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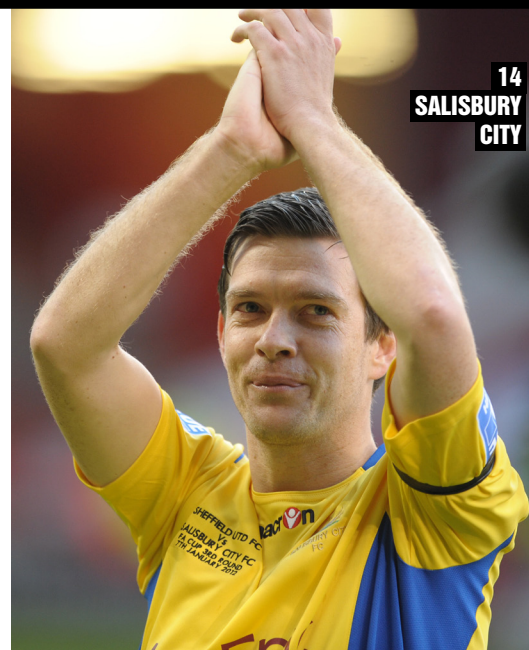
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TARGET 150 - ARE YOU UP FOR IT?

AN EXCITING NEW CHALLENGE FOR UK FOOTBALL CLUBS

Love playing football as well as watching it? Part of a local club? Think you've got the quality in your squad to take on a new challenge?

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What's Target 150?

Target 150 is a Save the Children initiative supported by Football Focus magazine.

It sets you one goal: raise £150 as a club during the month of October. It's as simple as that! And you can do it however you like. Get the team to get sponsored to shave their hair or dye it peroxide blond. Or, more controversially, see if they'll cough up an extra 50p for post-match drinks. It's entirely up to you.

All over the UK, clubs will be raising £150 for Save the Children – and you can get involved in any way you choose. Sign up now at www.savethechildren.org.uk/target150

As well as supporting the work of Save the Children, any club raising £150 will be entered into a prize draw to win a new team kit. Raise more than £200 and you get to keep 25%.

So where will the money you raise go?

Think of a country where children go to bed hungry because they can't get a hot meal. Where they go to school in winter without a warm coat or a decent pair of shoes. Where some even have to sleep on a concrete floor because they don't have a bed.



Abbie Trayler-Smith/Save the Children

Which country is this?

You're in it. This is the UK in 2012, where 1.6 million children are growing up in severe poverty.

With your support, we can change this. Together we can kick child poverty into row Z. It really shouldn't happen here.

You may be thinking, what difference would £150 really make? Doesn't sound much, but in fact it could be huge in the life of a child living in poverty.

It's enough to buy a bed so a child doesn't have to sleep on the floor, buy play equipment for schools in the UK's most deprived areas, or support Save the Children's groundbreaking education programmes to give kids the best possible chance at school.

What it really comes down to is helping children have a proper childhood.

We spoke with Jay Hunt,

Target 150 Manager at Save the Children about why clubs were getting involved. He said, "This is a new and exciting activity for Save the Children and local UK football clubs. Teams are keen to support children in the UK who could be living in their neighbourhoods, while making the most of a great opportunity to whip up some local support for the club and players.

"I can't wait to see how the clubs will hit the £150, there are going to be a lot of laughs."

If you want to get your local club involved it couldn't be easier. You can read more, and sign up on line at www.savethechildren.org.uk/target150, or contact Save the Children directly on 020 7012 6400 / target150@savethechildren.org.uk

Target 150, we're up for it – are you?

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TOGETHER WE CAN GIVE CHILD POVERTY THE BOOT.



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Save the Children

EAST STIRLINGSHIRE

Founded in 1880 and based in Falkirk, East Stirlingshire FC currently competes in the Scottish 3rd Division and will hope for a good season this time round. Football Focus Magazine caught up with Chairman Tony Ford last month.

HOPES AND PLANS FOR THE NEW TERM

“Our hopes for the close season are to build a more competitive first team squad to allow us to finish in a higher league placing at the end of the season; to develop our club in a way that gives us

increased revenue to fund our activities and, to that end, to encourage more businesses to see value in sponsoring us; to grow our community involvement in a way that benefits local people and which will have positive benefits for the club in terms of increasing

attendances at matches; and, to ensure good and better governance that sustains the club's future.”

IMPORTANT

“Youth football is vital to East Stirlingshire FC. We have an excellent record of bring-

Football Focus Magazine recently had the opportunity to speak to Alan Archibald of AiiB Consulting Ltd, to find out more about his long-term support, and indeed involvement, with East Stirlingshire.

“I was taken to my first game in 1978 by my Dad and Grandfather for a friendly against Rochdale. Over the course of the following year I then caught the Shire bug which was further cemented by the Shire's promotion the following season. Last year I was invited to join the board and let's be honest: what fan would turn down the chance to help a club that has been part of their family for generations? We're a small family orientated club which is why my family have been involved in The Shire and The Shire is part of my family.

We most definitely consider ourselves a community club. We recently opened a shop back in our ancestral home of Bainsford and the reception has been great. No matter how The Shire perform, the community and the fans rally round and support the club and players. We've had players giving up their free time to help the local school Sports Days. Over the last few months we've developed links to the local church. Ken Bleakley, our local Chaplain, has become involved in the club and is now a regular face at home games.

On the field John Coughlin and his team have put in a power of work and pulled together an excellent squad of players. Results so far have been very positive so fingers crossed this can be maintained in the season ahead.

We are a small club that is focused on providing affordable football to our fans with a team playing attractive football. Being seen as a friendly club and building a reputation for our professional approach in all of our business activities is one of our core principles. Our aim is, with the support of our fans and business partners, to meet current challenges and still move the club forward in a professional, ethical and sustainable manner.”

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ing players from our under-19 squad into our first team. The club ended the 2011/12 season with no fewer than five players who had come through our youth team who were regular members of the first team squad.

The level of 'pull through' from youths to first team will always vary according to circumstances but we are glad, and continue to be grateful, for the work our youth coaches do in terms of scouting and developing players who are ready to make the step up.

We would like to expand our youth development and have plans to do so. But we are starting from a low base and will grow only as and when resources allow.

Much of our work in youth development is about taking kids who have been discarded at a much higher level at an early age and trying to re-invigorate them and their career. Teenagers who have been involved at full-time clubs and who after reaching a certain age are cut from their squads often feel it is the end of the road for their chances of making it in the game. Some become so disillusioned that they just stop playing football altogether.

Our club looks out for youngsters of that mould and we take them in at 16 or 17 and try to re-build, first of all, their enthusiasm for the game. If they are prepared to move down the grades for a second chance then we are more than happy to work with them and help give them that chance."

CHANGES

"We live in an age where the word 'community' seems to mean less and less to the point where it starts to become an old-fashioned concept. People stop seeing themselves as being 'from' somewhere and treat where they live as no more than where their house is located, where they work and where they shop. The bonds that made communi-

ties do not tie us together as tightly as they once did.

As a club East Stirlingshire takes community very seriously. Part of that is born of the experience of having our home, our stadium at Firs Park, sold and the club effectively becoming rootless.

Our solution to that is to

return the club to the area where its founders gave it life. A shop and an office may not be a stadium, and we may have to rent our pitch at nearby Stenhousemuir FC, but it does give us a chance to at least have a community we feel we belong to.

And we are lucky that the

area of Falkirk in question, Bainsford, still does see itself as a distinct community and the people who live there do take a pride in that identity. That gives the club a shot at establishing itself as a local entity with which people who live there can associate with.

We are also a club that is



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owned and run by its own supporters, through the vehicle of the fans' trust, Shiretrust. This gives a more democratic structure to governance in that ordinary supporters can join the trust and have an equal say in the organisation that effectively controls the club.

However, the wider problem of community engagement is one that is shared by many

"WE WOULD LIKE TO INCREASE THE CLUB'S FAN BASE AND TO INTRODUCE NEW STRUCTURES THAT WOULD MAKE THE RUNNING OF THE CLUB MORE DEMOCRATIC"

football clubs. An age of saturation TV coverage has created global 'brands' which younger football fans wish to associate themselves with before they would even think of supporting the team on their doorstep.

It also allows seven-day-a-week community use which brings any stadium owner significant revenue to fund its core activities.

These are lessons our club has learned first-hand and taken on board. Our long-term ambition remains to be part of a facility that increases the club's potential to earn money while giving it a greater say in how that facility is used."

CHALLENGES AND MOVING FORWARD

"Our biggest challenge is simply to survive. These are tough economic times and it does not become any less expensive to maintain football at this level. All of football will say the same thing; creating the revenue streams to fund the core activities becomes more problematic as sponsorship becomes more difficult to source and as crowds show no sign of significant improvement, even if we as a club are not seeing attendances decline as much as clubs at a higher level.

The costs associated with running our club are now at such a level that we would be unlikely to survive long without the considerable financial

input of our sponsors. But we still need more sponsorship and we are willing to talk to any business that wishes to derive some kind of commercial advantage through an association with us.

At a wider level, football in our area faces real pressure from the other competing interests for people's leisure time; from the fact that in economically depressed times spending money on football is seen as a luxury that can be cut; and from the fact that people would possibly prefer to watch football on TV in comfortable surroundings rather than outdoors in cold weather.

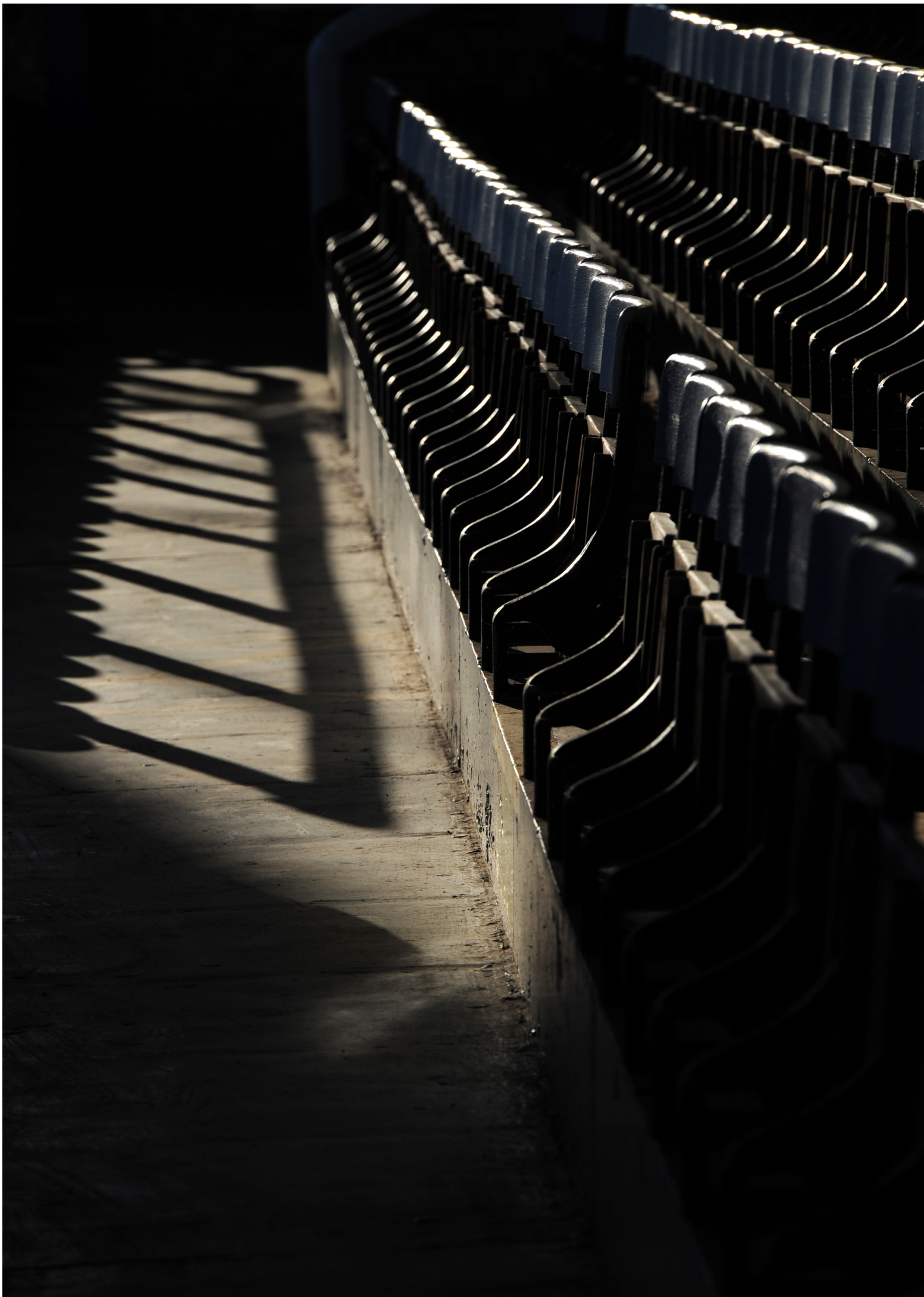
Our main ambition is to make sure the club is still here in five years. And that primarily means making decisions about spending that are sustainable and realistic and which are not unduly optimistic or over-ambitious.

There are, of course, targets we would still like to aim for but growth has to be measured and at a pace we can cope with. We would like to increase the club's fan base and to introduce new structures that would make the running of the club more democratic with a far greater say in decision-making for ordinary supporters.

We would like to become an integral part of the local area where the football club could be a resource that other stakeholders could use for their benefit as well as the club deriving some benefit from those relationships."







SITTINGBOURNE

**“LAST SEASON,
WE GAVE A
YOUNG PLAYER
HIS FIRST
CHANCE OF
MANAGEMENT.”**

Established in 1886, Kentish side Sittingbourne FC ply their trade in the Isthmian League Division One South. Currently playing their home games at the 3000 capacity Bourne Park, the club started off in a field behind the Bull pub in 1892 where they remained for nearly 100 years. In 1893 senior status was acquired, and the following year the club joined the Kent League before deciding to enter the South Eastern League in 1905. Football Focus Magazine caught up with Secretary John Pitts recently to find out more about the modern day establishment.

Links and community

“We are on friendly terms with other clubs including Kent County League side, Milton and Fulston Utd. We do not have a reserve side so it would be useful for our players who are “rested” or are recovering from injuries to turn out for them. We have always considered ourselves as a community Club. Our Academy lads visit local primary schools to teach the finer skills of football. We have often staged charity events and we provided prizes for charitable organisations.”

The new term

“Last season, we gave a young player his first chance of management. This backfired on us when he up

and left for Leatherhead, Taking half the team with him. We then appointed another young manager that did not work out. We were lucky to avoid relegation from the Ryman league after a horrendous end of season run. We have now appointed the experienced management duo of Jim and Danny Ward. A partnership that took Ramsgate from Ryman League Division One to the Ryman Premier League. They also oversaw two promotions for the reborn Maidstone United a few years ago. Jim and Danny have had to build an entirely new team so it is difficult to say how they will do. However we would hope that they could at least have a real go to achieve a play-off place.”

Facility

“Our ground has been built and maintained entirely by volunteers since we had to move there in 2000 after financial problems caused Sittingbourne to move out of the main stadium (which is now exclusively used as a greyhound stadium). Much of our ground is made from “donations”. For example, our clubhouse is made from two ferry ticket porta cabins! We would like to install terracing on all four sides. We would also like to renew our ageing floodlights which are proving to be “high maintenance”. We are trying to promote our clubhouse as a small business conference facility. We have a large screen TV and slide

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projector and we could accommodate up to 70 people. We would be an ideal venue for a company's "Away day".

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Challenges and ambitions

"We are at a disadvantage with most of the clubs at our level. We do not own our ground anymore and have to pay a high rent to a private landlord. We also pay out over £1000 a month in utility bills. So the biggest challenge facing us is having enough money to pay the rent, the bills and the players. To improve the ground, the pitch and get into the next level of non-league football."

Youth

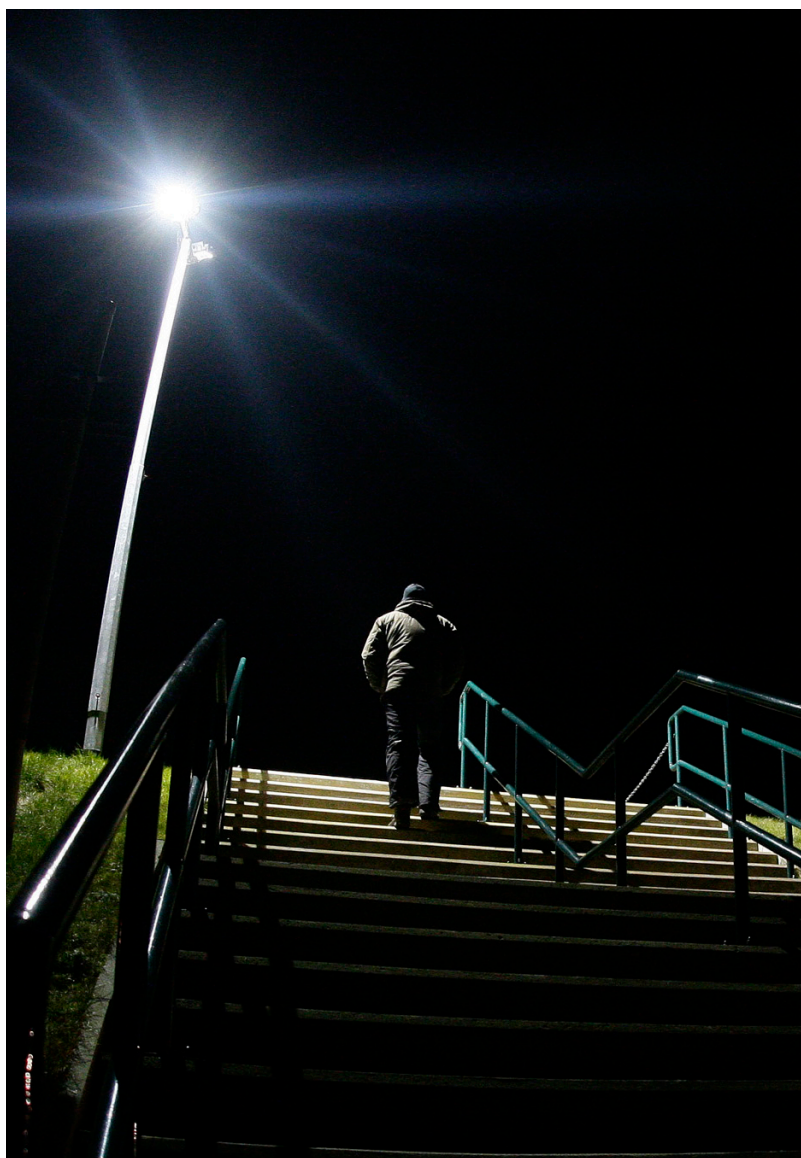
"For the beginning of last season we set up a partnership with Sittingbourne Community College and formed a football academy. This season we have signed three of last season's academy team on Ryman League forms. With finances very tight at our club we see the academy as a major source of future players."

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PENRITH AFC

Cumbria's Penrith AFC is a Charter Standard community club which was first founded in 1894 when it first played in local leagues before joining the Carlisle and District Leagues and then the Northern League. The first team is embarking on another campaign in the Northern League Division 1 this term and positively the establishment places a high emphasis on the juniors section which it is hoped will replenish the first team with talent.

Penrith AFC currently has teams at every age group. The under 8's section is very popular with over 30 children currently attending. The club also has a successful under 10's team who won a cup final last season and these players are developing well. The under 12's section has two teams - one of which is a new team for the 2012/13 season due to the popularity of the clubs coaching techniques.

Another popular age group is the under 14's which is growing every season and the under 16's have two teams who are becoming strong and a force in the league. Under the junior's umbrella the club has also created an Academy team for the under 16's to feed into and develop even further in preparation for the reserves team.

Penrith AFC believe as a club that if you provide a fun, safe and friendly environment for all children of all abilities to enjoy their football then the development of those children will be enhanced not only as footballers but other skills will be developed too such as social and discipline skills. Penrith AFC also recognises the importance of its coaching staff too which is why it is constantly evaluating coaching qualifications and techniques through a coaching development group which was set up last year to provide support for all our coaches and volunteers.

In June this year the club appointed Brian Williams as first team Manager and Nick Wharton as his Assistant. It is hoped that they can push the club forward this term within the hugely competitive Northern League Division 1. Brian was in charge when the club recorded possibly its greatest ever result over Chester in the FA Cup - He has served the club in a number of roles over the years. Nick, who has recently completed his UEFA B Coaching badge, recently managed the clubs successful ladies team when they won the County Cup.



Courtesy of Brian Kirkbride

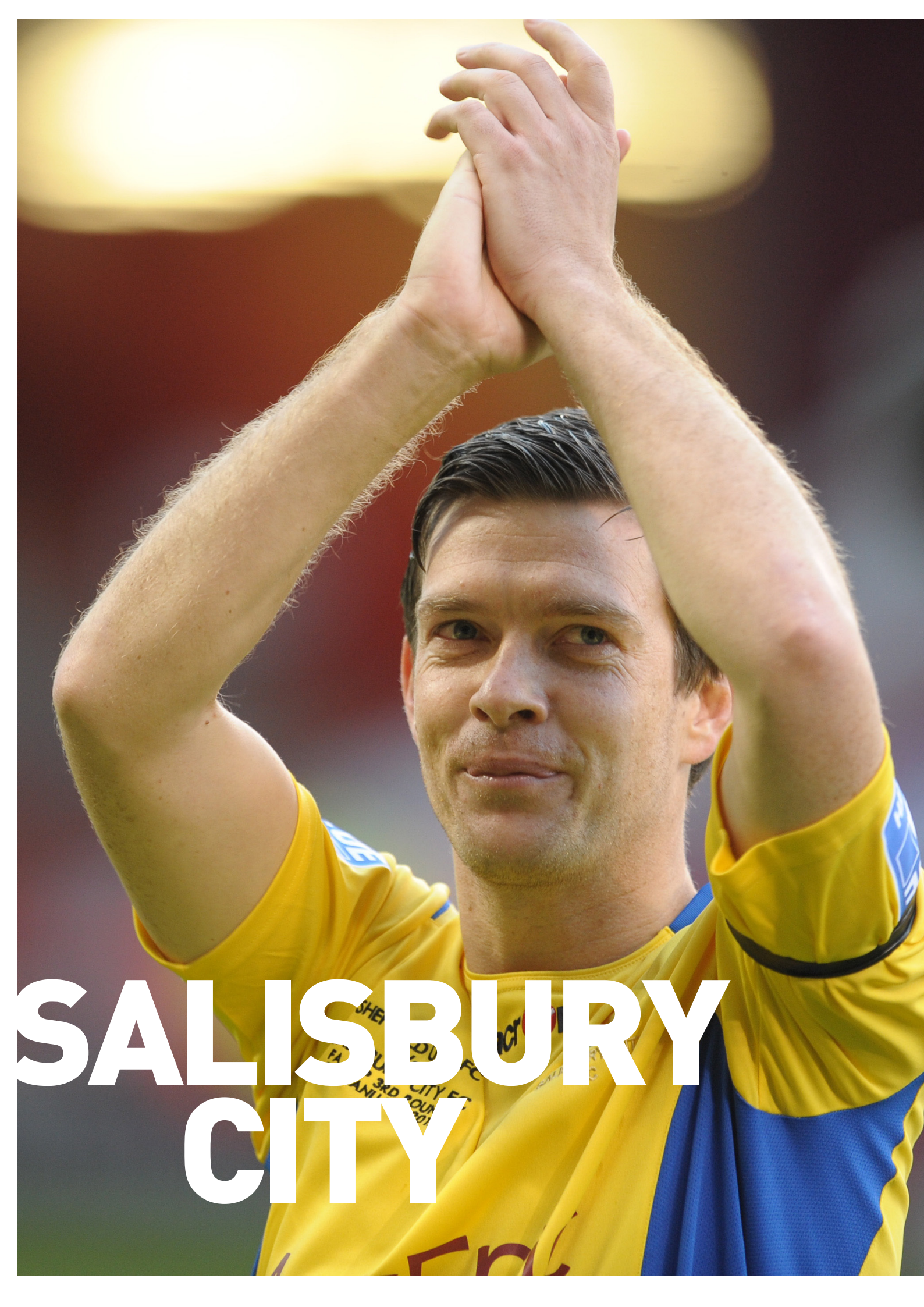


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**SALISBURY
CITY**

Pictured Left:
Salisbury City's player /
manager Darrell Clarke
applauds fans

Image Courtesy of Action
Images / Paul Currie

Pictured Right:
Chris Giles - Salisbury
in action against Harry
Maguire - Sheffield Utd

Image Courtesy of Action
Images / Paul Currie

The Wiltshire-based establishment, founded in 1947 as Salisbury FC, won the Second Division title in the Western Football League at the first time of asking in the 1957-58 season and went on to repeat the feat just 3 seasons later. Fast forward around half a century (and a name change to Salisbury City in 1993) and we find 'The Whites' in the Conference South, recovering after recent financial trouble. However recent times have also brought much success, not least the back to back promotions enjoyed during the 2000s which resulted in the club's first experience of the Conference National. A famous 1-1 draw at home to Nottingham Forest in the 2nd round of the 2006-07 FA Cup (in front of the TV cameras) also helped the club raise its profile.

Football Focus Magazine recently spoke to Peter Matthiae, General Manager/Secretary at the club, to find out more about all things Salisbury City. We began by asking him about youth football.

"It's very important to the structure and future of the club," he began, "and we have recently taken on someone to head-up this side of things. We'd also certainly say we are a community club. We have just been granted Charter Standard Community Club status."

We next asked about The Raymond McEnhill Stadium. Peter enthused, "The Ray Mac is generally perceived well by visiting clubs, particularly since all four sides were developed over recent years. We are always looking to improve things for both home and away fans. A priority would be some kind of cover on the away end terraces to provide shelter during matches where segregation is required, though that is rare at our present level."

He continued, "We have an excellent bar (Sarum Suite) and Executive Lounge area at the club, which we are keen to see used more. Hirings are made to local businesses, councils and for private parties. Chalkies Bar is now open to the general public two nights a week."

Looking ahead to the next term, Peter said, "A good cup run obviously helps with the finances, though we can't expect to reach the 3rd Round every season! We have lost to the eventual winners in the FA Trophy for the past 3 seasons, so it would be good to reach the Final ourselves. Darrell Clarke (Manager) has stated his intention is to reach the play-offs, but a lot of other teams are saying the same!"

We finished by asking Peter about what challenges the club faced over the next few years and indeed what ambitions the club held. "As with all other teams, the economic climate [is



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Pictured Right:
Image Courtesy of John
Rose Photography

a big challenge], which also affects existing and potential sponsors, and maintaining/increasing crowd levels.

Concluding, he said, "A return to the Conference Premier [is a key ambition], then like for all clubs at that level the obvious goal is League football, though that is a long way off. With a great deal of housing development around the Ray Mac, there is also the possibility of a move to a new ground, though the existing one was only opened in 1997."

As the Conference South season kicks off, Football Focus Magazine certainly wishes the club the best of luck with achieving these goals.



STOCKPORT SPORTS

Greater Manchester's Stockport Sports FC is based in Woodley. It's a new establishment and was only formed this year after having already appeared as Woodley Athletic and Woodley Sports. 'Stockport Sports' was chosen by the board due to the ground being called 'Stockport Sports Village' on completion of a recent £8.6m redevelopment.

The first team is managed by the vastly experienced

former England international Peter Withe who was chosen ahead of numerous candidates and the club will hope to attract some good crowds and involve many volunteers this term.

It has worked very hard on its administration in recent times to make sure it is ready for the definite challenges that it will need to face in the coming months and years. The Saxons are also pushing hard to make sure the local community is aware of what's happening

at the set-up and with 4,500 junior school children in the local area, it's going to provide them with free coaching and free entry to home league games. In another hugely progressive move, Stockport Sports have removed the segregation between players and fans. After every game the players and fans eat and drink in the same place, allowing interaction between them.

Impressively, the establishment aims to keep all fans updated as much as possible via

various media outlets including an excellent Pitchero homepage and via Twitter and Facebook. With a hugely committed team behind the scenes and an excellent – and ever improving first team squad it wouldn't surprise me if Stockport Sports made a big impact this term. If the club can continue to grow at the rate it has so far and manage some of its expectations there is little reason to believe it hasn't got a hugely positive future. Football Focus Magazine wishes The Saxons all the best.

Damian Whyatt
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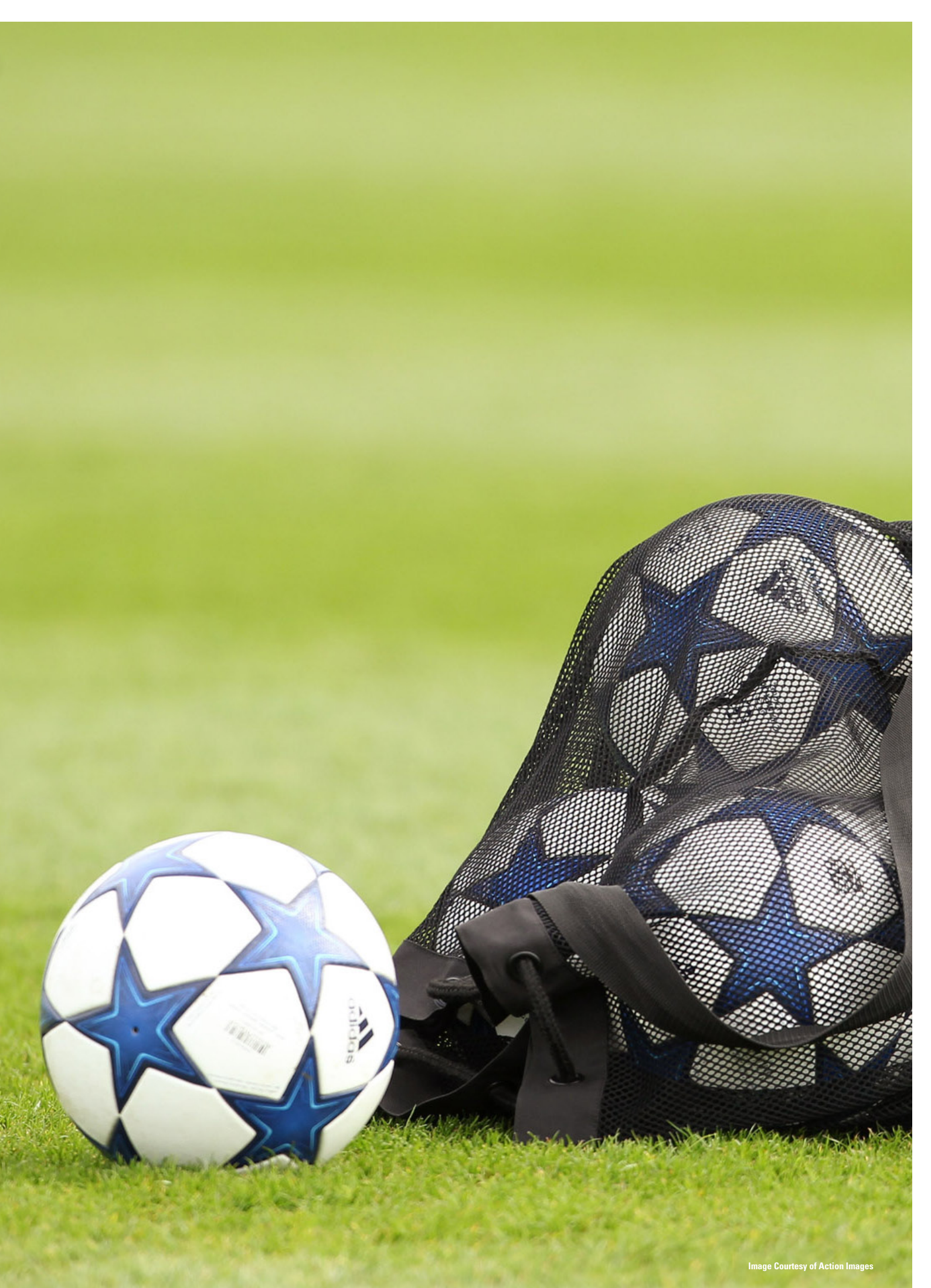
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RENEWABLE ENERGY OPPORTUNITIES

We caught up with James Beard at the Renewable Energy Association (REA) recently to find out about some of the advantages to clubs if they install renewable systems and what's potentially available to clubs in terms of assistance if they chose to do so.

Businesses are increasingly aware of the opportunities in renewables, which Allianz recently described as the key driver of the next global growth cycle, and which Goldman Sachs recently described as "one of the biggest profit opportunities since its economists got excited about emerging markets in 2001". Here are some of the ways sports clubs can engage with and benefit from the renewables revolution.

The Renewable Energy Association represents renewable energy producers and promotes the use of all forms of renewable energy in the UK across power, heat, transport and renewable gas. It is the largest renewable trade association in the UK, with over 900 members, ranging from major multinationals to sole traders.

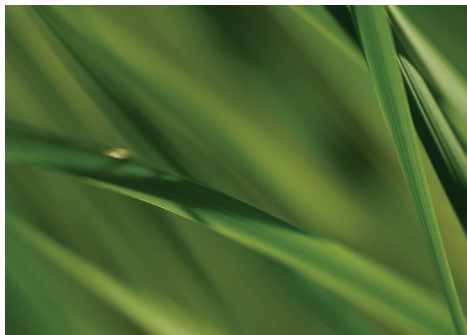
Q *What are some of the advantages for sports clubs if they do choose to install renewable energy products/systems?*

Financial advantage

"The Government supports renewable energy because it helps fight climate change and strengthen energy security. This support translates into financial incentives such as the Feed-in Tariff (for small scale electricity), the Renewable Obligation (for large scale electricity) and the Renewable Heat Incentive (for heat technologies). At the moment, these mechanisms are required to promote investment in renewables, but as renewable energy costs continue to fall, and fossil fuel prices continue to rise, renewables will get ever closer to being economic without any subsidy whatsoever. See below for more details of the FIT, RHI and RO."

Brand advantage

"Renewable energy may be demonised in some sections of the press, but the public support for renewables could not be clearer. The Government's



own research earlier this month revealed that 79% of the public are in favour of renewable electricity, fuel and heat, while 69% understand the economic benefits to the UK (a drum the REA has been beating for some time!). Installing a renewable energy system on-site, or entering into a sponsorship deal with a renewable energy company, is a great way of establishing a club's green credentials and capitalising upon the UK public's love of renewables."

Community engagement

"Smaller clubs may not have the capital ready to hand to invest in on-site renewables (as most renewable energy systems don't require fuel purchase, the costs tend to be front-loaded), but outright ownership is not the only option available. Indeed, community renewables schemes are gaining increasing traction here in the UK and have their own benefits. Few communities are stronger than a team's fans, and setting up a community renewables investment programme can enable that community to buy a real and visible stake in the club and generate a return on a modest individual outlay, while the club itself can benefit from "free" energy and reduced energy bills."

Q Do sports clubs have to be wary when choosing who to install systems? Is there a single regulatory body to ensure best practice?

"Installing renewable energy on-site is a big step, and should not be taken lightly. The main rule is to shop around. Prices and competencies will vary across companies. There is extra purchaser protection available for smaller projects up to 50kW electrical (e.g. PV on just one terrace) or 45 kW thermal (e.g. water heating for around 40 changing room showers) in the form of the Microgeneration Certification Scheme. The MCS logo is a mark of best practice meaning that the company abides by the rules of the REAL Consumer Code as it applies to them. Above these thresholds it is essentially a case of buyer beware, but there are a number of consultancies happy to steer you through the process for a fee. One way to mitigate the risks is to make an arrangement with an energy service company, who can undertake the whole purchase and installation project on your behalf according to your needs."

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“WHILE IN THE PAST, RENEWABLE ENERGY FUNDING PRIMARILY TOOK THE FORM OF GRANTS, THE MAIN MECHANISMS NOW ARE LEVY-FUNDED SUBSIDIES PAID PER UNIT OF ENERGY GENERATED.”

Q What kind of funding/if any is available to clubs? What kind assistance are you able to give clubs who are interested in looking into renewable energy options at their facilities?

“While in the past, renewable energy funding primarily took the form of grants, the main mechanisms now are levy-funded subsidies paid per unit of energy generated. The FIT and RHI provide a fixed payment per unit of energy generated (not just the electricity exported to the grid – a common misconception about FITs) and provide modest returns (around 5-10%). The key advantage of these mechanisms is their simplicity and ease of access. The RO offers bigger returns for bigger renewable electricity projects (5MW+), but requires some financial expertise to navigate the trickier ROC trading system.

The REA can help by putting sports clubs in touch with its broad base of member companies, which

range from one man bands to major multinationals, from investment managers to manufacturers and from legal specialists to installers. Any clubs interested in getting in touch with our member companies should email me at jbeard@r-e-a.net”

Q What kind of on-site technologies can clubs benefit from?

- Wind turbines (either rooftop micro wind systems or nearby large scale turbines) FIT
- Solar PV panels (a very popular option for mid-scale investors) FIT
- Solar thermal panels (for water heating e.g. for changing room showers) RHI
- Ground source heat pumps (for space heating – sports grounds are perfect for GSHPs because these require the installation of some infrastructure underground, to which grass pitches offer ready access)
- Air source heat pumps (for space heating – again, stadia have plenty of wall and roof space making them good sites for ASHPs) RHI
- Biomass boilers (for water and space heating – the benefits of both solar thermal and heat pumps, but you will have to buy and store the biomass fuel) RHI
- Clubs could also benefit from energy-from-waste (EfW) technologies, either by selling their organic waste to EfW plants or by purchasing green fertiliser from anaerobic digestion plants

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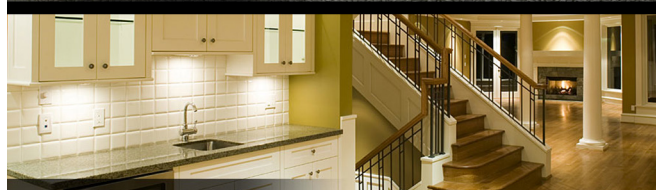
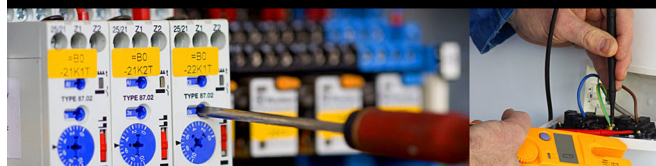
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HEREFORD UNITED

Hereford couldn't have believed their luck on the final day of last season. A win against high flying Torquay and The Bulls should have secured their league status. However, fellow strugglers Barnet secured victory against Burton with a second half winner which condemned Hereford to the Conference, ending their six year stay in League 2.

Then Hereford United manager Richard O'Kelly told BBC Hereford & Worcester: "We were 3-0 up and dealt with what they had to offer. What was really pleasing was how the players stuck together, how they organised themselves, and we eventually ran out winners.

"I can't fault any of the players. They've been excellent since I walked through the door. My emotions are all over the shop. I'm just thinking about what's happened to the football club."

The Herefordshire side had endured a difficult season, amassing only ten wins all year, and following the heart break of relegation, O'Kelly left his post as manager after just 68 days in charge.

But just over a month later, a new manager and new hope has settled over the Edgar Street Stadium as the side prepares for their assault on England's fifth tier.

Image courtesy of
Action Images



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Images Courtesy of Action Images / Ian Smith
Hereford United Fans Celebrate

"I CAN'T FAULT ANY OF THE PLAYERS. THEY'VE BEEN EXCELLENT SINCE I WALKED THROUGH THE DOOR."

The appointment of Martin Foyle as manager marks Hereford's sixth managerial change in three years, but the former York City manager told the BBC that he is confident the club can spring back.

"It's a club that can bounce back but it needs to stabilise. It's been a hard time, but everybody who worked here last season gave it their best shot. Now I am the next man in to try to calm it down a little bit. The main attraction for me was the chance to build a club again like we did at York and you can see where they are now - back in the Football League. But it is a chance for me to get my hands dirty again and I can't wait."

Bulls Chairman David Keyte took to the airways to sug-

gest that stability was now vital for his club to return to the Leagues. "What attracted us to Martin in particular was his undoubted experience at this level," he told BBC Hereford & Worcester.

"He's a very experienced old-school manager, who did a really good job at York and took them to Wembley twice. We have gone through a period where we have chopped and changed a bit at management level. It really is time for the club to find a bit of stability as best you can in football. He is renowned for knowing players, as well being a good wheeler-dealer. It would be nice if he was with us for the next number of seasons."

Last month the squad returned for pre-season training, and Foyle told the Official Hereford United website, www.herefordunited.co.uk.



**"IT'S A CLUB THAT CAN BOUNCE BACK
BUT IT NEEDS TO STABILISE. IT'S BEEN A HARD
TIME, BUT EVERYBODY WHO WORKED HERE
LAST SEASON GAVE IT THEIR BEST SHOT."**

herefordunited.co.uk, that he is anxious to get the new season under way.

"I've got in around the players, had a chat with them and they're a good bunch, a lot of them know each other so the togetherness is there, they're in good spirits."

And with the arrivals of youngster Marley Watkins, defenders Chris Carruthers, Andy Gallinagh and striker Ryan Bowman, Foyle can be satisfied that he is building a squad capable of clinching promotion at the first attempt.

Former Darlington striker Bowman told the Official Hereford website: "The pressures off a little bit, playing for a contract is a lot harder than when you've just signed.

"I prefer to play off the defender's shoulders; I've got a bit of

pace on me. I know most of the defenders from last season so hopefully I can score more this season than I did last season."

But after Hereford's recent 2-0 friendly win against Bristol City, Foyle said there is still room for improvement.

"I look at everything. People look at results but it's not about results at the moment it's about fitness and team ethic and working hard. I'm pleased with all my players, they've been good, but as you see the final third needs to improve, the final pass, the final cross," he told Hereford's Official website.

"I'm on the bargain hunt! I'm trying to wheel and deal, I'm trying to get one or two players, we play eight games in that first month and that's a big ask. As you can see we've got 16 or 17 players and that's nowhere near enough at this level."

GIRLS CHOIR WINS TOP ACCOLADE AT INTERNATIONAL EISTEDDFOD

Pictured Left:
HCS Cantabile Girls
Choir on stage, BBC
Songs of Praise School
Choir of the Year 2012

Pictured Below:
HCS Stadium Choir at
the Millennium Stadium,
Wales vs Italy (Rugby
Six Nations 2012)



Hereford Cathedral School's Cantabile Girls Choir has won the Senior Children's Choir section at the 66th Llangollen International Musical Eisteddfod, with a score of 95.6 marks out of 100 from three judges.

Competing against 17 other choirs from across the globe, they were conducted by Jo Williamson. The 23 school pupils are aged from 12 to 18. To view their performance please visit: <http://llangollen.tv/en/clip/cantabile-girls-choir/>

The success follows on from the Cathedral School Choir being semi-finalists in the 2012 BBC Songs of Praise School Choir of the Year competition and winning their class in the 2012 Herefordshire Festival. The girls were also part of the school's larger Stadium Choir that sang the Welsh and Italian National Anthems, and other songs, live on the Millennium Stadium pitch before the 2012 Rugby Six Nations clash of Wales and Italy, in front of around 74,000 spectators and a television audience of millions.

Mrs Jo Williamson, Hereford Cathedral School's Music Department and Vocal Coach said:

"We are all still stunned by winning our international section, the standard was so high."

"The girls gave everything they had to give, and sang beautifully. I am extremely proud. The sound they produced on stage was simply amazing."

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Indeed, they have recently taken on the mighty Motherwell when, in the 2008/09 Scottish Cup, they were drawn against the top-flight side after very impressively making the 4th round of the competition. While a sold-out Harlaw Park could not quite see the team overcome the odds on this occasion, it gave the Locies a taste of the opposition they would love to be playing on a regular basis.

Football Focus Magazine had the opportunity recently to speak to Chairman William Lippe about everything to do with the club – from youth football, through to his thoughts on the upcoming season and beyond.

YOUTH & COMMUNITY

“Youth football is so important; the youth is the future and that is why this year we are concentrating on taking young players in to our u21 squad and going to concentrate on quality rather than quantity. By running the u21s, we can integrate younger players in to the main squad - they train with the main squad and participate in matches so that they are learning the same type of football.

In terms of forging links with local sides, Colony Park and Colony Juniors have teams from under 8s to junior level and that is our first source for future



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players. We very much consider ourselves to be a community club. We rely on the community for fund raising and sponsorship; we are very involved with the schools and other community clubs who use the facility and come to the matches."

FACILITY

"We are complimented on both ground and pitch quality. We continue to improve facilities for spectators and players because at the end of the day, the spectators are the paying customers and are entitled to decent facilities – decent toilets, enclosure, seating and social club.

The pitch is grass, so there is a limited opportunity [to truly enhance our commercial potential], however this summer we have improved the social club to provide meeting and training facilities for businesses and clubs and have a significant amount of lets. We have installed the board room with TV, laptop facilities, Wifi and more, and a new 3G surface is being installed this year at Garioch Sports Centre which will provide even better training facilities for us."

NEXT TERM

"We always want to win the league! This is our 11th season in HFL and of course we always want to win, but especially we never want to be outside the top 4. We have a good squad this year who unfortunately have yet to win any cups or

league - they just need that 'killer' touch!"

CHALLENGES AND AMBITIONS

"There are always financial challenges. We rely heavily on the local community and local businesses to support the club and when times are difficult financially, money is tight and expenditure on sponsorship and days out are cut back. There is also a lack of quality players coming through the system with the very best ending up at senior clubs from a young age, and then being disillusioned when dropped at 17 and 18. We need to offer them an opportunity to join a Highland League club. Children have so many other opportunities nowadays that football is no longer their first choice, so there are less boys to select from.

[Looking ahead to the next 5 or so years], I'd say we are fine as we are. We want to stay a good strong team at top of league! We welcome the pyramid system and of course any opportunity to progress the club."

The club could unfortunately not make it past Scottish Football League Third Division side Montrose in a very challenging trip in the 1st round of the Ramsdens Cup, valiantly going down 4-2 and indeed they managed to take the lead in the game.

Football Focus Magazine wishes the club all the best this season and hopefully the club will find that 'killer touch' which William Lippe is looking for.



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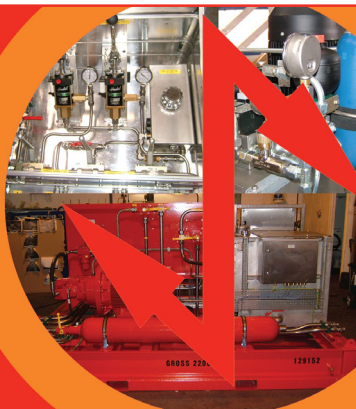


**A special message from
Scotland's First Minister, Alex
Salmond:**

"Having Inverurie Loco Works in my constituency I am fortunate enough to have visited their home - Harlaw Park - many times. It's always a fantastic day out and on each visit, I have been struck by the excellent family-friendly atmosphere that surrounds the club, with all of the staff, players and fans pulling in the same direction for the benefit of the team."

"Loco Works is the type of community based club that thrives throughout many parts of Scotland. Not only do they exist to put a team on the park and give their fans something to cheer about, these clubs provide a focal point for communities by hosting local events, running kids' coaching sessions and offering facilities for a whole range of social groups and societies. I wish everybody at the club well for the forthcoming season."

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"I'M LOOKING FORWARD TO THE OPPORTUNITY AND I ALWAYS RELISH A CHALLENGE AND THE CHANCE TO BE THE MANAGER OF AYR UNITED IS ONE THAT I COULDN'T PASS UP."

Ayr United suffered a difficult season last term, being relegated to the Scottish Second Division after a playoff defeat against Airdrie. Then manager Brian Reid opted to depart the South Ayrshire club following the heartbreak of relegation, citing that he felt he had taken the club as far as he could.

During his five year reign at Somerset Park, Reid twice guided Ayr into the First Division but relegation last season triggered his decision to walk away after admitting that financial restraints had made it all but impossible to revamp his squad on a 'shoestring'.

The 41 year old told the Daily Record: "I believe I have taken the club as far as I can and it's an amicable agreement for me to leave."

However, under the stewardship of former player Mark Roberts, 'The Honest Men' are hopeful of bouncing back once again.

"I can't wait to get started," Roberts told the BBC.

"I'm looking forward to the opportunity and I always relish a challenge and the chance to be the manager of Ayr United is one that I couldn't pass up."

And their preparations for the new season have got off to an impressive start.

New signings Darren Brownlie and goalkeeper Ally Brown have settled well into the squad, and pre-season results would suggest that good times are returning to Somerset Park.

A resounding 4-0 victory against Motherwell in Robert's first game in charge, followed by an impressive high profile draw against Bolton Wanderers, has left the new coach in an optimistic mood with both his new recruits and his team's on-field performances.

"It was a great result (against Motherwell). Everyone did what we asked and the enthusiasm the boys showed was brilliant," he told the Official Ayr United website.

"I didn't for a second think we would beat Motherwell 4-0 but fair play to the boys. Some of the goals

we scored were excellent and they were all things that we had worked on in training so that was pleasing.

"I said to the players after the game that we aren't getting carried away with the result as things can go downhill if they take their foot off the gas a wee bit."

Following his side's draw against Ayr on their pre-season tour of Scotland, Bolton manager and former Scottish League player Owen Coyle had nothing but praise for Roberts' side.

Speaking to the Official Bolton Wanderers website, the Scot said: "I thought the match was terrific. It was a great working exercise for my team against a great, hardworking Ayr United side.

"Marko has put a good side together and played well against us. We knew Ayr would be fit and that they would work hard. My only disappointment was that we conceded a goal as we had the game in the bag and had numerous chances to score.

"I love coming to Ayr United. It's a great club with great people and we'll certainly be back again."

Since then Ayr have impressed whilst progressing into the second round of the Scottish Communities Cup, annihilating Clyde 6-1 at Somerset Park to set what will prove to be something of a grudge match against St. Mirren in the next round.



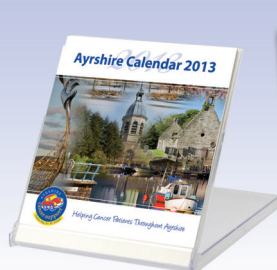
Pictured Right:
Chung Yong Lee -
Bolton Wanderers in
action against Ayr United

Image Courtesy of
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The two sides will face each other in Paisley at the end of the month, and St Mirren coach Danny Lennon has urged his players to use the hurt from last season as motivation to progress into the next round.

Last season Ayr caused an upset by beating The Saints in the quarter finals, and Lennon told the Press Association, that he can't wait to return the favour against Mark Roberts' side.

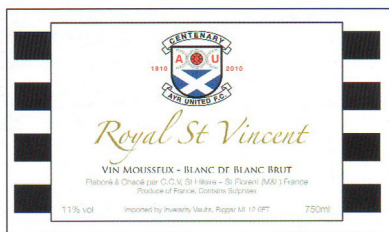
"It still hurts to this day. Not so much that it was Ayr United; just that it was a wonderful missed opportunity."

Lennon added: "We've got to capitalise on the hurt that we felt last season but we are under no illusions. It's Ayr United once again and we are really looking forward to the challenge.

"Since being here, that's the third time we've drawn them in one of the major competitions. It's eachy-peachy at the moment - one for us in the Scottish Cup and one for them last year in the quarter-final of the League Cup. It's got the makings of a great game and we've got home advantage once again."

Pictured Right:
Topless models Hannah
Bennett & Holly Gibbons
pose with the new Ayr
United shirts sponsored
by Bodog painted on
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WESTFIELD

Surrey's Westfield FC began its life in 1953 as Westfield Boys Club playing in the Woking and District League. However, it was the modern day establishment and a recent change in premises that interested Football Focus Magazine. We found out more from Secretary Michael Lawrence last month.

Community and facility

"We've just achieved Community Charter Standard status with our partner club Woking Town FC who this year will be hopefully running 15 teams, including a Disability team and a Girls team. Our Facility is new, opened in August 2011 and we have received only favourable comments from everyone who visits us. We hosted a Surrey County Youth Cup Final and several local league cup finals at the end of last season. We are a step 6 club but do have the capacity to improve our facility if promoted to a higher Division or League.

Our general running costs are much higher than our previous premises, so we need to maximise on what we have. At the moment we are hosting club events and parties but will also be looking to hire out the facility on a more regular basis."

The new term

"We hope to improve on our 8th position of last season, the Combined Counties League was very competitive last term and will be stronger again this season. We do not pay our players and we are up against teams with budgets, so it will be difficult.

"YOUTH FOOTBALL IS IMPORTANT TO THE CLUB FOR THE LOCAL INTEREST AND HOPEFULLY TO DEVELOP THEM TO INTEGRATE INTO THE SENIOR TEAM, WE SEE THESE BOYS AS THE FUTURE OF THE CLUB."





Positively, we are running our own youth team again this year with a local manager, they will integrate by training with the seniors and eventually move up into senior football, also our link with Woking Town will see a progression from boy's football to a youth level."

Ladies team

"We have a Westfield Ladies team who finished 3rd in the London & South East Regional Premier League last season, which is step 4 of the Women's Football League Pyramid. They also had a good run in the Ladies FA Cup competition."

Youth

"Since 2008 Woking FC Academy has run our youth set up. Season 2012/13 will see us run our own youth team once again. Youth football is important to the club for the local interest and hopefully to develop them to integrate into the senior team, we see these boys as the future of the club."

Challenges and moving forward

"The biggest Challenges in the next 5 years will be financial. We are finding it much more difficult each season to attract sponsors, mainly due to the financial climate. Our ambitions over the next 5 years are to be self-sufficient and capitalise on our partnership with Woking Town to have a smooth progression from boy's football to youth through to senior level. We are also very keen on promotion to the Premier Division of the Combined Counties League and eventually step 4 football."



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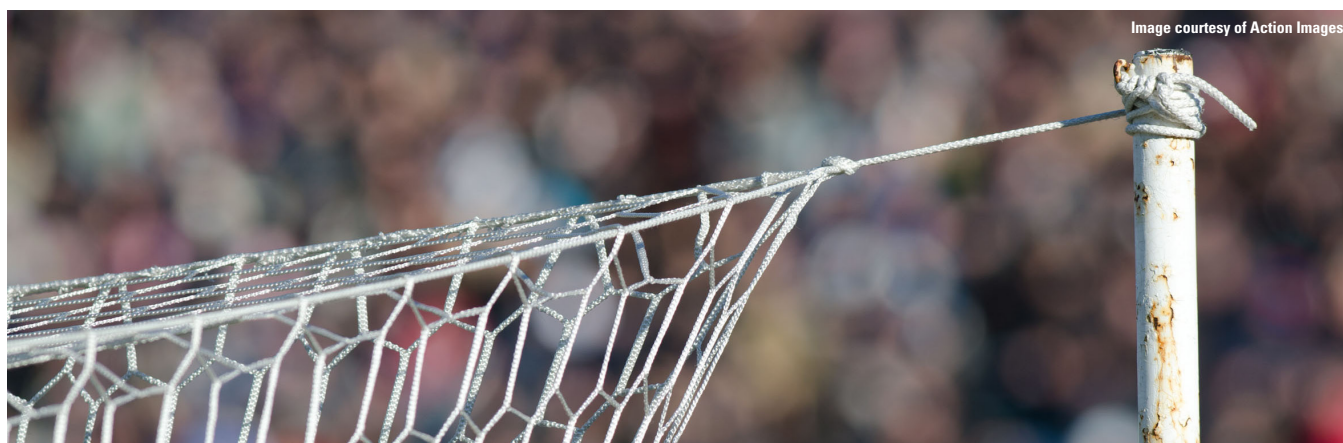
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MALDON & TIPTREE



In September 2009 Essex establishment Maldon Town was taken over by nearby Tiptree United Chairman Ed Garty and Tiptree moved to Maldon's Wallace Binder ground. Then, in 2010 Tiptree withdrew from the Essex Senior League and were amalgamated into Maldon Town to form Maldon & Tiptree.

The modern day establishment competes in the Isthmian League Division One North and fans will hope they are in the mix for promotion towards the end of what promises to be another hugely competitive term. Manager Terry Spillane spoke to the Maldon Standard recently about the recent signing of ex Colchester United striker 25-year-old Jamie Guy. He clearly believes the hit man has much to offer this term and hopes he can make an impact in what he hopes will be a promotion push this season.

He said, "Jamie isn't 100 per cent but we are hoping to have him on the bench on Saturday. He has been training with us for a month and his signing is a big boost for the club. He has been brought in to score goals and help boost our promotion push. He has been raised in a totally professional environment and it is good to have him around the club. It is great for us and for Ryman north to have someone like him playing. He is still very young and very ambitious and this will put him in the shop window."

Jamie is joined by some other new faces including Michael Toner who arrives from Redbridge and ex Colchester United man Arrun Best. Joe Pearman, who played for the team last year, has also re-signed. The club have entered a reserve team for the 2012/13 season. They will compete in the Reserve League Premier Division of the Eastern Counties League.

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NORTHALLERTON TOWN

Northern League Division 2 side Northallerton Town currently sits in 3rd position after a few early season fixtures. Football Focus Magazine caught up with Commercial & Football Director David Watson last month to find out more about the modern day establishment.

This term

"The 2012/13 season is a big one in the history of Northallerton Town FC. With major changes off the field in club management and infrastructure we are hoping the foot-

ball season gives us the opportunity to reach Northern League Division 1 again."

Youth

"The club is investing more in the development of the youth game. Our partner junior club have some 250 members from under 4 to under 16. We also work together to extend that age through to U18 (Season 2013/14) and also an established open age Academy side. We like to call it a grassroots academy, where a player can progress from junior level through to the 1st team with designated people following progress and development.

This model has been proved with 3 local players progressing from each step into the senior side. Northallerton juniors under 12's team play in the top division of the Teesside league and we look forward to a plethora of local talent for years to come. We see youth development as a vital part of our future."

Community

"Community club status is an obvious goal we actively working to achieve but with so many families and sides already integral to Northallerton Town FC we like to think we very much already act as a hub in the local community."

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Improvements

"We've been working on ground improvements both internal and external over the past two seasons, investing £10k making improvements for Sponsors, Fans, Match Officials and the local community. Externally the front fascia and car park entrance are unrecognisable. Internally, work has been carried out on all perimeter fencing and security has been upgraded substantially. Our main stand has also been given a facelift from its old tired look -we now have Sponsors seats and reserved seats for season ticket holders including a separate car park for Officials and sponsors. We now offer Corporate Hospitality for up to 20 people. It has proven highly popular with local companies and a vital income stream to the club. The club aims to work in partnership with local businesses and sectors to make the club an all year round venue. Positively, plans are currently being drawn up for a new function room that will also function as a fully integrated education suite. The hope is that this will attract a wide range of sectors into using our services."

Integration

"Over the next 5 years we are expecting an influx of young local players breaking into the senior's squad. Senior Board member, Jamie Tosh has a role of liaison officer between junior sides and Academy teams. This helps with identifying, discussing and progressing players with the expected attitude required to make it as seamless as possible for all involved."

Challenges and hopes

"As many clubs will tell you at this level, the biggest challenge has to be a financial one. The current financial environment makes sponsorship, fundraising and gate income a real challenge. Northallerton Town is embracing social media and marketing practice normally carried out by professional clubs to counter any possible dips -we like to think we are perfectly placed to benefit from what we call expensive football and capture local support from families that normally watch top flight football."



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ASHFORD TOWN MIDDLESEX

Kicking off their season in Evo-Stik League Southern Division One Central is Surrey-based establishment Ashford Town (Middlesex). The club has played under numerous names – from Ashford Albion in 1958, to Ashford Town in 1964 and today, they are known as Ashford Town (Middlesex). Despite ground grading issues, the club was recently promoted to the Isthmian League in 2000 and has enjoyed much recent success – notably the Isthmian League Cup in 2007 and the Surrey Senior Cup in 2009.

While also boasting a thriving youth section, Football Focus Magazine was naturally interested to find out more about how things were going as a new season kicks off. General Secretary Gareth Coates told us things were in good shape for the new term:

“We enjoyed a tremendous season in 2011-12, winning the Middlesex Charity Cup, the Aldershot Senior Cup and the Southern League Fair Play Award. With this in mind, our only goal can be to build on the outstanding achievements of our talented young team. At the time of this interview, fifteen players from last season’s squad have re-signed for 2012-13 and we are delighted that those players have committed to the club. While we will always to look to enhance the squad, we will trust Paul Burgess to identify the right recruits. The spirit in the club is tremendous and that is as true for the First Team and all the other aspects of our operation.”

YOUNG & OLD

“Youth football is hugely important. Our Junior Section is currently running some 13 teams from Under-7 to Under-18 and are launching an Under-11 girls team for the 2012-13 season. (In terms of Ladies Football, we were lucky enough to be able to merge with an existing Ladies team, who will become Ashford Town (Middlesex) Ladies and the Ladies will become a big part of our club moving forward.)

Although the Junior Section manage their own finances and have a strong Management Committee, they are very much part of the club and have a representative on the Management Committee of the main club. The two sections are working together more closely than ever before and this is something that can only be of benefit to the club.

7 U18 players turned out for our First Team last season and we have a Football Development Officer who draws up individual Development Plans for them. The more experienced players are key to the development of the youth players and our Club Captain, Russell Canderton, has now passed 400 First Team appearances while our manager, Paul Burgess, played 683 times for the First Team.”

COMMUNITY

“We very much consider ourselves a community club and we have been recognised as such by The FA. We hold The FA Charter Standard Community Club award and are the only club in our local area to have achieved this. What that means is that all of our teams have at least one qualified coach working with them, that we have a clear progression route from youth to adult football and that we provide football for both male and female players. The club also has clear and transparent policies around player behaviour and the welfare of children and vulnerable adults. We would like to build on our achievements of winning two cup competitions and the Southern League Fair Play Award.”

FACILITY

“The Robert Parker Stadium has come on leaps and bounds since it was opened as a multiple use sports ground in 1986. Now, we’ve a floodlit stadium pitch (with covered seating for 250 and an overall capacity of 2,550), a clubhouse and a pitch that often attracts good feedback from visiting clubs.

We are trying to make the most of what we have by using our clubhouse for social functions throughout the year and hiring it out for parties and so on, in addition to opening it for members’ use seven days a week. The ground-share with Staines Lammas is another example of the club using the ground as much as possible and not just “every other Saturday”. We have also made our facilities available to local community groups who aren’t involved in football and will continue to do so.”

LOOKING AHEAD

“For a club like ours, the first challenge is just to keep going! There are a number of professional and semi-professional clubs around us, which makes it hard to attract spectators and sponsors. This makes it hard for all of the local clubs to prosper, which is why the Junior Section of the club are so important. I would personally like to see a shift away from the culture of “buying” success. It almost always ends in tears and the only way non-league football will be healthy in the long term is for clubs to live within their means and budget sensibly.

Our main ambition for the next few years, is, in my view, to be playing at the highest level we can. Having suffered some financial difficulties, we have worked hard to reduce our debts and will repay every penny we owe, without recourse to insolvency events, within that timescale. A personal ambition is to try and have a new changing room block in situ at the ground by then too, but there is an awful lot of work to do!”

**“THE ROBERT PARKER
STADIUM HAS COME ON
LEAPS AND BOUNDS SINCE
IT WAS OPENED AS A
MULTIPLE USE SPORTS
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Pictured Above:
Josh Andrew
celebrates ASC final



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YATE TOWN

In Gloucestershire, Yate Town are embarking upon a new season in the Southern Football League Division One South and West – Step 8 on the English football league system. Football Focus Magazine takes a closer look at the team affectionately known as The Bluebells.

The club interestingly began life as Yate Rovers back in 1906 and were also known as Yate YMCA before finally being known as Yate Town in 1959. Yate YMCA, as they were known just after the end of the Second World War, played in the Bristol and District League and the Avon Premier Combination. Founders of the Gloucester County League in 1958, it was just a year later the club decided to drop the YMCA suffix from its name.

Fast forward around 25 years and Yate Town took a massive step forward in their history as they got on to the first step of the non-league pyramid system through obtaining membership of the Hellenic League. The subsequent years after this introduction were fruitful for the club. Soon after moving into this league, the club gained promotion to the Premier Division. The following season saw the team win the Hellenic Premier League, made all the more impressive by the fact they managed to remain unbeaten at home throughout the whole league campaign. In the 1988/89 season, there was more silverware as the club managed to retain their title – in the process of doing this, they

managed to lose just one league game. Further success came with victory in the Gloucestershire FA Challenge Trophy.

At this point, it was clear Yate Town wanted more to challenge them and ambitiously sought election to the Southern League (Southern Division) which they achieved in doing in 1989. Moving ahead a few years, the club found themselves back in the Southern Division after a relatively unsuccessful stint in the Midland Division, and also some restructuring of the Southern League. The 1994/95 season was one of change as Pete Jackson – a long-term fixture at the club – was relieved of his duties. With the help of the newly appointed double act of Ian Alexander and Phil Purnell, there were brighter times ahead. Safety and a good cup run in the Gloucestershire Senior Cup (unfortunately losing out in the final against Cheltenham Town) followed and this momentum continued into the 1995/96 season with a top half finish.

2004/05 saw Yate relish their most successful season. Promotion to the Southern League Premier Division for the first time was secured after finishing runners-up in Division One West. The Gloucestershire FA Senior Challenge Cup was also won for the first time in their history. Today, you will find the club in the South & West Division and with its season still in its relative infancy, the team will look to push on and provide more performances the fans will be proud of.

Image courtesy of Action Images



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PAULTON ROVERS

Currently playing in the Southern League Division One South and West, Paulton Rovers are in store for another exciting term this time round. Football Focus Magazine takes a look at the men from Winterfield Road and their history which spans well over a century, as well as the modern day establishment.

Originally playing in the Western Football League after being formed in 1890 (joining the league 10 years later), a period of being in and out of the league followed for the next 40 years and indeed it has quite often been a feeling of change being around the corner for Paulton in their history. From 1960-1974, they played in the Somerset County Football League and eventually rejoined the Western League. Numerous switches between divisions have occurred in the club's history so naturally the establishment has had to be quick to adapt to ever-changing circumstances.

The 1990s and 2000s saw stronger performances from the club and they were rewarded with a promotion to the Southern League in 2004. Today, this is where you will find them, competing in the rejigged Division One South and West.

A famous day came in the 2009/10 season when Paulton had their first ever live televised match after reaching the 1st round of the FA Cup. They drew Norwich City at home and it was a momentous day of the club in front of the cameras.

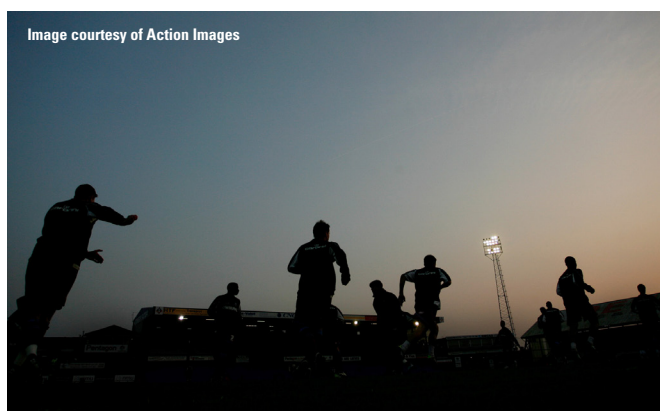
Unfortunately the result was not to the home fans' taste as Norwich – perhaps predictably – ran away with it somewhat due to their vast experience of higher division football. However it was a chance for the club to be in the spotlight on their home turf and is sure to be a day everyone connected with the club will not forget. An impressive attendance of over 2,000 was recorded for the match.

A 7th place finish in the 2011/12 league season will be cause for optimism for manager Nick Bunyard. This season, Rovers got their home league account off to a winning start with a closely fought 2-1 victory over Tiverton Town. The home side came flying out of the blocks and took an early lead within 10 minutes of the match. Their advantage was doubled in the 67th minute with a delightful free kick from Kris Miller. Tiverton ensured it would be a nervous finale with a late goal but Paulton held on for all 3 points.

Hopefully this home win at the first time of asking will give the club a big boost looking ahead to the rest of the season and Football Focus Magazine wishes the team the best with their endeavours this term and beyond.

A curry night took place on 31st August and a good time was had by all – and Football Focus Magazine will be keeping its fingers crossed Paulton don't 'korma' cropper this year and that they'll hopefully be second to 'naan'!

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HOLLINWOOD

"THERE ARE CURRENTLY MANY OF OUR FIRST TEAM PLAYERS THAT HAVE OR ARE CAPABLE OF PLAYING FOOTBALL AT A HIGHER LEVEL."

Based at Hollinwood Cricket Club, the football club has been based there right back from 1877. However, in 1962, the football club as it is known today was formed when a Saturday team entered the Rochdale Alliance League. Eventually in the 1970s the club stepped up to the Manchester League, where they can be found today. Recent years have been good to Hollinwood with the club reaching the Premier Division in 2005/06 and winning the Manchester FA Challenge Trophy twice in the last 6 years. It was this modern-day establishment which interested Football Focus Magazine, and we spoke recently to Chairman Paul Hindle.

NEXT TERM

"Last season was a complete rebuilding job for our club after a season of relegation the previous year; we started the season with only two players from the previous season. After a slow start when all the players started to get to know each other and gel we slowly recovered only losing 2 games out of the last 14 beating all the top teams in the process. This season we have a new management team as Alex Marsh - last year's first team coach - has taken over the reins from Fred Hardacre, along with assistant Lee Renner."

STANDOUT TALENT

"There are currently many of our first team players that have or are capable of playing football at a higher level. Our club's first team that currently plays in the Manchester League has an average age of 20 years old. In our current First Team for example, the club captain, 21 year old Jake Hardacre, has been on the books of Oldham Athletic. Last season the club also managed to secure the services of two players who have represented their countries - Leroy

Lucias represented Zimbabwe and Aristosotte J Kassa became an International for the Congo."

YOUTH

"We see youth football as a major part of our club's progression and also its future development. From the club's inception it has only ever been an adult club, however in recent years our club has rented its facilities out to other local youth teams in the area. With backing from the Football Foundation we embarked on a project to form our own youth section. The club next season will have teams at Under 7s and Under 8s formed from our very own Soccer School to complement our 3 adult sides. We hope to have a full complement of junior teams from 7 to 16 that will be able to progress seamlessly into our adult teams."

COMMUNITY

"The area in Oldham that we are based in is one of the less affluent areas of Manchester. It is hoped that by working with local schools and children from the surrounding community we can give these people along with the adults an interest in Sport. This will not only help them to escape the many problems that surround people in their everyday lives, but help keep people out of trouble and lead a healthier life style. It is also hoped that by capturing children young enough and giving them a safe environment to learn the game they will grow to be proud and respect the club's facilities there by looking after it, preventing vandalism and so on."

FACILITY

"Our club's base is a multi-sports venue being a cricket club, bowling club and football club with

Pictured Right:
Hollinwood v
Aston Utd

Pictured Right:
Hollinwood
Celebrates

Pictured Right:
Hollinwood 3
Avros 1





a licensed bar and function room. It's fair to say that our club could not thrive as a whole without each individual section. Our annual fundraiser now is the Sportsman's Dinner which annually attracts between 200 and 250 people, most of whom are corporate businessmen who bring clients, customers, suppliers and key employees as a way of rewarding performance. We plan the event 12 months in advance and it takes place every April. Without the support of local companies like Manchester Cabins, Dave Luck Painters and

Decorators, Hardy and Co Accountants, Nationwide Coach and Bus Glazing Ltd and Atkins Global Plc., we would not survive the summer months."

CHALLENGES

"In the next two to five years [a big challenge is] building a structure that will enable us as a club to grow from the base level of junior football to feed into the club so it can continue to develop our own players. We also need to raise funds to develop our own facility at Hollinwood Cricket club, as the area

"LAST SEASON THE CLUB ALSO MANAGED TO SECURE THE SERVICES OF TWO PLAYERS WHO HAVE REPRESENTED THEIR COUNTRIES"

we play in is not the most affluent in Manchester and local facilities provided for children's football are currently few and far between."

AMBITIONS

"The club's main ambition is to upgrade our facilities back at our Lime Lane Ground. The changing rooms need a com-

plete revamp with the showers and changing facilities requiring extensive renovations. We are hoping to gain help with this through one of the sports agencies. Also, the drainage on our pitch needs upgrading allowing us to return home to our base and progress to a higher level of football. We also hope to provide junior football at all ages from 7 -16."



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"Hardy & Co have been associated for approximately 3 years through various sponsorship. We are friends of Gareth Evans who is part of the board. The reason for the association was to promote grassroots football while promoting our name."

- Paul Campbell, Hardy and Co Accountants

WEALDSTONE

"IN 1952, THE CLUB ENJOYED ITS FIRST MAJOR HONOUR, AS THEY FINISHED TOP OF THE ATHENIAN LEAGUE, BECOMING CHAMPIONS."

Formed in 1899, Wealdstone's history has had the club facing great challenges but also with success enjoyed and with a strong 4th place finish in the Ryman Premier League last time out, The Stones will be looking to build upon that this time around.

It was a turbulent beginning for the club. Despite a successful period in the 1920s, World War I meant the club had to close down and sadly resulted in the loss of lives of quite a few of the club's members.

One major claim to fame for the club is that Wealdstone took part in the first ever televised broadcast of a football match in 1946. In an Athenian League game against Barnet, the cameras were there to capture the action, creating history. This wasn't all, however. Just 3 years later, Wealdstone also took part in the first ever live showing of an FA Cup tie as they took on Colchester United; 2 events which will have the club down in the history books forever more.

In 1952, the club enjoyed its first major honour, as they finished top of the Athenian League, becoming champions. This seemed to kick-start a period of triumph for the establishment as further silverware was not long in arriving after the league title of 1952. In 1959, 1963 and 1964, the club was victorious in the Middlesex Senior Cup (especially impressive were the back-to-back wins in '63 and '64). Success on an even bigger scale came in 1966 when, by defeating Hendon, Wealdstone won the FA Amateur Cup, playing at none other than Wembley Stadium

– the same pitch which saw a certain England v. Germany match in the same year.

After the decision to turn semi-professional was taken in 1971, more success was had. The Southern League Division One league was won in 1974 and the early 1980s saw a new level of attainment. In 1985, the first ever "non-league double" was achieved, winning the league which is today known as the Blue Square Bet Premier, as well as the FA Trophy, once again at Wembley (against Boston United).

A certain Mr Vinnie Jones was part of Wealdstone's immensely talented squad in the 1980s, helping to develop a side that were recognised as probably the best non-league side in the country.

Unfortunately, the success could not be maintained and election to the Football League took a blow due to the Lower Mead ground not being up to standards at the time. This instigated a period of decline for the club. Relegation in

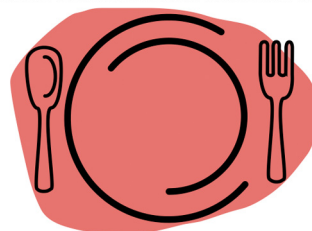
1987 was followed by various ground share issues (with the likes of Yeading, Edgware Town and Northwood).

There has however since been better news for the club, with them moving into the Grosvenor Vale stadium based in the Ruislip area of London. Investment was made to improve the facilities at the ground and it is so widely regarded today that various top-flight teams such as Man City and Aston Villa have used The Vale as a base when they were playing at Wembley.

This season, the club kicked off their home campaign in the Ryman Premier League with a 1-0 win over the Met Police and followed it up with a hard-fought 1-1 draw to East Thurrock United. After a difficult couple of decades, it appears that the establishment is recovering and a successful season is more than possible – and it is a successful season which Football Focus Magazine hopes the club will enjoy.

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TEVERSAL

Located in the Ashfield District in Nottinghamshire, Teversal have had to overcome a history of uncertainty to be the football club they are today.

Established in 1918, Teversal Miners Welfare had dropped to playing youth football by the mid-1980s when the current club was re-established. After a couple of name changes and switching from various League set ups, they earned a place in the Northern Counties East League Division One in 2006.

The Club's Football Secretary, Kevin Newton, talked to Football Focus Magazine recently about the ambitions and challenges that lie ahead including, in his words, "the development of the club as a whole, and continuing to make the year on year progress we have over the last 25 years from when the club nearly died."



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Pictured Right:
Gary Atkins celebrates his goal at Grimsby Borough

Pictured Top Left:
Teversal on the attack at Albion Sports

Pictured Bottom Left:
Danny Wilson chases the ball at Grimsby Borough



On the playing field, Teversal have recently been accredited as an FA Charter Standard club, and after making their FA Cup debut in 2005, Newton highlights that “reaching the...First Qualifying Round” is a short term target. Unfortunately that will have to wait until next year for Teversal, who were narrowly defeated by Loughborough University in this year’s Preliminary Round deep into added time.

As for the League, Newton explains that, “we set ourselves targets to better what we did last season... of finishing higher than 12th with more than 51 points.”

With that aim in mind, they couldn’t have got off to a better start, securing three of those points in their opening match - a 3-1 win over Appleby Frodringham. Newton sees Teversal as a community club, and hosts football teams for children and youth from an under 7 level right up to the senior side.

“2012/13...will see the Tevie Boys putting out eleven teams from Under 8’s to Under 16’s, each fully coached by an FA Qualified Coach... the long term aim being that they progress into the professional game or into the Club’s own senior section.”

And for the forthcoming season, Teversal will have a Ladies side for the first time. Newton has high hopes with this venture. “Hopefully the new team...will establish itself in its inaugural season and push on to becoming a major part of our Club.”

Away from the field of play, Teversal encounter the harsh realities of running a football club financially, and rely on dedicated volunteers to help reduce costs.

“Finance is the biggest obstacle for our club,” explains Newton, “but we have bucked our trend this season and already done better with sponsorship. Ideally we would like to be able to generate an income that would allow the club to make the next step up in the National League System and...develop our ground to accommodate all our teams.”

The ground Newton mentions is the Teversal Grange Sports & Social Centre, which the local district council took over the trusteeship of in 1989 to help secure the future of the Club.

Newton proudly states a Northern Counties League saying that is mirrored by Teversal FC - “We haven’t got a lot, but what we have you are welcome to.”

NORTH LEIGH

Founded in 1908 North Leigh FC is based in the town of North Leigh, near Witney in Oxfordshire. Nicknamed 'The Yellows' due to the colour of their kit and club badge, North Leigh play their home games at the Eynsham Hall Sports Ground. They are managed by Mark Gee and currently ply their trade in the Southern League Division One.

With no major stories coming to pass in the pre-wars period, the club began to make an impact in the Witney and District

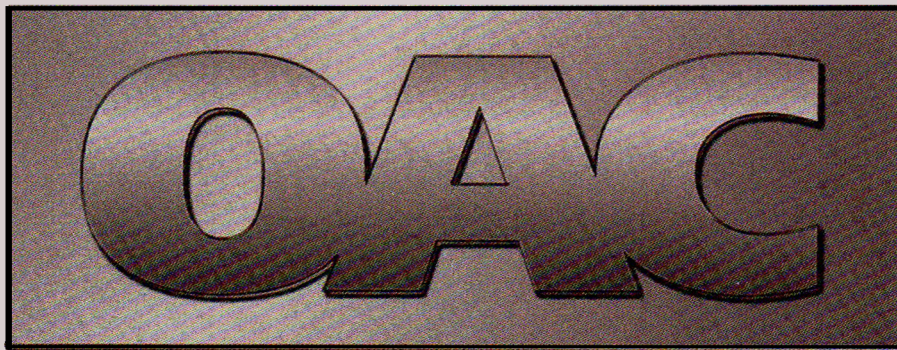
premier league division in the 1950s. They won seven league titles in this fertile period for the club. During the 1960s and 70s the club carried on playing without much success, but when the 1980s began the club returned to winning ways. They won the league 5 more times and ultimately earned themselves a place in the Hellenic League.

In their first season in the Hellenic league in 1990/1991, North Leigh proved themselves to be more than competitive at the higher level ending the season as

the second highest scorers in the league and finishing in 4th position. In their third season, North Leigh achieved a promotion to the Hellenic Premier after finishing in the runners-up position.

In the 1997/1998 season the club achieved further success, finishing 4th in the Hellenic Premier League and reaching the 3rd round of the FA Vase as well as the final of the Oxfordshire County cup where they were defeated by local rivals Witney Town.

The 2001/2002 season signalled the start of the club's most successful period,



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"THE NEW SEASON WILL UNDOUBTEDLY BRING MORE TWISTS AND TURNS, BUT WITH THE CLUB CURRENTLY STABLE IN TERMS OF INFRASTRUCTURE, THEY CAN HOPE TO MAKE A PUSH FOR THE LEAGUE TITLE"

with the club winning the league as well as reaching the final of two cup competitions. The following season the club managed to retain the title, running away with league, finishing with a ten point advantage over their nearest rivals. Unfortunately both of these titles were tainted by the fact that the club couldn't realise the promotion the team had earned due to the poor condition of their home ground. The following season saw the club drop to a disappointing 8th place.

The following two seasons saw valiant efforts from the team in both the FA Cup and the league. In the 2006/2007 season the club finished in second place but suffered heartache at their promotion request being withdrawn.

In 2008, the club celebrated its centenary and as the season drew to a close, the side looked to be finishing runners-up once but as was fitting in their centenary year the

club managed to manoeuvre themselves to a marvellous championship victory on goal difference. They've been playing in the Southern League Division One since that glorious day and finished last season in a very respectable 6th place.

Positively, the establishment runs five youth sides ranging from Under 9's to Under 18's. Much like other clubs of the same sort of stature, North Leigh take pride in achieving on a community level and the Youth sides are an important aspect of their contribution in the surrounding area. In June a children's 6-a-side tournament was run as well as a Family Fund Raising day, with the club determined to make a difference with their influence in the local area.

The new season will undoubtedly bring more twists and turns, but with the club currently stable in terms of infrastructure, they can hope to make a push for the league title and maybe promotion. Fingers crossed.

WORTHING TOWN

Worthing Town is a relatively new football club after being founded in 1995, breaking away from Worthing Minors FC. This year the establishment embarks on a new chapter as a community club playing in the Worthing League and the club has two men's senior teams playing in Division One and Two of their local league down in West Sus-

sex. Impressively, the Club can boast around 500 players and go volunteers.

Along with various youth teams at all ages from the under 11's, Worthing Town also has a structured ladies and girls set up from the same age, helping a large community base play football on the South Coast of England. They have recently won, not for the first time, the accolade of being an FA Charter Standard Community Club,

along with achieving FA Charter Standard status as a development club in 2003.

"This is a massive achievement," Chairman Tony Lelliott wrote in one of his articles on the official Club's website – www.pitchero.com/clubs/worthingtownfootballclub, "and is a tribute to everyone involved at this club, from players through to volunteers; committee members to parent; managers and coaches."

Certainly, exciting times are on the doorstep of Worthing Town following the completion of their new facilities at Palatine Park. The club has spent a good deal of time having to play at a variety of grounds around the area until now. Sir Trevor Brooking opened the Palatine Park football centre in early April 2012, a project that cost £1.4 million, and was funded jointly by the club, the local council, The Football Foundation and Sport England to name a few. Building started in the summer of 2011 and the centre is now ready to be used by the Club, its teams and the community of Worthing.

Worthing Town can now look to a more stable and successful future, with Lelliott enthusing on the Club's official website that, "the opening of the new clubhouse and pitch complex has raised the level of expectation at the club - but I'm confident we are more than capable of maintaining the high standards we have set ourselves, and maybe even exceeding them."

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OADBYS TOWN

The 2012/13 season will be Oadby Town's debut in the United Counties League Division One after finishing 3rd in the East Midlands Counties League last time out, and the Leicestershire based establishment will be keen to make their mark.

If their pre-season is anything to go by, the team could be in for a positive campaign. Ending their pre-season with a confident 3-1 win over Shepshed Dynamo, Oadby have defeated 2 UCL Div. One teams in their preparations which must surely give a big confidence boost as they get set to tackle the rest of the league. A 3-2 win away at Harborough gave the club an early experience this year of tasting victory on the road.

The game against Shepshed will be particularly pleasing due to how the home side came back from an early blow of going behind after five min-

utes. A goal just before half-time was followed up by 2 further strikes in the 2nd half to send fans home happy and optimistic as to what this season has in store. Furthermore, The Poachers managed to get through the Extra Preliminary Round of the FA Cup, seeing off Anstey Nomads 3-1. So this season is looking very promising for Oadby and their supporters.

Delving a bit further back into their history, we can see silverware in the not too distant past. The establishment has won the Leicestershire Senior League no fewer than eight times in their history, including massively impressive back-to-back wins in the 1996-97, 1997-98 and 1998-99 seasons, adding to their earlier success during the 1994-95 campaign. If this wasn't impressive enough however, Oadby then joined the Midland Football Alliance for the following season and in



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their debut campaign they – you guessed it – were crowned champions.

Interestingly, it wasn't until 1951 that the establishment would come to be known as Oadby Town. In the late 1930s, 'Oadby Imperial' won the club's first honours with victory in the 'City Medals' competition in the 1939/40 season. After a brief stint being known as Oadby United, and then back again to Oadby Imperial, it was in 1951 Oadby Town as they are known today were born.

First major honours for the club arrived in 1963 when, after defeating Newfoundpool WMC in the final, the Leicestershire Senior Cup made its way to Oadby's trophy cabinet. A trio of

trophies followed the next season in a fantastic campaign for The Poachers. The Coalville Charity Cup was won, as was the Leicestershire Senior League (for the first time), and their Leicestershire Senior Cup was successfully defended. Back to back league wins came in the 1967/68 and 1968/69 seasons and a fourth victory came in the 1972/73 season. As mentioned earlier however, the team had to wait until the 1994/95 campaign for their next triumph. The 3 title wins in 3 years between 1996 and 1999 made Oadby the 8-time Leicestershire Senior League champions we see today.

And, ultimately, it is perhaps with this history in their minds the players of 2012 can add similar success this term.

HUNGERFORDTOWN



West Berkshire establishment Hungerford Town will hope to gain promotion from the Evo-Stik League Southern Division One South & West this season after narrowly missing out last term. Football Focus Magazine took a closer look at the wider club after catching up with Chairman Steve Skipworth last month.

YOUTH AND COMMUNITY

"Youth Football is critical to Hungerford Town FC, not just for the development of young players but also for an ongoing supporter's base for the club in the long term. We are working towards making the club more community based - we have worked with the secondary school and supplied 'roll on roll off goals' for their use and the secondary school give us support with the use of their training facilities pre-season. We are also looking to get more local people to use the facilities that we've got on offer."

IMPROVEMENTS

"Over the last 4 years we have carried out a substantial amount of

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work to improve the facilities in the public bar itself and replaced the ceiling and installed new lighting in the function room. There is still a lot of work that needs to be done in particular with the changing rooms, but most clubs who visit Hungerford Town comment on our good facilities, hospitality and pitch. We are working very hard to get the function room booked out for conferences and other events throughout the week."

INVOLVEMENT

"The Club is forging a strong link between Hungerford Town Juniors FC and the main Football

Club. The juniors are running an U18 team which runs alongside the Hungerford Town FC First Team to give a good transition from youth football into the main Club structure."

CHALLENGES AND MOVING FORWARD

"Retaining sponsorship in the present economic climate is difficult. Sponsorship is vital because it enables the Club to move forward with its aims to re-develop the changing rooms and other facilities at the ground we need to maintain. We are keen to continue our push through the Leagues to reach the highest standard of football that we possibly can but, at the same time, controlling our costs."

CARSHALTON ATHLETIC

Carshalton 'The Robins' Athletic FC was founded in 1905 as an amalgamation of the Mill Lane Mission and Carshalton St Andrews. The Robins currently ply their trade in the Isthmian Ryman League and hold their home games at the 5000 capacity War Memorial Ground.

The Memorial ground, like many other stadiums in non-league football doubles up as a second source of revenue outside of home matches. With the 'Robins Nest' function room behind the stadium catering for up to 150 guests and as match day clubhouse catering for up to 80 guests. In addition the club also host Darts tournaments and 5-a-side football tournaments.

**"AS WITH ALL
FOOTBALL TEAMS
HEALTHY RIVALRIES
HAVE GROWN, WITH
SUTTON UNITED
BECOMING
CARSHALTON'S
CLOSEST RIVALS"**

In terms of community, the club have made great strides to becoming a figurehead in the local community and helps

to promote involvement in the game to a large degree in the surrounding area.

In fact, by the end of the 2011/2012 season the club had become one of the biggest community based clubs in the country, boasting some 43 Senior, Youth and Junior teams, seven Girls' teams, two Academies, 2,200 members and a thriving social side with various activities. This high standard of community outreach led to the club being recognised by Surrey County FA and awarded the title 'Surrey FA Community Club of the Year Award 2012'.

Since its inception Carshalton Athletic has been involved in several different league formats and has had a varying degree of success. Highlights include victory in the Southern Combination Cup in the 1959-1960 season, Surrey Senior Cup victories in 1989, 1990 and 1992 and more recently winning the title in the Isthmian League Division One in 2002-2003.

As with all football teams healthy rivalries have grown, with Sutton United becoming Carshalton's closest rivals, Kingstonian and Tooting & Mitcham are also rivals due to their proximity in Surrey and South London.

The highs are counterbalanced with lows, with disappointments including rejected stadium improvement plans in the early part of the 21st century and an arson attack on the club

in 2000. However, the establishment has always bounced back strongly and although last season's efforts saw the side finish 16th the club will feel that they can definitely improve on that showing this year.

'The Robins' will be looking to make a concerted effort to push for promotion this year when their season kicks on the 18th of August, and they'll be equally as keen to build upon their very strong community image.

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- Words from Alan Walker of Walkers The Builders Merchant Ltd



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