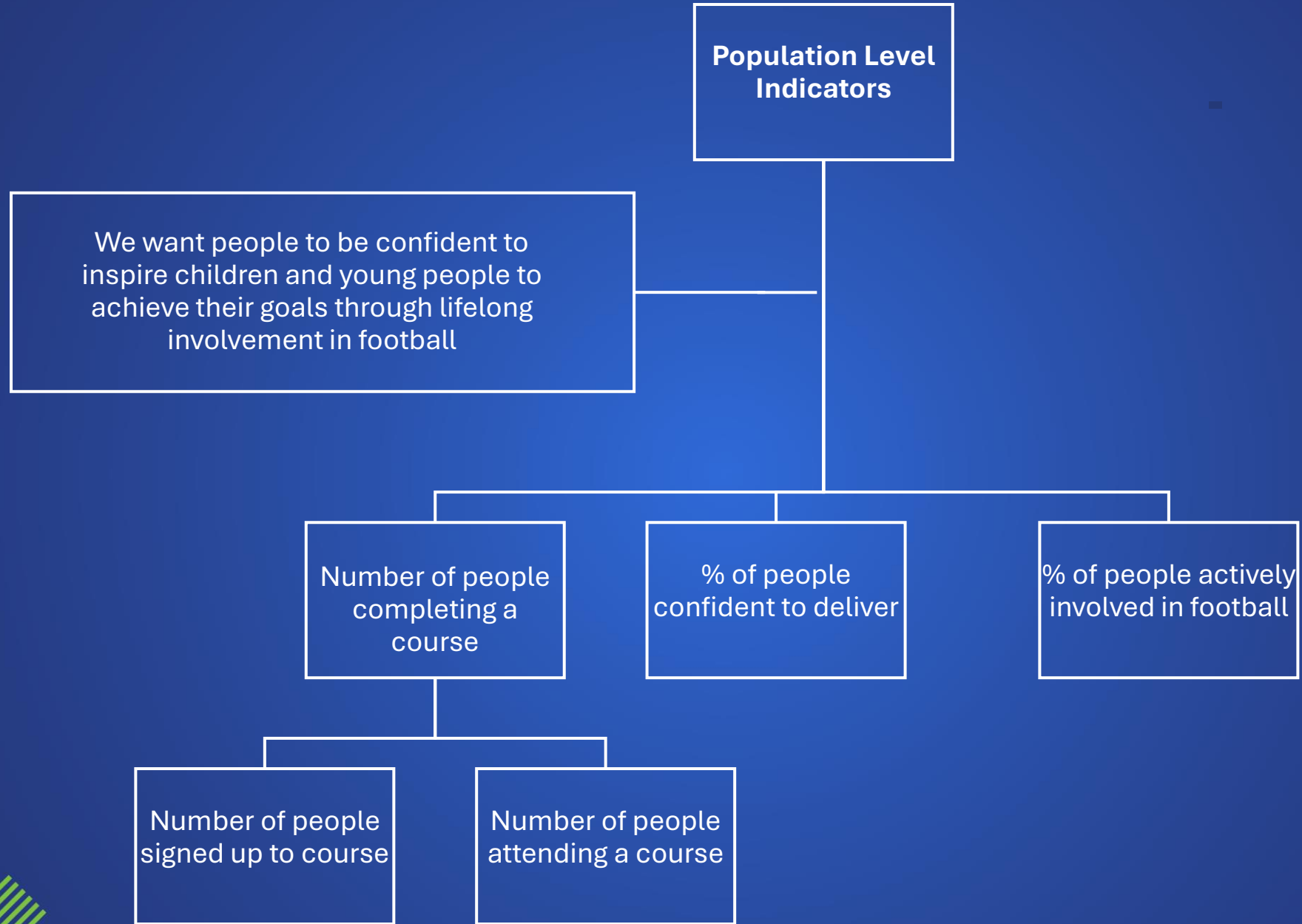
Retention rate %

% of players ready to play at performance level

Framework Pillar - Education

We want people to be confident to inspire children and young people to achieve their goals through lifelong involvement in football

Education Performance Measures





Population Level Indicators

% of new players recruited to youth football

Retention rate %

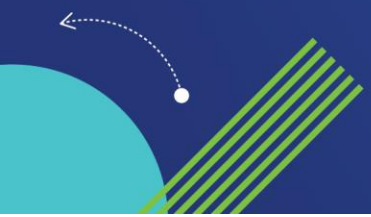
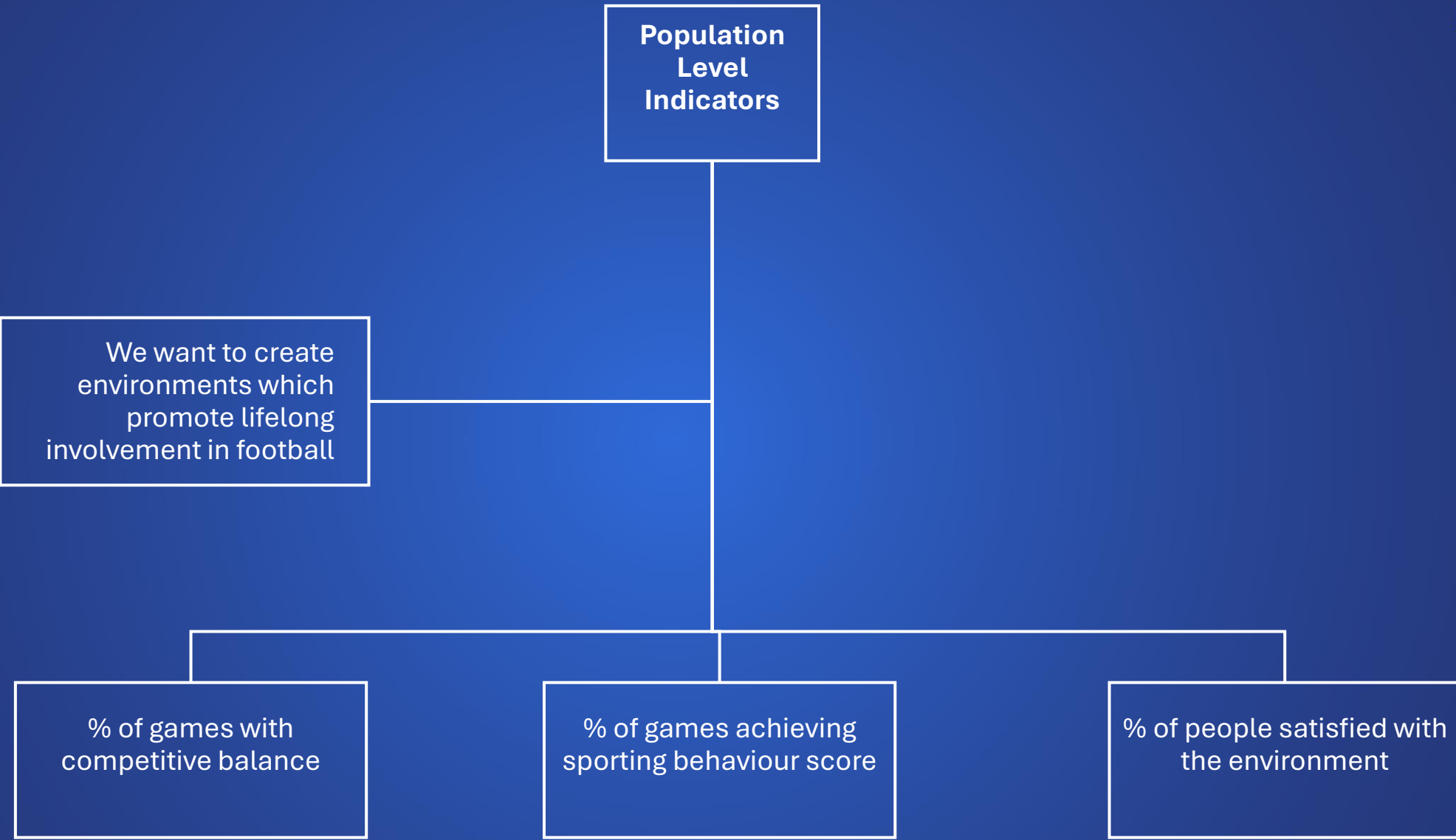
% of players ready to play at performance level

Framework Pillar - Environment

We want to create environments which promote lifelong involvement in football



Environment Performance Measures





Population Level Indicators

% of new players recruited to youth football

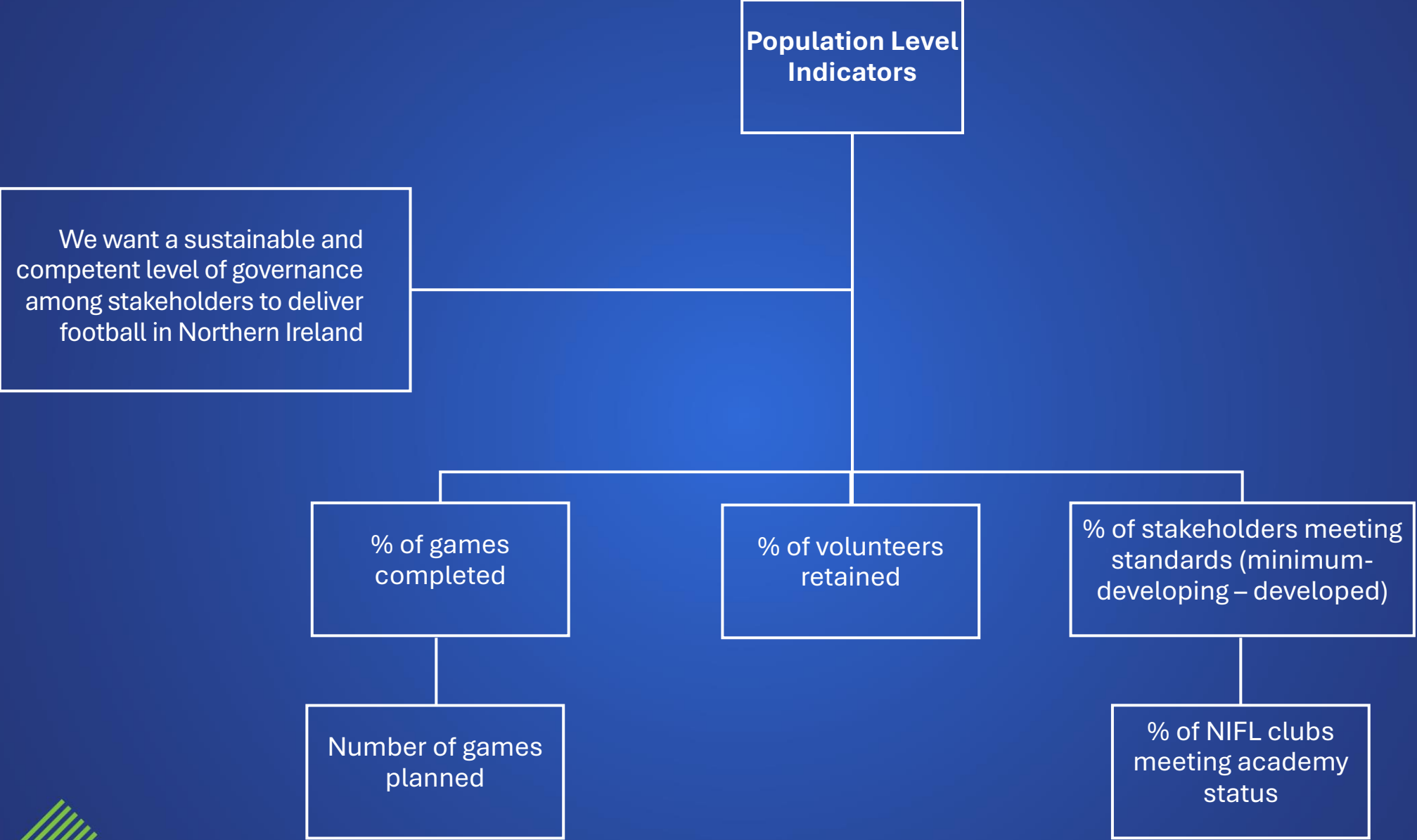
Retention rate %

% of players ready to play at performance level

Framework Pillar - Governance

We want a sustainable and competent level of governance among stakeholders to deliver football in Northern Ireland

Governance Performance Measures



Key Considerations



Communication plan and OBA measurement to align with data gaps and quarterly meetings, promote power of sport outcome?



Where does the data come from?



How can data collection become automated?



What sub groups are needed in data collection to differentiate data ?



What software is needed?



What data is available for comparison? (UK Sport , CHS, other sports, other years)



How can we support partners in getting and understanding data?

