

May 2020



AFC Leyton
Women & Girls

Local Partnerships

Primary & Secondary Schools

About Us

AFC Leyton was founded in 2015 to create a dedicated female only football club, to cover all aspects of football with a common aim of building self-esteem, confidence, and life skills. Our players are encouraged to set and reach their Goals in a fun, inclusive environment.

*Winning isn't everything,
but making the effort to win is*

Guiding Principles

Our ethos is to promote the empowerment of girls and women through sport.

To teach them the techniques and attributes of good football players.

Not willing them to score individual goals but to enjoy the team play and to allow them to see the power of a collective effort.

L *Our goal is **equality*** **1**

Our Vision

Our vision is to grow and develop the girls confidence and abilities both on and off the pitch by providing a safe and nurturing environment for the girls to have space to have fun, build friendships and develop themselves and their interests.

Boys have been benefiting from the inherent skill set that they gather on the sports fields of their schools, and have carried them through into the boardrooms of businesses.

Girls must be given the same opportunity to collect the same skills.

Female footballers confirm that football helped them to solve problems, deal with pressure at school/work, and feel empowered to overcome difficulties.

The results make a compelling case: if you want girls to feel more confident, get them playing football.





A locally operated global club

Celebrating Diversity

We are one of the most diverse football clubs in the UK, and truly represent the local community that we serve.

- 71% of our members reported heritages in European countries other than the UK, as well as Asia, USA and Africa. 29% of our members were white British.
- AFC Leyton members reported being part of all major religions, with a high number of players of Christian, Muslim, Hindu, Jewish, Sikh and Buddhist faiths.

[source: AFCL 2020 member satisfaction survey]

- White English / Welsh / Scottish / Northern Irish / British
- White Irish

- Gypsy or Irish Traveller

- Any other White background

- White and Black Caribbean

- White and Black African

- White and Asian

- Any other Mixed / Multiple ethnic background
- Indian

- Pakistani

- Bangladeshi

- Chinese

- Any other Asian Background

- African

- Caribbean

- Any other Black / African / Caribbean background
- Arab



***We share football and
celebrate our differences***



- No religion

- Christian (including Church of England, Catholic, Protestant and all other Christian denominations)
- Buddhist

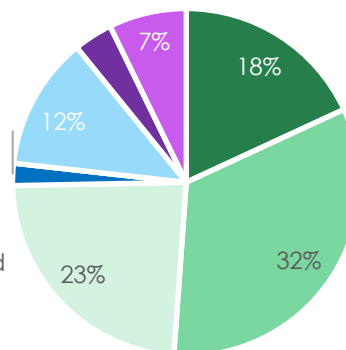
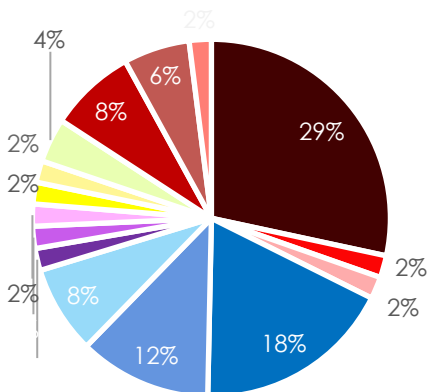
- Hindu

- Jewish

- Muslim

- Sikh

- Prefer not to say





Quality in everything we do

Building in quality

AFC Leyton is a female only grassroots club with a difference.

Supporting coaches to continually develop their knowledge, skills and confidence is a key aim of our Club which builds in quality throughout.

We ensure that all our sessions are operated by FA qualified coaches that hold a minimum of FA Level 2 certification, with aspirations to progress to UEFA B.

All AFC Leyton coaches work to session plans that have been agreed by the head coach and aligned to our philosophy.

Every player that wants to play can and enjoys the same high quality training, that all our players do.

We have created a specific session for all ages and abilities to ensure that talent is detected and elevated at every stage of our sessions.

Quality is not one single act, it's a habit.

Pre-league development teams and league team players are all handpicked by the Head Coach before being taken on by the team managers.

And we have a very wide reach though an effective marketing and communications strategy delivering high web traffic for our core search terms.

AFC Leyton is a symbol of quality in other our image and service delivery.



AFC LEYTON

Serving the
East London
Community





Inspire **every girl** to love the game

Our Community Pilot Scheme

It all started in 2017. We had been operating for 2 years, had 26 players (2 league teams) a will and desire to grow the female game locally.

The AFC Leyton Community programme was born. Initially targeting girls aged between 5 to 11 years (Primary school aged children), we set about to increase the clubs membership.

By directly working in schools, we gained access to all girls: including those girls who may be from ethnic communities that remain unaware of the footballing opportunities which exist, whilst also breaking down the barrier of cultural, religious and social norms.

Covering the costs of this programme through 2 small grants, we ran completely free in-school development sessions and in conjunction ran Saturday morning and Wednesday evening free football sessions for children aged between 5 and 11 years.

This programme reached thousands of children, with sessions that enabled children to get fit, meet new friends, learn new skills, gain confidence and encourage them to be more active in their general lives.

Overall, our programme has been a resounding success.

The core outcome being that we now have a permanent development programme called "Leyton Active", large "pre-league" squads, 7 more competitive league teams and have improved the life chances of girls within Waltham Forest through getting girls active.

***Don't wait for opportunity.
Create it.***





Growing the Game

School Programme

Delivered in schools, during school hours, these fun sessions provide a safe environment where girls with no football experience can; have fun engaging with sport, develop fundamental skills, learn football basics and create foundations for a lifelong love of sport.

Girls who enjoy these sessions are invited to come to our Leyton Active programme.

“We won!! Thanks to your help.”

*Gavin, Heathcote Secondary School
2019 Waltham Forest Schools Competition Winners*

Community Hub for Girls: Leyton Active

Operating on Saturday mornings and were created a large open community hub for girls called “Leyton Active”. This is an open session for complete beginners to those with intermediate football skills aged between 3 and 17 years. Providing technical skills training and small sided games, players are routinely selected from this hub to join our pre-league development teams

Pre-league Development

We operate pre-league development sessions for players who are not quite ready for a league team but would benefit from training in a team environment.

These sessions are by invitation only from either new player trials or our Leyton Active programme. Players are selected from these squads to join our league teams when they are ready.

League teams

Our league teams are accessed via trials during pre-season or invitation from our Leyton Active sessions. Every player is hand-picked by our head coach and has undertaken a trial with the team before signing on. Although we are a female only football club, our teams play in the BCFA league, against boys teams.

This has transformed our teams into strong, tenacious and technically able female players that deliver results.



AFC LEYTON

Schools Partnerships





Partnerships that matter

Primary Schools: Designed specifically for girls in school years 2 to 6, AFC Leyton's professional football coaches deliver coaching sessions in school, at an introductory level.

Secondary Schools: If your school has a female-only football team or would like to create one, AFC Leyton's professional football coaches deliver free coaching sessions in the school setting.

Each take-over session provides a fun and safe environment where girls will have the opportunity to experience professional coaching, with the aim to help girls to continue to be engaged and stay in football whilst also learning new skills.

Benefits of our Session

Our sessions will:

- initially bring something different to the normal school day to your school
- be fun and engaging
- allow girls to learn new skills and help to break down the gender barrier in sports
- open the game up to girls that may otherwise not know the sport is for them

What happens on the sessions?

These fun sessions provide a safe environment where girls with no football experience can; have fun engaging with sport, develop fundamental skills, learn football basics and create foundations for a lifelong love of sport..

Girls will be asked to work as an individual or a pair which will increase self confidence. They will be given a ball each or a ball between 2 which will increase concentration and commitment.

Our professional coaches will then demonstrate and teach a variety of ball manipulation techniques which allows the girls to develop an "I can do" attitude. We often find that many girls quickly develop a desire "I can do better" approach.

Girls who enjoy these sessions will be able to continue training with AFC Leyton and may also be eligible to join a competitive league team. AFC Leyton is a community football club and a registered charity. We offer very low training fees, single parent discounts and free training for those who are accessing free school meals.





AFC LEYTON

Next Steps

To take advantage of our
2020/21 in-school football programme
please contact:

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