

Shelley

COMMUNITY FOOTBALL CLUB

Shelley CFC does a fine job of providing people within their community with the opportunity to play football in a safe and enjoyable environment. Sport Yorkshire Magazine recently caught up with their Youth Head Coach Damo Southwell to find out more.

Involvement

He told us, "I have been involved with Shelley CFC now for ten seasons, firstly as a player then moving into a coaching role for the last four years and now becoming the Youth Head Coach at the club.

I was first attracted to the club by a close friend who told me about the club's ambition to be one of the top clubs in West Yorkshire within a five year period, and also how they wanted to grow the club from having two teams in

the adult league to having a successful youth set up too."

The Role

"The most challenging aspects of my role would be trying to find sponsors because without them or their financial backing then I don't believe Shelley or any club would survive. The most rewarding aspect for me would have to be all the kids enjoying themselves playing the sport they love every week and that for me is something that all our

coaches at the club should be proud of because without me or them then the kids wouldn't be able to play football."

Atmosphere

"The general mood at the club at the moment is really good; we have had a lot of ground improvements happen recently to help the club move forward so that it entitled us to enter our 1st team in to the North East Counties League this season.



"Stafflex first got involved with Shelley Community Football Club in 2016.

We have a long tradition of sponsoring local projects across a wide range of activities and as the club is recognised as a hub for sports in the local area, we thought it would be a great opportunity to get involved.

The commitment shown by the club in helping grassroots sports, community groups and especially the disabled is simply breath-taking and we know that every penny of our investment will go in to making a real difference at grassroots level.

We follow the club's progress regularly through their social media and we are delighted to see that they are holding their own after securing promotion last year. From everyone at Stafflex we would like to wish the club all the best in the future and we look forward to continuing our support with the club."

Nemi Alexis, Marketing Executive at Stafflex



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Proud to support
Shelley Community Football Club

Everyone that comes to our club always speak very highly of our facilities and how well we maintain it so that every game can be played every week. We also have a very good working relationship with Barnsley FC as we run their Development Centre at our Storthes Hall Facilities for children aged 6-11 years old, so with this the club has always got a good mood about it."

This Season

"This season we have grown our junior section to the biggest it's ever been. We have over twenty junior teams ranging from U7s - U18s; we also have an U19s team and four adult teams respectively. We are also partnering with Mini Kicks section for children age 2-6 years old in April which will let us then feed into our U7s section. We also have links with Huddersfield Town Ladies FC who are a partner on the facility with us and they also provide football to girls from the age of 10.

We also now provide walking football to over 50s which has been a huge success this season for us and alongside this we played our first Shelley Vets team last month against the local Huddersfield University Side with Shelley coming out 5-2 winners. We will be looking at keeping the Vets team

running on a monthly basis moving forward. So for me everyone associated with Shelley CFC from coaches, part time volunteers, parents, kids this season so far has been a success."

2019

"Our plans were to finish all our ground improvements which is very important to the club so that our first team could make the step up on the football pyramid into the Countries football league.

The first team alone have their eyes set on finishing in the top half of the table in their first season in their countries league. We also want all our teams from juniors to seniors to finish the season well, and build to offer even more opportunities for local children and adults to benefit from the use of the facility."

Youth

"Youth football is very important to the club; we have over 350 children signed on with us this season from Aged 5 to 18 and without them then there would be no youth football at our club. All our coaches are FA Qualified and this for us is important so that we can give our all players the best possible coaching



at our club. We also have links with Barnsley FC and Huddersfield Town Ladies FC.

We see building a successful youth programme to be vital in sustaining participation in the adult game."



Integration

"To ensure that all our young players enjoy a smooth transition into the senior game we have our U19s involved in age appropriate games and also we have four open age teams that play in the West Yorkshire League and the local district league which gives all our players the relevant experience they need to make the transition into the senior game from the age of 16.

We set up a 4th team as a stepping stone for junior players to experience adult football before the junior football opportunity ends. Over the last four seasons we have seen this impact in a positive way in retaining junior players in U17 and U18 age groups. We also have created good coaching links between the junior and adult teams to allow players to develop and play at a level suited to their ability in the adult game."

Community

"We are definitely a community club, not only do we provide football at the

club; we also provide and host a variety of different social events throughout the course of the year. We have achieved the status of FA Community Charter Standard Club and we are very proud of this.

Our club is open to all levels of players and we also have an established U16s ability counts side too.

The UK Dog Show has been a phenomenal success over the last few years where we have over 100 campers camping on site to attend and participate in the show. We also hold birthday parties, conferences and retirements do's to name a few."

Challenges

"The biggest challenge for the club will be trying to gain funding to assist with the upkeep or any improvements the facilities will need in the next three years. Funding of any extent does not come at a cheap cost. The main priority will be to replace the astro turf carpet which is now seventeen years old, a cost which will be significant, in the region of £160,000."

Ambitions

"Our ambitions for the club are to keep encouraging as many juniors to play football at our club and at the level they are capable of and also to help each and every player at Shelley CFC to progress into adult football at a suitable level.

We also want our first team to play at the highest possible level on the football pyramid and this season we have been accepted into the Countries League which sees us move from the West Yorkshire Premier League. Now that we have been accepted this enabled us as a club to enter our first ever U19s team into the FA Youth Cup. This is something which is pivotal to the club's future sustainability as we want all our juniors to be able to see where they could be potentially playing in years to come.

We are also looking at replacing or training ground facility from 2G Astro turf to 4G in the next couple of season which will give us a boost. This obviously comes at a price and we are very lucky to have a chairman that has already given us half the funding towards doing this. Without our chairman's financial support I don't think we would be where we are as a club right now."

