



IAN THORNTON
Director of FITC

TODAY'S GUESTS

Representatives of Aviva, the Football Foundation and Norfolk County FA, Kim Larke from Assist Trust, Janine Palmer from College of West Anglia, Roger and Jackie Milton from the Ashley School - Lowestoft.



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FITC PREMIER PARTNERS



community spirit

Club Journalist Kim Betts reports on Football in the Community's school development programme and the Aviva Ability Counts Week. Plus the latest news from the Study Centre.

SCHOOLS PROGRAMME

Not only do Football in the Community work hard teaching football skills at Carrow Park, they also venture out into the local area and teach youngsters in their own schools.

Through the support of The Mall, Norwich, the dedication and commitment of coaching staff has been demonstrated as they have worked with 4,000 children on a weekly basis delivering high quality PE lessons during school time and delivering an after-school football or multi sports club at their school.

"Seeing the children having fun, playing different sports and learning key fundamental skills with our coaching team is a key purpose to all our school sports activities," said School Development Officer Stevie Bramble.

Over recent years Football in the Community has tried, with limited resources, to support local schools and teachers around the whole of Norfolk and North Suffolk. With further partnership support from Active Norfolk, Norfolk County FA, Suffolk Sport and Local School Sports Partnerships together with the crucial support from The Mall, Norwich children's time spent with a qualified coach is going to help improve their individual skills and talents.

2009 will see further provision with the introduction of competitive edge and multi-skills academies taking place at four key hub schools in Norfolk together with the innovative launch of the new virtual multi skills DVDs.

For further information on our schools development programme or if you would like to get your school involved please call 01603 761122 or visit www.fitc.org.uk

AVIVA ABILITY COUNTS WEEK

This week has seen the fourth annual Aviva Ability Counts week take place. Wednesday saw the adult grand prix take place at Carrow Park during the day and in the evening, the Ability Counts Forum was very well attended. On Thursday the children's grand prix took place at Power League with 220 children representing their SEN school. Another big match at Carrow Park today sees the Norwich City deaf team take on their counterparts from Ipswich Town.



Alan Day and Deana Auker from The Mall present Ian Thornton and Stevie Bramble with a cheque for four years support of the school development programme.



The Football in the Community pan disability squad before national finals in Manchester

Players from the Football in the Community pan disability squad and the under-17 ability counts centre of excellence will act as the guard of honour for the first team this afternoon. At half-time today the pan disability squad will parade their trophies following their success in last season's East Region League.

Special thanks must go to the Football Foundation, Norfolk County FA, The FA, Aviva, Active Norfolk, National Deaf Children's Society and Soccer Sight who have all contributed funding and time to make this programme the success it is.

We will report further, on the Ability Counts week in the Crystal Palace programme.

STUDY CENTRE

It's not just about learning in the classroom at the Norwich City Study Centre. Keen to get youngsters involved in exciting outside activities, the young people involved in the Centre's successful ASDAN (Award Scheme Development and Accreditation Network) scheme have been focusing on sport and fitness.

ASDAN is a scheme that offers a range of awards for young people of all abilities, by recognising and rewarding their skills as they complete personal challenges. The focus of the Study Centre's sport and fitness initiative involves students learning key skills and participating on various sports to gain a qualification. Throughout the duration of the course students have been working on various activities and each compiling a portfolio to complete modules of work that goes towards their ASDAN award certificate and prize.

Just some examples of the sporting activities which have been undertaken by the youngsters include working on passing and kicking skills in rugby; team building skills in group activities such as bowling and orienteering and adding a touch of summer to the winter months, volleyball has also been enjoyed.

Continuing the healthy theme, youngsters have also worked on posters to encourage healthy eating and designed their own exercise programmes.

The Study Centre's Nichola Bennett told On the Ball: "As staff we find it hugely rewarding and it offers us the opportunity to work with some great students from the local community and give them a more informal and practical environment in which to study.

"The ASDAN sports and fitness award rewards all area of fitness. It is a brilliant way of getting credit playing sport and being active."



INTRODUCING . . . DARREN LOVELL



Q: How long have you worked for Football in the Community?

A: I have been here seven years now having started in February 2001.

Q: What do you do within the scheme?

A: I am the scheme's disability officer and goalkeeping head coach.

Q: What inspired you to get involved with Football in the Community?

A: Having the opportunity to coach children on a daily basis, working for the Club I support and seeing the opportunity for a career in football development.

Q: What is the best thing about your job?

A: Working with a group of staff who all aspire to improving the standard of coaching that is being offered to young players around the county, regardless of their ability or disability.

Q: If you had one wish what would you change about your job?

A: That we had continuous funding for all our programmes so that children and adults could access our courses without being restricted by their own financial situation.