**Letter to parents**

Dear parent/ guardian,

Thank you very much for taking the time to read the Club Coach Coordinator (CCC) information.

We value highly your involvement with the Club Coach Coordinator project and look forward to providing a positive experience for your child through the provision of a quality football environment.

We as a club value your involvement with our Club Coach Coordinator project so let me set out how we will work together and what our roles might be.

Our goal is to make sure that we build a fantastic club culture and this will arise through conscious behaviours which in turn will form positive and pleasant experiences for players, coaches and parents. Some of the behaviours we are seeking to embed are:

* A positive attitude in and around all club activities
* Support for our Coach(es)
* Ongoing links to the local Association and/or Member Federation

The CCC’s role is to provide relevant and valued coach support in the club environment, and to monitor and mentor coaches to conduct appropriate quality football activities that will enhance the players’ and coaches’ experience.

Our promise is to make the sessions at this club safe, organised, enjoyable and engaging.

For example, the coach devotes a high percentage of time during the training session to meaningful practice (Each player will have a minimum of 50-100 ball contacts in game based activities per session); players are engaged in active football practices (80% session they are playing football games/activities).

Even though we have outlined what we are aiming for in regards to the sessions, I would like to highlight that many of our coaches are volunteers and are themselves in the process of developing. Just like the players, we would like them to get enjoyment from their coaching and support their development.

However, this said, we do want you to be active partners in the process. You will more than likely spend more time than any of us with your team and now you know what we are aiming for, I would ask you to feel free to give me feedback on how your child is enjoying football.

Please feel free to contact me regarding the program project, my role or any feedback you have regarding the coaches at this club. <<Insert contact details>>

Thank you in advance for your understanding and cooperation in moving our club forward.

Regards,

<<Club representative or CCC>>