



Everything You Need to Know About Starting a Football Academy



WHAT'S INSIDE

Hello, and welcome to our guide to setting up a football academy from scratch. We're sure you're full of brilliant ideas about how to run your future football club, but a little help never hurt anybody, right?

We work with hundreds of football academies across the UK, so this guide is full of the advice they have told us they would have welcomed when starting out. Discover more about funding, marketing and branding, building your team, insurance, compliance and the equipment you might need. You can tackle our guide head-to-toe or weave in and out of the most relevant sections. Score!

ClassForKids

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CHAPTER 1

Funding for Your Football Academy



Great news: you might not need as much money as you think to set up a youth football club. We've seen customers set up their football academies with £800 in their pocket, some helpful connections and a handful of flyers.

If you're on a tight budget but dream of sharing your football knowledge and skills with young people, there are many support avenues you can wander down. All it takes is time (and sometimes some form-filling).

UK-wide funding sources for football academies

Sport Scotland, England, Wales and Northern Ireland

These national organisations list funding opportunities by area, available support and purpose. Some of the support includes money to improve your venue, grants to cover things like travel and equipment for talented young athletes, and funding to help coaches further their qualifications.

[Sports Scotland](#) | [Sport England](#) | [Sport Wales](#) | [Sport Northern Ireland](#)

[Grants Online](#)

This website is updated daily and is a comprehensive database for any grants that are going. The 'sport and leisure' and 'education' categories will be particularly relevant to you.

[The Poundland Foundation](#)

The Poundland Foundation's Kits 4 Kids grant programme offers up to £750 for new kit for local sports clubs and teams. They've awarded £400,000 to 600 sports clubs across the UK.

[Cash4Clubs](#)

Cash4Clubs specialise in providing grants for grassroots sports clubs across the UK. Their grants can be used to improve facilities, buy new equipment, gain coaching qualifications and invest in your club's sustainability.

[National Lottery Community Fund](#)

This fund could be for you if you plan to run your football club as a voluntary or community organisation. The National Lottery funds projects that support people and communities across the UK to thrive.

[Sported Fund](#)

Sported helps grassroots sports clubs that deliver regular physical activity to young people aged 11 – 25. Any clubs that are non-profit or were formed to advance social purpose over and above private gain are eligible to join for free support.

[Allianz Sports Fund](#)

Working in partnership with their brokers, the Allianz Sports Fund provides funding to grassroots sports clubs across the country.

Funding and fundraising support in Scotland

[Access to Childcare Fund](#)

[Sports Facilities Fund](#)

Funding and fundraising support in England

[Football Foundation](#)

[PE and Sports Premium \(School Budget\)](#)

[Club Matters](#)

Funding and fundraising support in Wales

[Welsh Sports Association](#)

[Cymru Football Foundation](#)

Funding and fundraising support in Northern Ireland

[Northern Ireland Sports Forum](#)

[Sports Hardship Fund](#)

Growing your income once your club is off the ground

Once you're up and running with your core services, there are many extra things you can do to boost your football academy's income. Have you thought about offering 1-2-1 lessons or school holiday football camps? Could you host football-themed birthday parties at the weekend? Or perhaps you could sell merchandise or gift vouchers? Building relationships with local schools and nurseries is another great approach, as running sessions at their venue will put your academy in front of a new audience.

CHAPTER 2

How To Market Your Football Academy



Getting your branding right from the start

Take it from us: any time spent thinking about your brand before launching your football academy is well spent, as having a solid brand in place will pay dividends as you grow. Branding is not just a logo and some colours, although you will need these. It's defining who your customers are, how you talk to them, what you stand for, where your club is headed in the future and what the personality of your football academy is.

How to do it

If you have the funds, working with a professional or team with experience in branding will make this part of your club set-up much smoother. If you want to do it yourself, our [Ultimate Guide To Building A Kids Club Brand](#) will take you through the essentials.

How and where to advertise

With so many different demands on your bank account during the launch phase of a football academy, it's worth focusing on free and low-budget ways to get the word out there. Setting up accounts and posting on social media, contacting your local schools, and leaving posters or flyers in friendly local shops, cafes, GP surgeries and your venue are all great places to start. Perhaps your venue sends regular emails to a list of subscribers and would be happy to include a mention of your new club?

Consider running a few free taster sessions for would-be

attendees so they and their parents can meet you in person. Word of mouth is another important tool in your arsenal, so tell everybody and anybody you know about your plans.

Social media

Social media is a brilliant tool for a football academy. Now that you've got a great understanding of your audience thanks to going through the branding process, you can apply this to your choice of social channels. Where do the people who will be booking your club hang out online? Start there. You don't need to be everywhere all at once. Doing one or two social channels well is better than spreading yourself too thin.

If you're wondering what to post on your club pages, our [blog on creating a social media marketing strategy](#) is full of ideas. As well as posting videos, photos and information, you can use your social channels to gather reviews, communicate with parents and run paid advertising campaigns.

CHAPTER 3

Key Players: Getting Recruitment Right

Your academy's success depends on choosing the right players. Here are a few tips and tricks to consider when building your team.

Football club recruitment

Club ethos alignment

Pick players who share your values and align with your club vision. If you view your academy as a way to encourage kids to try a fun new hobby, for example, your new team member should be game with that, too.

Creativity champions

You'll want 'out of the box' brainstormers who are brimming with ideas to keep kids coming back for more. Try implementing a creativity exercise in the interview process to scope out the more creative candidates.

Kid-smart

Your team's secret weapon for crafting super fun classes for kids? Experience. Unlike adults, kids are still learning about the world around them and require a specific approach.

More than sports

New recruits should understand that lessons from the academy support kids off the pitch, too. Kids have the potential to learn invaluable skills, such as communication, focus and teamwork.

Passion explosion

Kids will mirror the behaviour presented to them. Your new recruit should radiate enthusiasm – that’s why hiring someone who is already passionate about the sport is a stellar idea.

Player position

Consider the role you want to fill and how a new addition might add value. Whether coach or social media wizard, find people whose experience matches the job description.

Growth enthusiasts

Seek recruits who are eager to learn, grow and work as a team, as they will likely want to support your dreams for your football academy.

Training and development

Once your team is in place, you might want to consider investing in training and development. Doing so will unleash the full potential of your team and set high standards from the get-go. Consider some of the following building blocks.

First aid

Get your squad emergency-ready with the first aid basics and help keep everyone safe.

Specialised football skills

Widen your staff skillset: you’ll thank us later. Team members who can offer specialised classes, such as position-specific

coaching (think: goalie training), negate the need to seek out new recruits in the future.

Planning support for coaches

Delivering fun and inventive sessions is a skill that anyone can develop. You may be able to deliver this training session yourself, helping to keep costs down and build your brand at the same time.

Inspirational figures

Learn from local legends or invite industry leaders like famous sports coaches to impart their wisdom to your team. Clubs often rave about these highly interactive, fun sessions.

CHAPTER 4

Football Club Insurance and Compliance



With great sportsmanship comes great responsibility. From data protection to risk assessments, establishing certain protection measures is a crucial element of managing a kids' sports club.

Insurance

Your safety net for when things don't go to plan, insurance provides financial coverage in case of an accident or unforeseen circumstance. And having the right kind is a game-changer.

Public liability insurance

Safeguards your club from unexpected events, such as injuries to members of the public or damage to club property.

Equipment coverage

Protects your equipment from potential threats, including loss, damage or theft.

Professional indemnity coverage

Covers professional advice given by club staff.

Employers' liability coverage

Central to responsible club operations: ensures you're covered if a staff member attributes injury or illness to your football academy.

Top tip: Pick highly-rated providers who have bags of

experience insuring clubs like yours.

Football club GDPR

In our digital age, data protection is non-negotiable. Managing a sports club means managing lots of private information belonging to young athletes, and potentially their parents and guardians. Every club must adhere to data compliance rules as per the 2018 General Data Protection Regulation (GDPR) law. These include:

1. Understanding personal data

Personal data includes data that can identify an individual, indirectly or directly. For youth sports clubs, this may include names, addresses, contact details, and even photographs of club members.

2. Consent

Under GDPR, you must obtain explicit and informed consent from individuals (or their parents or guardians if they are minors) before collecting and processing their personal data.

3. Data handling

Incorporating three key elements, data handling is defined as: data minimisation (only collecting and retaining data necessary for club operations); data accuracy (ensuring data kept is up-to-date and accurate); and data portability (making data available to individuals in a machine-readable format, if requested).

4. Data security

Implement security measures, such as encryption and regular security assessments, to protect data from potential breaches.

5. Data processing

Only process data for the specific purpose for which it was collected. You must ensure that Third-Party Processors, if applicable, also have sufficient GDPR measures in place.

6. Individual rights

From the right to access their data to the right to erase data (the “right to be forgotten”), know the rights of individuals.

Risk assessment

Think of this as a pre-game huddle. While not mandatory for all insurance providers, a risk assessment allows you to identify and sidestep unwanted events – before they happen. Whether or not it’s required, we highly recommend creating a risk assessment and sharing this with any team members.

Step 1: Identify hazards

Recognise all potential risks, such as injuries during sporting activities, equipment malfunctions and weather-related issues.

Step 2: Determine affected parties

Consider who will be most impacted by the identified risks,

from young athletes to staff members.

Step 3: Evaluate risk levels

Use a scale, such as 1–5, to determine the likelihood of risk occurrence.

Step 4: Implement control measures

Decide what rules and regulations you'll put in place to prevent the identified risk from happening.

Step 5: Regularly review

Review, review, review. Continuously update your risk assessment to reflect changes in the organisation.

Safeguarding

Before running any football sessions, you and all your team members who interact with kids must undergo a background check. This is true for those who will be managing, training, coaching and supervising as well as anybody giving advice or guidance on wellbeing, caring for children or driving a vehicle solely for children on behalf of your club. Carrying out the appropriate DBS check ensures a safe and positive environment for all.

There are various levels of DBS checks, and it depends on the individual's responsibilities. For example, all coaches would require an enhanced DBS check plus a children's barred list check. Find out more at [gov.uk](https://www.gov.uk).

Compliance

Unless your club is linked to a membership organisation or governing body, you won't necessarily have any training requirements. But even if you don't, it's worth thinking about compliance issues. Consider:

- The minimum qualifications for coaches
- How you will assess young players and divide up your sessions: is it by skill level, age or school year?
- Do you have a clear process for team members, players and their guardians to raise concerns?

CHAPTER 5

Equipment List for your Football Club

Essentials

While your specific club needs will influence your kit list, the following is a list of essentials to consider in your set-up plans.

Footballs at the appropriate size for your age groups

- Cones
- Bibs
- Goals
- Coaching equipment, such as a clipboard, whiteboard, pens and a whistle.

Nice-to-haves

Once you've covered the basics, you might want to branch out with some of the following football equipment to help improve your offer.

- Branded clothing for coaches
- Portable fitness and conditioning equipment, such as agility ladders, hurdles and parachutes
- Spare shin guards and goalie gloves in case your players forget theirs
- Rebounder nets.

Disclaimer: This article has been produced for guidance only and does not constitute legal or financial advice.

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Marketing Plan

BUSINESS SUMMARY

Our Company

Tell readers about your company. Answer questions like: When did you start the business? What makes you stand out from the crowd? Why is this your passion?

Mission Statement

Clearly define your company’s purpose, goals, and values, guiding its actions and communicating its identity.

Vision Statement

Outline your long-term aspirations, providing a clear picture of your desired future and strategic direction for your business.

The Challenge Problem

How is your business going to solve a problem? Is there a lack of local classes in your community? Are you trying to provide safe spaces for children in your area? Is your business unique?

Opportunity

Why does starting your business present real opportunity for you and the business? Are you the only type of club running in your area? Do you have a lower pricing point than your local competitors? What gaps can you close?

Swot Analysis

A SWOT analysis is a powerful strategic tool that can provide valuable insights into your business's current position and future potential. Looking at your strengths, weaknesses, opportunities, and threats with a structured framework will help you assess internal and external factors that affect your business. By conducting a SWOT analysis, you will gain a deeper understanding of critical factors that can influence their success or failure.

Tip: To extract the most value from a SWOT analysis, make sure you're honest about your business. It's easy to try and focus on the positives but you need to be unbiased to get an accurate measure of where your business is. It's important that you set time aside for this – taking a day out of your business for self-reflection will help you create a more robust analysis of your business.

Internal Factors	
STRENGTHS (+)	WEAKNESSES(-)

External Factors	
OPPORTUNITIES (+)	THREATS (-)

Marketing Goals

SHORT-TERM GOALS AND ACTION PLAN

Leveraging Existing Customer Base

Using your existing customer base is essential to include in your marketing plan. You should focus on how you can capitalise on loyalty, trust, and the potential for repeat business, fostering growth and sustainability.

Extend Reach

This section is all about expanding brand visibility through targeted strategies, reaching new audiences, and increasing market presence.

Brand Awareness / Authority

Building brand awareness is important as it establishes recognition, builds trust, and attracts customers, contributing to business success and market competitiveness.

Here are some ways you can build your brand awareness:

- Building your social media presence
 - Building partnerships with other businesses in your local community
 - Creating a consistent brand across your marketing channels
 - Having a strong online presence across social media and your website
 - Building strong offline marketing strategies.
-

Target Market

Think carefully about who you'll be targeting – parents will be your main audience, but also think about locations, class types and age groups when it comes to demographics.

Unique Selling Proposition (Usp)

A Unique Selling Proposition (USP) highlights how your club and classes stand out from the crowd and focuses on how you compel customers with distinct benefits and value. Think about things like your class types, value, and pricing point to help you craft your USP – and you might want to bring your mission and vision into this section too.

Marketing Mix – 4Ps

The 4Ps of marketing, also known as the marketing mix, are key components in developing a marketing strategy:

Product: Refers to the features, benefits, and attributes of the service you're offering.

Price: Involves setting a competitive and profitable price for your classes/sessions.

Place: Focuses on the distribution channels and locations where your classes are available to customers.

Promotion: Encompasses all activities and communication methods used to promote and advertise your classes/sessions.

These elements are crucial in a marketing plan as they help businesses create a well-rounded strategy that addresses key aspects of their offering and how it's presented to the target market. A balanced approach to these elements ensures effective market positioning and customer engagement.

Product

Price

Place

Promotion

Marketing Channels

Your marketing channels are all about how you'll reach your customers, where they'll see your classes, where they can find out more about you, and, most importantly, how they can book your classes. Example channels might include: your website, social media, flyers, and word of mouth.

Budget

Including budgeting and financial information in a marketing plan is crucial for effective resource allocation, cost management, and measuring return on investment, ensuring strategic and fiscal success. Use the following sections to carefully consider how you'll allocate your budget and what you expect to see from your efforts.

Monthly Social Planner

Example

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
Class Content - show what's happening in your classes	Customer Testimonial	Culture - introduce one of your coaches	Upsell - Show customers what merchandise you have	Throwback - celebrate success from a few years ago	Introduce a new workshop	Share a tip of the week for improving technique
Class Content - BTS content of coach taking a class	Share any partnerships or collaborations	Launch Competition - Free merchandise	Share your venue space(s)	Share your story. Why did you start your club?	Share an inspirational quote	Set a weekly challenge and ask parents to tag your club
Share a tip of the week for improving skill	Promote Competition - Free merchandise	Customer Testimonial	Upsell - Share updates and progress from 1-2-1 class	Share a student's progression	BTS - Getting ready for weekend classes	Share something new /exciting
Share a post of weekly challenge	Quiz Post: This or That?	Culture - introduce one of your team	Share a tip of the week for improving technique	Share competition results	BTS - Team planning for lessons	Highlights from new term

Monthly Social Planner

Print off and fill in

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday

COPY & PASTE

Templates for Your Digital Ads



Your Hook

Your hook is the most important sentence of your ad, so make sure it captures the attention of the audience you're speaking to.

Feel free to copy & paste the following templates for your next ad creative:

1. Looking for 5 kids dance classes in [area]? Great news, we're coming to [location] VERY soon!*

2. Looking to get your child active this school year? Come along for a free trial at our 5 dance classes!*

Your Creative

- Use video to promote your sessions but keep them under 30 seconds
- Use carousel ads to promote the different sessions you offer
- Invest time or money in getting photographs and videos from your sessions rather than using stock images these will help provide context to your audience and showcase the value of your classes.
- Be bold with colours and clearly explain the benefits!

Ad Title (description)

Similar to your hook the ad title can capture the attention of the audience you're speaking to and might be the thing that makes them click your booking link. Here are ideas on different incentives.

- Start your free trial today!
- 4 week block for just £ [x]
- Book before x date and get [x] % off
- 20% early bird discount code throughout [month]

Your Copy (description)

Your ad copy is where you need to retain your audience's attention. Explain what you offer but don't over do it! Be sure to include a strong call-to-action at the end.

*With our sessions, your child will learn how to:
[Skill 1, Skill 2, Skill 3]*

Sound good?

*Well, we've got even more good news!
Throughout [month], we're giving you 20% off!*

*Reserve your child's space now so they don't
miss out: [booking link]*

COPY & PASTE

Email Templates to Conquer Parent Communication



Price Increase

Hello [Customer Name],

We want to let you know that we will be increasing our [class type] prices. The reason for this is *[insert reason e.g. Aligning with industry price. Providing niche service. Increase in costs.]*

Your new price for [class type] will be [£X], effective from [date].

We always want to be open and transparent with you and hope you can appreciate the reason behind this decision. If you have any questions about this, or would like to discuss alternative ways of paying, please don't hesitate to get in touch.

See you soon,
[Name]

New Term Booking Reminder Template

Hey [Name],

We want to say a BIG thank you for all of your support. But did you know that you can still support us right now and it won't cost you a penny? Here's how...

We'd love you to give your thoughts on our classes and customer service. All we need is a short review about why you love [club name] on Facebook or Google.

We'd really appreciate your support with this,
[Name]

New Term Booking

Hey [Customer Name],

The last term has flown by and we're ready to welcome the new term. [Child name] has achieved so much - we really can't wait to see what the next term holds for them!

Just so you know, our new term will run from [date - date] and bookings are now OPEN.

Now's the perfect time to book [child name]'s space before we open out to new customers.

[Book Now!](#)

See you soon!
[Name]

New Term Booking Reminder Template

Hey [Customer Name],

We noticed you haven't booked [child name]'s space yet!

Class spaces for the next term are filling up, so book now to avoid disappointment.

[Book Now!](#)

See you soon!
[Name]

Bring Along A Friend

Wherever your child goes, their best friend follows – right?

That's why we're offering a free class to your child if they bring along a friend. They'll be able to try the class for free too!

Simply share this code with the parent to use when booking for their free trial and we'll deduct the cost of a class from your next booking.

See you soon,
[Name]!

Venue Change

Hey [Customer Name],
We wanted to let you know that we're moving to a new location – how exciting! We'll be moving to our new home for [class type] from [date].

Everything else about [child name]'s classes remains the same. We can't wait to show you our shiny new location!

If you do have any questions about this, please feel free to get in touch!

See you soon,
[Name]

New Class

Hey [Name],

You asked and we’ve listened... We’re introducing [new class type]! This class will be focused on...

- [include 3-4 key points]

And guess what? Bookings are now OPEN. So go ahead and book your space.

Book Now!

Remember, we’re running a FREE TRIAL, so why not invite one of [child name]’s friends along too?

See you soon,
[Name]!

Camp Invites/Upcoming Camps

Hey [Name],

We have some EXCITING news to share with you. Our [camp type] bookings are now OPEN!

We’ve got an action-packed schedule planned including...

[planned activity]
[planned activity]
[planned activity]

So make sure [child name] doesn’t miss out! If you book by [date], you can claim your early bird [DISCOUNT CODE]

Risk Assessment Template

Risk type	Why is this a risk	Example Hazard	People at Risk	Actions in place	Risk Level	Action By
Physical	Considering physical hazards is crucial due to the inherent risk associated with the physical nature of activities you carry out. Physical hazards pose potential threats to the safety and well-being of participants, instructors, and visitors.	Slippery floors/uneven surfaces Obstacles in your venue space Inadequate lighting Faulty equipment Weather-related hazards (e.g., extreme heat, lightning)	<ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children	List all the actions you've put in place to mitigate the risk. Examples below: Regular inspections of venue space Guidelines for training in extreme weather conditions	Note: Evaluate the likelihood and severity of each identified hazard. Likelihood: Low Medium High Severity: Low Medium High Risk Level: Low Risk Medium Risk High Risk	Note the responsible person (and the date for review)
Notes						

Risk type	Why is this a risk	Example Hazard	People at Risk	Actions in place	Risk Level	Action By
Chemical Hazards	Considering chemical hazards is essential due to the potential risks associated with the use of various chemicals within the premises. Chemical hazards may arise from cleaning agents, maintenance chemicals for sports equipment, and other substances. It also impacts the health and safety of participants, teachers, coaches, and requires you to be compliant with regulations.	<ul style="list-style-type: none">• Cleaning agents• Maintenance chemicals for equipment	<ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children	List all the actions you've put in place to mitigate the risk. Examples below: Hygiene protocols and hand sanitizing stations	Note: Evaluate the likelihood and severity of each identified hazard. Likelihood: Low Medium High Severity: Low Medium High Risk Level: Low Risk Medium Risk High Risk	Note the responsible person (and the date for review)
Notes						

Risk type	Why is this a risk	Example Hazard	People at Risk	Actions in place	Risk Level	Action By
Class Numbers <small>Student : teacher</small>	It's important to consider various factors that can impact the safety and well-being of both students and teachers. You want to make sure that you've considered all the practical elements to make sure that the welfare of your staff and kids is protected.	<ul style="list-style-type: none">• Regulatory requirements• How large is your venue space? Is it big enough to accommodate your classes?• Supervision and safety from coaches/teachers• Special needs and/or individual requirements	<ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children	List all the actions you've put in place to mitigate the risk. Examples below: Regular reviewal of student to teacher ratio	<p>Note: Evaluate the likelihood and severity of each identified hazard.</p> <p>Likelihood: Low Medium High</p> <p>Severity: Low Medium High</p> <p>Risk Level: Low Risk Medium Risk High Risk</p>	Note the responsible person (and the date for review)
Notes						

Risk type	Why is this a risk	Example Hazard	People at Risk	Actions in place	Risk Level	Action By
Insurance	You will need to make sure that you have appropriate insurance cover for the lessons you are planning. This will allow you to review your cover and ask your insurer any questions.	<p>Check you have appropriate levels of insurance cover;</p> <p>Does your cover provide everything you need for adapted classes? For example, if you're running outdoors, are you covered for this?</p>	<ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children	<p>List all the actions you've put in place to mitigate the risk. Examples below:</p> <p>Insurance in place</p> <p>Regular reviewal and renewal of policies</p>	<p>Note: Evaluate the likelihood and severity of each identified hazard.</p> <p>Likelihood:</p> <p>Low</p> <p>Medium</p> <p>High</p> <p>Severity:</p> <p>Low</p> <p>Medium</p> <p>High</p> <p>Risk Level:</p> <p>Low Risk</p> <p>Medium Risk</p> <p>High Risk</p>	Note the responsible person (and the date for review)

Notes

Risk type	Why is this a risk	Example Hazard	People at Risk	Actions in place	Risk Level	Action By
First Aid	Your focus may be on infection control, but it's important to plan for any medical emergencies. Having a plan in place will reassure parents and stop you from panicking should any emergency arise. You should have a clear process in place that staff and parents are aware of.	<p>Do you have a named person responsible for first aid?</p> <p>Is there a designated space for first aid?</p> <p>Is there PPE available for the name first aider(s) should they require it?</p> <p>Are you asking parents to supply any medication to the named first aider before classes begin?</p> <p>Do you have a system that asks parents to complete a health declaration before classes?</p>	<ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children	<p>List all the actions you've put in place to mitigate the risk. Examples below:</p> <p>All teacher/coaches first aid trained</p> <p>Quick access to medical details</p>	<p>Note: Evaluate the likelihood and severity of each identified hazard.</p> <p>Likelihood:</p> <p>Low</p> <p>Medium</p> <p>High</p> <p>Severity:</p> <p>Low</p> <p>Medium</p> <p>High</p> <p>Risk Level:</p> <p>Low Risk</p> <p>Medium Risk</p> <p>High Risk</p>	Note the responsible person (and the date for review)

Notes

Risk type	Why is this a risk	Example Hazard	People at Risk	Actions in place	Risk Level	Action By
Fire or Fire Alarm	Regardless of the circumstances you find yourself in, you should always be prepared for a fire alarm sounding.	Follow normal evacuation procedures. Make sure your one-way system leads to fire exit and meeting points. Use designated meeting points in a safe way.	<ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children	List all the actions you've put in place to mitigate the risk. Examples below: Clearly marked fire exits Regular fire drills All staff fire trained	Note: Evaluate the likelihood and severity of each identified hazard. Likelihood: Low Medium High Severity: Low Medium High Risk Level: Low Risk Medium Risk High Risk	Note the responsible person (and the date for review)
Notes						

Risk type	Why is this a risk	Example Hazard	People at Risk	Actions in place	Risk Level	Action By
Brand Reputation	You want to make sure that you're operating your classes/sessions/camps in the safest way possible. This goes a long way in protecting your brand's reputation.	Keep parents up to date with consistent and informative communications. Maintain standards for cleaning, social distancing and class quality.	<ul style="list-style-type: none">• Teachers• Coaches• Admin Staff• Parents• Children	List all the actions you've put in place to mitigate the risk.	<p>Note: Evaluate the likelihood and severity of each identified hazard.</p> <p>Likelihood: Low Medium High</p> <p>Severity: Low Medium High</p> <p>Risk Level: Low Risk Medium Risk High Risk</p>	Note the responsible person (and the date for review)
Notes						

Risk type	Why is this a risk	Example Hazard	People at Risk	Actions in place	Risk Level	Action By

Notes

Interview Questions & Staff Training

Candidate Details

Introduction

- Please can you tell me about yourself?
- Why do you want to work for us?
- Why are you looking to change roles?
- What skills can you bring to nurturing and developing the talent of kids in classes?

Interview questions

- Can you give an example of where you've been able to use leadership skills in classes or sessions?
- What is your teaching philosophy? (You want to check it matches your brand guidelines and ethos)
- How do you currently plan classes/sessions?
- How do you manage different skill sets within classes/sessions to make sure each child is getting something from classes?
- What is your greatest accomplishment?
- Describe an instance of overcoming a problem and what you learned from this experience?

Role specific questions

- Do you have experience working as part of a team?
- How does your experience make you a good candidate?

Conclusion

- Is there anything we should know about your working schedule or availability?

Interview Feedback

Name	Role	Overall Rating	Strengths	Weaknesses	Proceed

Staff Training Plan

NameT	raining type	Purpose of Training	Learning Objectives	Post training Evaluation	Completed	Signed by