

# Y Pwyllgor Cymunedau, Cydraddoldeb a Llywodraeth Leol

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Lleoliad:  
Ystafell Bwyllgora 2 – y Senedd

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Dyddiad:  
Dydd Mercher, 25 Ebrill 2012

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Amser:  
09:15

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Cynulliad  
Cenedlaethol  
Cymru

National  
Assembly for  
Wales



I gael rhagor o wybodaeth, cysylltwch â:

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## Agenda

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**Cyfarfod preifat cyn y prif gyfarfod – 09.15 – 09.30**

### **1. Cyflwyniad, ymddiheuriadau a dirprwyon**

**2. Ymchwiliad i Uwch Gynghair Cymru – sesiwn dystiolaeth (09:30 – 10:30)** (Tudalennau 1 – 9)  
Cymdeithas Bêl-droed Cymru  
CELG(4)-11-12 – Papur 1

Jonathan Ford, Prif Weithredwr, Cymdeithas Bêl-droed Cymru  
John Deakin, Ysgrifennydd, Uwch Gynghair Cymru

**3. Ymchwiliad i Uwch Gynghair Cymru – sesiwn dystiolaeth (10.30 – 11.10)** (Tudalennau 10 – 14)  
Ymddiriedolaeth Bêl-droed Cymru  
CELG(4)-11-12 – Papur 2

Neil Ward, Prif Weithredwr

**4. Ymchwiliad i Uwch Gynghair Cymru – sesiwn dystiolaeth (11.10 – 11.40)** (Tudalen 15)  
CELG(4)-11-12 – Papur 3

Tom Morgan, cyn-chwaraewr a chyn-reolwr yn Uwch Gynghrair Cymru

**5. Cynnig o dan Reol Sefydlog 17.42 i benderfynu gwahardd y cyhoedd o'r cyfarfod ar gyfer y canlynol: (11.40)**

**6. Bil Cynulliad Cenedlaethol Cymru (leithoedd Swyddogol): Ystyried yr adroddiad drafft (11.40 - 12.40)**

**7. Papurau i'w nodi** (Tudalennau 16 - 21)

CELG(4) - 11-12 - Papur 4 - Llythyr gan y Gweinidog Llywodraeth Leol a Chymunedau



Tudalen 1



## Welsh Premier League Review

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The Football Association of Wales (FAW) welcomes the National Assembly for Wales' Communities, Equality and Local Government inquiry into the Welsh Premier League (WPL).

We believe that our National League has grown significantly in regards to playing standards, infrastructure, governance, coaching development and media coverage since its inception in 1992 but understand and appreciate that more work is needed to continue to raise the standards and the profile of the WPL further in the coming years.

Cooperation between the Welsh Assembly Government and all involved with the Corbett Sports Welsh Premier League can only be good for our National Football League, our local communities and the health of our future generations.

## A Brief History of the League

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The Welsh Premier League was born out of political necessity in 1992. Welsh football had lost a (British) championship and not yet found a role. This situation was being exploited in FIFA circles by African and Asian nations who resented the independent status of the four British associations, and who saw the participation of the senior Welsh clubs in English football as a contradiction of that status. The problems set by local geography and the economy, together with the presence of its powerful English neighbour, had prevented Wales forming its own national championship until the F.A. of Wales took the initiative and founded the League of Wales.

The twenty original members were drawn on a roughly equal basis from all parts of the country, and from the Welsh League and Cymru Alliance League in particular, Bangor and Newtown joining from the Northern Premier League. The inaugural season's champions were Cwmbran Town, who thus became the first Welsh club to play in the European Champions' Cup.

## Super 12

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In accordance with the previous FA of Wales Strategic Plan, the Welsh Premier League was reduced to 12 clubs with effect from season 2010/11 in order to improve playing standards and competition.

In the most radical shake-up since the birth of the League of Wales in 1992, six clubs were relegated into the Cymru Alliance, including founder members Caersws and Connah's Quay, and the 2009 champions Rhyl.

Selection for the "Super 12" requires a valid FAW domestic club licence, which assesses clubs under six criteria:

- Sporting (youth structure and player medicals)
- Infrastructure (stadium)
- Personnel and administration
- Legal
- Financial
- Club charters

There are 35 mandatory infrastructure criteria requirements, including;

- Minimum 1500 capacity with 500 covered seats
- Minimum 500 Lux floodlights
- 13-person capacity home and away dugouts
- TV studio

## Club Licensing

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Since 2003/04 the WPL clubs have had the opportunity to strive for the UEFA Club Licence, which is a pre-requisite for participation in UEFA club competitions. This was a catalyst for improvement at some clubs in the WPL, but others without European ambition remained stagnant.

Subsequently, since 2009/10 the WPL and the clubs seeking promotion from the two feeder leagues below have been required to comply with the FAW Domestic Club Licence. This ensures good governance and regulation as well as the sustainability, viability and development of the clubs on and off the field.

An annual independent audit is conducted to decide on the merits of every application. This is subsidised by the FAW as well as the cost of player medicals, Safety Certificates and audited accounts.

In 2004, 29% of the Welsh clubs who applied for an UEFA licence reached the required standard and by 2011 the success rate was 92% - A clear indication of improved standards and governance.

All managers in the WPL now have to have a UEFA 'A' licence and all 12 clubs have a member of the coaching staff who has either attained the higher level 'UEFA Pro' licence or is currently on that specific course.

Another compulsory and key element is the WPL Youth Academy structure. This allows close links and cooperation between the FAW and Welsh Football Trust to develop grow and improve football in the communities of Wales as well as develop WPL and future Welsh international players.

The FAW is also proactive in increasing the importance of clubs within their communities with the recently launched 'Grow Your Club' initiative and has also offered clubs guidance regarding generating additional private investment through the 'Shared Access' scheme.

## 'Grow Your Club'

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The FAW is continuing its policy of club support and development to assist the clubs to become more vibrant, visible and viable.

The FAW successfully applied for a UEFA grant to provide the necessary financial resources to make this initiative successful. The programme is in place for the duration of the 2011/12 football season.

A number of workshops have been held all over the country to give clubs a helping hand – practical ideas and examples of what has worked across club football to grow and sustain revenue and community engagement.

To further improve the Association's Governance, the 'Grow Your Club' initiative will also investigate the introduction of a Salary Cap in the Welsh Premier League to encourage best financial practice.

## Shared Access

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The FAW also recently launched a new joint partnership programme with an organisation called Shared Access that will provide further infrastructure improvements into grounds throughout the country.

Shared Access is a private, well capitalised company who finance, develop and manage shared communications infrastructure for wireless operators. The FAW and the company feel that mutually beneficial agreements can be reached that would assist clubs in the development of their infrastructure.

Should a club's location prove suitable and they agree to host the infrastructure, Shared Access will deliver a floodlighting solution at clubs which meets, and in some cases exceeds, relevant regional and grassroots competition standards.

This will create valuable improvements for club's training facilities to increase participation and possibly create new revenue streams.

## Business Apprenticeship Proposal

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The FAW will be piloting a scheme over the summer months - in conjunction with Pro-Stream and Skills Active - with one WPL club to generate extra resources and strengthen community links.

The project will provide;

- a) A business apprentice who will focus on business areas such as Social Media, Web Site development, data base growth and active selling.
- b) A community coach will work alongside the Trust with a focus on schools where they will be able to develop the club brand, create a direct pathway between the club and the community and open up possible sponsorship opportunities.

The FAW is confident that all WPL clubs will eventually participate in this scheme.

## TV Rights

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In 2010 the FAW agreed with S4C to become the broadcast partner for the WPL. Live matches are broadcast every Saturday afternoon and a highlights show on a Tuesday night. The present TV deal comes to an end this season.

Negotiations are on-going at present regarding future WPL contracts between the FAW and S4C where it is hoped that a new agreement will last a further 3 seasons. S4C broadcast a minimum 36 live programmes + 36 highlight programmes on Tuesday nights and also have 'Sgorio Stwnsh' highlights on Fridays specifically aimed at a younger audience. The use of well-known personalities such as John Hartson and Malcolm Allen – and their praise of the standard of football, has raised the profile of the WPL.

The FAW is committed to invest any revenue generated by the WPL through the television deal back into the development of the league. The FAW is also working on a proposal to award clubs hosting 'live' matches a facilitation fee for their cooperation.

We are also discussing the possibility of entering a joint venture with S4C and a commercial frost sheet company which would guarantee that any WPL pitch for a featured live game could go ahead in conditions up to -4 degrees Celsius.

## Club / Ground Facilities

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Whilst there is much being done to continue to raise standards in Welsh domestic football, the club and ground infrastructure is below standard.

Almost all grounds in the WPL and other leagues throughout Wales are either fully owned or rented from local councils. The costs of maintaining and upgrading these facilities are hindered by the lack of investment from other parties.

This often means that playing surfaces are not maintained to the level which will encourage further development in playing standards - which will in turn enhance the reputation of our National League and increase participation levels. The FAW acknowledges the commitment and investment of individual clubs such as Airbus UK Broughton. Their £30,000 outlay two seasons ago has seen a marked improvement in the pitch at the Airfield.

The FAW has invested up to £600,000 per annum through the sister company, Welsh Ground Improvement (WGI) in addition to the other initiatives mentioned, but has not been successful in persuading local or national Government of the importance of on-going and match funding investments.

## European Comparison

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The FAI has received 35 million Euros from the Government to raise participation. The Irish Government has also implemented a capital investment programme in the past 5 years which includes a minimum 40 million Euros investment in the Aviva Stadium.

The Sports Capital Funding Scheme also offered clubs in the Airtricity League – a match funding scheme to improve ground facilities.

Monies invested into Football in most other UEFA Countries outweigh that of the investments of local councils and the Welsh Assembly Government here in Wales.

This year the Irish Government continues with its £110 million ground investment scheme to upgrade football, rugby and Gaelic stadia and the Turkish Government has just announced that they will fund the installation of 350 3G pitches.

The Football Foundation in England was founded in 2000 and is jointly funded by the Premier League, the FA and Government and invests £30 million every year in grass roots and community projects.

## The Future

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The FAW has outlined its strategy in our strategic plan which was launched in January.

The challenge is clear. We need to continue to raise standards even further and increase participation numbers at all levels of Welsh football.

The World Health Organisation has confirmed that 1.9 million people die annually “due to inactivity”.

Working together we can improve our health as a nation, enhance a sense of community through football and increase national pride as well.

The FAW is committed to increasing standards, participation and spectators of the League, but is in need of additional investment in order to make the necessary infrastructure improvements.

## Summary

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- Our National League is still in its infancy but all aspects of the league have improved significantly since 1992. Strategic changes have been made to the size and structure of the WPL to enhance playing standards and we enjoy unrivalled television coverage for a league of our stature.
- The introduction of the Domestic Licence has demanded an improvement in facilities, coaching standards and financial fair play – all key indicators of good governance.
- Community and business initiatives such as ‘Grow Your Club’ and ‘Shared Access’ show that the FAW is pro-active in offering guidance regarding club development and acquiring better business acumen.
- We have a good product and good people who are passionate about the WPL.
- The FAW is confident that all aspects of our National League will grow and improve even further in the next twenty years.

In order for the WPL to develop further it needs to access additional income streams available to equivalent competitions in other constituent nations of the United Kingdom.

## Terms of reference for the inquiry

### **The extent to which the standards of football in the WPL have developed during the past 20 years**

Originally the League was contested by 20 teams but two seasons ago the Welsh Premier League (WPL) was restructured from 18 to 12 teams in a conscious effort to improve playing standards further.

We are currently placed 46th in the UEFA coefficient rankings table and until the restructuring of the WPL we only saw a marginal improvement in our European results.

In the last 3 years the WPL coefficient scores were 0.25 / 0.33 / 0.66. Due to the New Saints victory over Cliftonville (Northern Ireland) in the Europa League last season and their success against Bohemians (Republic of Ireland – ranked 33) in the Champions League the previous season, coupled with Bangor's victory over FC Honka from Finland (ranked 30) which took them to the Europa League 3<sup>rd</sup> Qualifying round in 2010, our coefficient rankings have grown to 0.875 in 2010/11 and 0.625 in 2011/12 with the important five year ranking at 2.749. With this sustained improvement we will inevitably climb higher

The FAW Technical Director Osian Roberts has applauded the standard of play in the WPL. Roberts himself coached and managed with both Porthmadog and Rhyl and feels the League at times doesn't receive the appreciation it deserves:

"From both a player and manager perspective, I think the WPL deserves more recognition and opportunities".

### **The competition format, looking at possible alternative models such as a move to summer football**

Last year the FAW conducted extensive research in a clear and transparent manner with key stakeholders regarding a number of possible changes to the structure of the WPL. Options included keeping the status quo regarding winter football / summer football / winter football with a month long break in January. The third option proved to be the most popular and was introduced.

Regarding summer football specifically – reservations regarding the impact on the WPL feeder leagues were expressed. Other potential problems also cited were:

- Potential lack of TV interest
- Competition from major sporting events such as the Olympic Games, Commonwealth Games, World Cup and European Championships contributed to a more cluttered summer calendar.
- Traditional views that football is a winter sport.

WPL officials have a good working relationship with Fran Gavin and his team at the Airtricity League (Republic of Ireland) and are continually monitoring the development of their league.



## **The development and progression of players, coaches & managers from the WPL**

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The FAW has invested £400,000 over the last four years in the development of coaches at Welsh Premier League clubs.

When our National League was launched 20 years ago, coaching qualifications were almost non-existent and experience or recently retired players were the normality for appointments. A complete change in mentality has now been developed in partnership with the Welsh Football Trust and through the introduction of Club Licensing, as clubs now appoint suitably qualified Managers. Indeed, all WPL managers have to have obtained the 'A' licence and all clubs who represent Wales in Europe have to have a member of their coaching structure who has obtained the 'Pro Licence' qualification, which is the highest accolade in Europe. Indeed all 12 clubs currently have a Pro Licence holder or a candidate on an existing course, currently working with the first team.

FAW Technical Director Osian Roberts who has been integral in obtaining critical acclaim for the standard of coaching in Wales believes that the quality of coaches here compares very favourably with other similar nations:

"I've worked with these guys on their UEFA A and Pro licenses and I think that two or three are now ready to step up. Nigel Adkins at Southampton is an example of what can be achieved but I think that we have managers in the WPL who are playing great football and deserve a chance".

## **How can the WPL develop players and increase player participation levels and equal opportunities?**

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The WPL academies are a prerequisite of the Domestic Licence and are hugely important in the process of identifying talent for WPL and will become revenue streams for the clubs when players are sold on.

To use one club as an example, Shrewsbury Town have recently been ordered by FIFA to pay Aberystwyth €37,500 for their development of Tom Bradshaw and two of their other academy products Alex Samuel and Rhydian Davies were recently invited for formal trials with Newcastle United which could lead to further financial gain for the club for their development of young talented players. All three players were schooled along the Cambrian Coast and Aberystwyth Town's academy clearly provides a regional centre for excellence.

A significant development is happening next season regarding Women's Football when a 12 team National League is contested for the very first time, with all areas of Wales represented

## **The WPL's standing within the Welsh sporting landscape and its visibility in Welsh media outlets**

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The WPL currently enjoys extensive TV coverage on S4C – which includes a live game on Saturdays, two highlights programmes during the week and an expanding on-line provision. English language commentary is available on live games.

However the WPL is frustrated at the lack of support given by other terrestrial and non-terrestrial broadcasters as well as other media outlets.

The FAW has employed people with extensive media background to build on these relationships in a positive manner.

## The member clubs, their infrastructure and resources

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The FAW has increased annual average investment significantly recently in the WPL and invested heavily in the next generation of players through the Academy Scheme:

	<b>WPL (£)</b>	<b>Academies (£)</b>
2004	71,737	119,456
2005	91,514	121,271
2006	96,661	119,501
2007	112,663	114,461
2008	185,470	114,204
2009	127,848	137,315
2010	102,120	147,522
2011	224,266	227,421
<b>Total</b>	<b>1,012,279</b>	<b>1,101,151</b>

During the same period the annual investment in Ground Infrastructure into levels 1,2,3 and 4 of the FAW pyramid system has doubled from £300,000 to £600,000. This total outlay of £3,335,267 has been deliberately invested in grounds in all parts of Wales to serve all communities in our country.

Although the FAW understands that leisure is a non-compulsory element of local government's fiscal budget – it is frustrating and disappointing that none of this significant investment has been subjected to any match funding schemes, from local or central government, which could benefit clubs and communities throughout Wales.

The FAW cannot continue to sustain this level of investment.

## **How the FAW's recent Strategic Plan 2012 will contribute towards strengthening the WPL, and how the WPL will contribute towards the Strategic Plan's aims**

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### ***Consultation***

In preparation for the Strategic Review the FAW spoke to people across the entire range of Welsh football to gather their thoughts and listen to their comments regarding the current state and future development of our game.

### ***Strategy***

The Welsh Premier League is an integral part of the FAW's vision and future commitment and is embedded in the whole ethos of our strategy document.

The WPL is the highest in standard and prestige within our pyramid system and is clearly stated as a key element of the "team" of Welsh football as we aspire to inspire attention and participation.

### ***Pathway***

The WPL is highlighted as one of the key actions to be led by FAW departments to "raise the profile and standard of the national game, providing a pathway to the international stage for players and referees in the WPL".

### ***Governance***

Governance and Financial Fair Play is all directed at sustaining and improving WPL clubs. These are key elements in our licensing strategy. The introduction of a soft Salary Cap, which would be a percentage figure based on a club's turnover is key to this.

### ***Youth Development***

The Academy structure is directly aimed at ensuring quality home-grown Welsh players is nurtured.

Developing club grounds and "football hubs via 3G artificial pitches" is obviously relevant to clubs in our top division as is the aspiration to improve "three regional grounds to be available for U21s and Women's International matches"

It is clearly stated in our vision of success that the aim is to develop "A Premier League and domestic competitions that have a strong identity within the Welsh sporting psyche". That is our genuine aim and goal for the WPL.

# Eitem 3

CELG(4) WPL 19

## **Communities, Equality and Local Government Committee**

**Inquiry into the Welsh Premier League**

**Response from Kevin McNab**

### **WELSH FOOTBALL TRUST EVIDENCE SUBMISSION:**

#### **NATIONAL ASSEMBLY FOR WALES COMMUNITIES, EQUALITY AND LOCAL GOVERNMENT INQUIRY INTO THE WELSH PREMIER LEAGUE**

##### **Introduction**

1. This paper sets out the Welsh Football Trust's (WFT) evidence for the Committee's inquiry into the Welsh Premier League (WPL). It explains the role of the WFT, the extent of its interaction and support for the WPL and provides information for each area of the inquiry's terms of reference.

##### **Background**

2. The WFT was formed by the Football Association of Wales (FAW) in 1996 to ring fence funding for grass roots football development. It is a company limited by guarantee and a registered charity. The Board of Trustees is comprised of 14 members. Seven Trustees are nominated by the FAW and seven are independently recruited through open advertisement. The WFT is the governing body's agent for increasing participation, delivering training to coaches and volunteers and identifying and developing talented young players to support the future success of national teams.

3. The WFT has no involvement in the governance and administration of the WPL. Its main interactions are with the clubs, providing:-

- training and mentoring to WPL coaches and managers;
- support for coaching and the improvement of standards at WPL Academies;
- support for club development projects via our network of Football Development Officers.

In 2008 the FAW and WFT formed a sister organisation, Welsh Grounds Improvements, which distributes FAW monies as grant aid to WPL and feeder league clubs for grounds infrastructure projects.

##### **Standard of football**

4. It is difficult to assess objectively whether the standard of football in the WPL is improving. One indication of improvement is the increased coefficient score awarded to the League over the past five years by UEFA which relates to performances of Welsh clubs in European competitions.

Osian Roberts, Technical Director and Assistant Coach to the Wales national team, has stated publically that the League deserves better public and media recognition for the product that coaches and players produce on the pitch.

5. In 2010 the League was reduced from 18 to 12 clubs and a new play-off format introduced to support improvements in playing standards. A coach education and mentoring programme for WPL managers and coaches funded by the FAW and delivered by the Trust over the past four years should complement this structural change, as will continued investment in Academies that identify and develop talented players aged 12 to 19 years at WPL clubs.

6. Standards off the field have been raised in recent years through the FAW's introduction of a Domestic Licence that clubs must achieve to gain promotion to and retain membership of the League. The licence criteria ensure clubs achieve good governance, financial sustainability, provide good facilities for players and spectators and establish youth development structures via an Academy programme. The FAW has also introduced a 'Grow your club' initiative that provides advice and support on club management and organisation and securing additional sources of funding.

### **Competition format**

7. Last year the FAW consulted stakeholders on further changes to the WPL format. The option of a summer league was considered but:-

- the impact of a summer football on regional feeder leagues;
- a lack of TV interest due to competition from major sporting events;
- traditional views amongst those consulted that football is a winter sport;

prevented this development. However the introduction of a winter break in January to avoid bad weather was agreed. The Trust is aware that WPL officials monitor best practice and developments in the national leagues of other countries ensuring that future innovations may at some point be proposed.

### **Development and progression of players, coaches and managers**

8. The League plays an important role in developing players and coaches for domestic, professional and international level football. The WPL Academy programme for players aged 12 to 19 was established in 2002 and is funded by the FAW from UEFA solidarity payments for participation in European club competitions. Clubs that achieve the required criteria receive UEFA funding to support the operation of Academies Last year the clubs shared €240,000, approximately £19,000 per club. The Academies have produced a number of players who have progressed to professional clubs and national squads. WPL clubs can be compensated by professional clubs for developing players that secure professional contracts. Shrewsbury Town FC recently paid Aberystwyth

Town FC €37,500 for one of their Academy players. Senior players have also progressed from the WPL to play for Football League clubs including Owain Tudur Jones from Bangor City FC and Lee Trundle from Rhyl FC who were both recruited by Swansea City FC.

9. The WPL has also provided coaches and managers with good experience and a platform for future progression. Nigel Adkins, presently manager at Southampton FC in the Football League Championship, began his managerial career at Bangor City FC and Osian Roberts started on the senior coaching ladder with Porthmadog Town FC. The Domestic Licence requires WPL Managers to have a UEFA A Licence for league entry while a UEFA Pro Licence is a pre requisite for participation in European club competitions. In 2008 the FAW agreed to fund the WFT £100,000pa for four years to support WPL managers and coaches to gain UEFA coaching licenses. At present 115 managers and coaches have received free coach education and mentoring support – 15 have achieved the Pro Licence, 47 the A Licence and 53 the B Licence.

### **Participation and equal opportunities**

10. The Trust is supporting WPL clubs with wider community engagement to develop their infrastructure of players, coaches and volunteers as part of its Focus Club Programme and the FAW's 'grow your club' initiative. This includes the provision of more opportunities for socially excluded groups including women and girls, the disabled and Black and Minority Ethnic Communities. Activities include, turn up and play sessions, holiday football camps and the formation of new teams. WPL clubs are generally reliant on a voluntary workforce in all areas of club activities which can restrict their vibrancy and growth. Clubs would benefit from a small professional workforce that included marketing and business development expertise to support future infrastructure and revenue growth.

### **Infrastructure and resources**

11. Player wage inflation and the provision and maintenance of quality facilities for spectators are the most significant challenges WPL clubs face. The FAW's strategic plan highlights financial fair play to meet UEFA stipulations and the introduction of a salary cap based on a club's turnover as two important objectives to be achieved by 2015.

12. Welsh Grounds Improvements has awarded £2.6m in grant aid for grounds infrastructure projects since 2008 of which £725,000 has been awarded to WPL clubs. The rest has been allocated to the Cymru Alliance and Welsh Football Leagues and all leagues down to level four of the national football pyramid. No significant awards have been made to the League since 2010 because WGI policy has been to prioritise funding to the regional feeder leagues now that all WPL clubs have achieved the Domestic Licence. This is to ensure that there are a sufficient number of clubs in the feeder leagues with the pre requisite facilities for promotion to the WPL, thereby maintaining a robust structure of promotion and relegation throughout the national league pyramid.

13. A commercial partnership with Sharedaccess, a company that develops telecommunications infrastructure, was established last year. The relationship will provide clubs throughout Wales, including WPL clubs, with potential funding to improve floodlighting and other ground infrastructure. The Trust is aware that the FAW is in negotiations with S4C, the League's TV broadcast partner, to extend the present contract for a further three years and is committed to ensuring any revenue from the present and future deals is reinvested into the League's development.

### **FAW Strategic Plan**

14. In January 2012 the FAW launched a revised strategic plan for Welsh football. The Association held a number of stakeholder events and consulted with a broad range of representatives from all levels of the game including the national league. One of the strategy's key actions is to raise the profile and standard of the WPL so that it inspires attention and participation. The strategy states that the vision for success is 'to develop a Premier League and domestic competitions that have a strong identity with the Welsh sporting psyche'. Central to such success is the development of WPL clubs as community hubs via the expansion of 3G artificial pitches to improve community engagement and participation. Another aspiration is to develop three regional facilities at Premier League grounds capable of hosting UEFA international team and club competitions.

### **Summary**

15. In summary:-

- playing standards are improving and the league deserves better recognition from the media and Welsh public;
- coaching standards have also been enhanced by an FAW funded programme which has supported WPL managers and coaches to achieve UEFA Licence coaching qualifications;
- the competition format has been reviewed and modifications implemented. Best practice and improvements to national leagues in other countries are being monitored by the FAW and league officials;
- the FAW Domestic Licence has ensured clubs focus on improving governance, club organisation and infrastructure development;
- clubs are working towards improved engagement with the wider community and socially excluded groups;
- maintenance and development of club infrastructure and player wage inflation are the most significant challenges clubs have to face;
- funding has been allocated to WPL clubs for grounds infrastructure development and the provision of Academies. Other support programmes have also been provided;

- WPL clubs would benefit from professional marketing and business development expertise;
- raising the profile and standard of the WPL is an integral and important dimension to the FAW's strategic plan.

**WFT – 3 April 2012**



## PROFILE

<b>1992 – 1995</b>	:	Aber Town Player-Manager
<b>1995 – 1997</b>	:	Llansanffraid Assistant Player –Manager
<b>1997 – 1998</b>	:	BBC Radio Cymru Pundit
<b>1998 – 1999</b>	:	Rhayader Town Manager
<b>1999 – 2004</b>	:	Carmarthen Town Manager
<b>2004 – 2008</b>	:	Welshpool Town Manager
<b>2008 – 2010</b>	:	Porthmadog Manager
<b>2010 – 2012</b>	:	Carmarthen Town Manager
<b>2012 – present</b>	:	Aberystwyth Town Manager

## WPL INCEPTION - DEVELOPMENT

- WFA had to form league or risk lose international status
- Formation of League badly managed
- Alienations of clubs – court procedures (Newport) forced clubs
- WFA had little or no interest in League or its progression

## MEDIA PERCEPTION

- Poor beginning didn't help
- No 'result service' midweek
- Swansea/ Cardiff / Newport / Wrexham England ..... destabilises League
- WFA continued insistence of clubs playing in Welsh Cup

## PLAYERS / MANAGER PROGRESSION

- Coaching courses second-to-none
- Players ..... many have gone on to play in football league
- Clubs – community-based .... very positive

## INFRASTRUCTURE – PYRAMID SYSTEM

- Grounds – lots of work to do .... playing surface

## INVESTMENT

# Eitem 7

Carl Sargeant AC / AM  
Y Gweinidog Llywodraeth Leol a Chymunedau  
Minister for Local Government and Communities



Llywodraeth Cymru  
Welsh Government

Eich cyf/Your ref  
Ein cyf/Our ref MB/CS/1174/12

Ann Jones AM  
Chair  
Communities, Equalities and Local Government Committee  
National Assembly for Wales  
Ty Hywel  
Cardiff Bay  
Cardiff  
CF99 1NA

20 March 2012

## Community Support Officers – Deployment Update

I am writing to update the Communities, Equalities and Local Government Committee on the deployment of Welsh Government funded Community Support Officers (CSOs). As you are aware, under the Programme for Government, the Welsh Government has committed to funding an additional 500 CSOs across Wales by September 2013.

Significant progress has been made already and I am grateful for the support of the police forces and authorities. On 1<sup>st</sup> April 2012 165 Officers (30% of the total number of 545 full time and part time CSOs) will either be deployed or in training which represents a significant achievement. The full 500 FTE CSOs will be recruited, trained and deployed by September 2013.

Attached at Annex A is information on the deployment of CSOs by constituency. This information is provided by the Police forces on a monthly basis and reflects the position as at 16 March 2012. At all times Chief Police Officers retain operational independence and a needs-based analysis may require CSOs to be re-deployed at any time for the optimum benefit of communities across Wales.

I trust the Committee will find this update useful and I will keep you updated on progress in due course.

**Carl Sargeant AC / AM**  
Y Gweinidog Llywodraeth Leol a Chymunedau  
Minister for Local Government and Communities

Bae Caerdydd • Cardiff Bay  
Caerdydd • Cardiff  
CF99 1NA

*Wedi'i argraffu ar bapur wedi'i ailgylchu (100%)*

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## **Annex A – CSO Deployment Figures February 2012**

This information is provided by the Police forces on a monthly basis and was correct as at 16 March 2012. At all times Chief Police Officers retain operational independence and a needs-based analysis may require CSOs to be re-deployed at any time for the optimum benefit of communities across Wales.

### **Gwent**

40 recruits have been trained and deployed in Gwent. Gwent were allocated a total of 101 Full Time Equivalent CSOs but through the recruitment of full and part time officers a total of 146 will be in post by the end of July 2012.

### **Deployment**

The planned locations of all 146 (full and part time) officers once deployed are:

	F/T	P/T
Newport	16	19
Torfaen	8	12
Monmouth	5	14
Blaenau Gwent	12	14
Caerphilly	25	24

### **Constituency Boundaries**

The first 40 recruits that have completed training have been deployed across constituencies as follows:

Blaenau Gwent	7
Caerphilly	10
Monmouth	7
Newport East	4
Newport West	6
Torfaen	6

In Gwent information on deployment by constituency will become available as future CSO training is completed and officers are deployed.

### **North Wales**

North Wales commenced training their first recruits on 30<sup>th</sup> January and they are due to complete their training at the end of March. All 101 recruits allocated to North Wales will be trained and deployed by the end of July 2012.

### **Deployment**

The planned locations of all 101 officers once deployed are:

Ynys Mon	10
Gwynedd North	10
Gwynedd South	9
Conwy Coastal	9
Conwy/Denbighshire Rural	8
Denbighshire Coastal	14

Flintshire North	9
Flintshire South	8
Wrexham Town	10
Wrexham Rural	10
Community Safety	4 (to provide support across force area)

### **Constituency Boundaries**

Information received from North Wales Police indicates the planned allocation of officers to Welsh Constituencies as follows:

Aberconwy	5
Alyn& Deeside	9
Arfon	10
Clwyd South	13
Clwyd West	11
Delyn	4
Dwyfor Meirionnydd	10
Vale of Clwyd	18
Wrexham	11
Ynys Mon	10

### **Dyfed-Powys**

The first recruits in Dyfed-Powys have completed their training.

### **Deployment**

The planned locations of all 74 officers once deployed are as follows:

Carmarthenshire	27
Pembrokeshire	16
Ceredigion	12
Powys	19

### **Constituencies Boundaries**

Information received from Dyfed Powys Police to date indicates the planned allocation of officers to Welsh Constituencies as follows:

Carmarthen East & Dinefwr	6
Carmarthen West & South Pembrokeshire	5
Ceredigion	4
Llanelli	5
Montgomeryshire	1
Preseli Pembrokeshire	2

Further information on allocations across Constituencies will become available as training is completed and deployment decisions are made.

### **South Wales**

The first recruits are due to start training in South Wales at the end of March. It is anticipated that the full complement of 206 CSOs in the South Wales area will be recruited,

trained and deployed by September 2013. No information is currently available with regards deployment but will be provided as training is completed and deployment decisions are made.

### **British Transport Police**

Training of all 18 British Transport Police (BTP) CSOs will commence on 21<sup>st</sup> May.

### **Deployment**

The planned locations of all 18 BTP CSOs once deployed are as follows:

Aberdare	6
Rhymney	6
Conwy	6

### **Constituency Boundaries**

Information received from BTP indicates the planned allocation of officers to Welsh Constituencies as follows:

Cynon Valley	6
Caerphilly	6
Aberconwy	6

The stations to which the 18 BTP officers have been posted are within Communities First areas.

