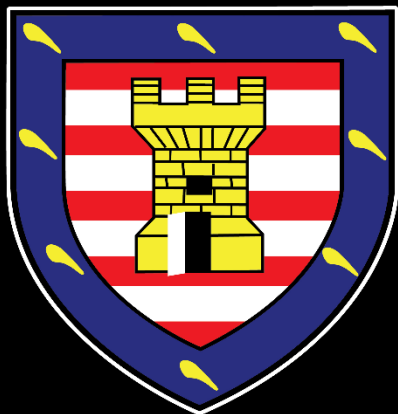




**CLUB HANDBOOK
SEASON 2024/25**



**MORPETH TOWN
JUNIORS F.C.**



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WELCOME



“Welcome to the 2024/25 edition of Morpeth Town Juniors digital handbook – something we like to circulate to all the club’s members and parents.

Last season was a very challenging one brought on by the persistent rain we experienced throughout the autumn, winter and well into Spring. This had a significant impact on our grass-based teams with many of our pitches at Chantry, Abbeyfields and Pegswood rendered unplayable from about November onwards. Fortunately, with access to the Craik Park 3G surface, we managed to plot our way through the extensive fixture backlog with many 7-a-side and 9-a-side games switched to that surface. It required some juggling of fixtures and a great deal of patience from everyone involved, but we eventually reached the end of the season in the last week in May.

As well as managing to get games played, our younger teams and their opposition enjoyed playing games on the artificial surface and the experience of playing at a ‘football ground’ and the club received many favourable comments as a consequence.

It also brought the club closer together, something it has struggled to do for many years. And that will be further enhanced with the club starting to use Morpeth Common as the home venue for nearly all our teams that play home and away games. It has been a long journey to reach this point – we opened negotiations with the council in 2020 (just before the pandemic), but having secured a 10 year licence of use and funding from the Football Foundation, the club was able to embark on a programme of works to restore the Common to a playable venue. Major works were undertaken in September 2023 and whilst the wet weather we experienced was a setback, we have managed to establish five of our planned six pitches on the site.

Are the pitches perfect? No. Are they where we want them to be? Not quite given the bad weather, but we’ve secured ongoing funding for the next 6 years to invest in proper pitch maintenance with the goal of improving the pitch quality over time. Additional Football Foundation has allowed the club to purchase new goalposts and a tractor with mower and equipment with the aim of making the Common a first class venue. Finally, between Craik Park and the Common, the Juniors can finally say, we have a ‘home’!

Paul Barwick (Chairman)



ALL ABOUT
**MORPETH TOWN
JUNIORS**



In this section

- Our Identity / Our Ethos
- Club Structure
- Club Development
- Club Governance
- Club Membership & Finances
- MTJ Digital



OUR IDENTITY / OUR ETHOS

“A football club’s identity reflects everything for which it stands and showcases – who it is and how it behaves on and off the pitch. The club’s visual identity – it’s badge, colours etc – should convey this identity.”

The club’s identity is everything the club stands for. As well as physical and tangible things such as club colours, it includes :

- *Its vision and values.*
- *The club ethos as represented by players, coaches, volunteers and spectators in terms of creating the right standards and culture on and off the pitch.*
- *The way we coach and play.*

This is taken from the club’s development plan and we define our visions, missions, ethos and how we seek to coach and play in that accompanying document, but our overall objective is as follows :

“Morpeth Town Juniors to be a distinct, respected and community focussed club run for the benefit of its members.”

This underpins the way we operate and the decisions we make, at the same time seeking to set standards in grassroots football. Players, Coaches, Volunteers, Parents and Spectators all play a part in defining the club’s identity and maintaining those very standards.



MORPETH TOWN JUNIORS F.C.

“Our Coaching Ethos – The way we coach”

INFORMATION FOR COACHES AND PARENTS





CLUB GOVERNANCE

“Governance is all the systems, policies and procedures the club employs to frame the way the club is run all the time.”

This is an all-encompassing phrase, but our governance dictates everything from how we manage our financial decisions to broad guidance into the practicalities of running a squad.

However, there are certain areas which are of greater importance in terms of meeting our expectations and our stated goal of being a **‘standard bearer for grass roots youth football’**.

These are our :

- Codes of Conduct and Policies
- Safeguarding & Welfare
- Parental and Spectator Values

Codes of Conduct and Policies

We adhere to and endorse the various FA Codes of Conduct and Policies that are listed on our website

www.morpethtownjuniors.co.uk/documents.

There are codes that cover players, coaches and spectators, but we need to be mindful of the content of these codes so that we’re not blindly highlighting them without understanding and more important acknowledging and following them.

They have to be our guiding principles when it comes to how we operate.

Safeguarding

It is our responsibility to safeguard the welfare of every child or young

person at the club and it is inherent upon us to provide a safe environment for all members. Our safeguarding policy is on our website and EVERY coach involved at the club MUST have a current ‘FA Safeguarding Children qualification’. There will be occasions when the welfare of a child is raised – be it from the club’s perspective or via the actions of persons not connected with the club - and we are obliged to look into these matters. Our welfare team led by Sean Douglas actions this and if anyone has any queries regarding welfare or safeguarding issues, Sean and the team can be contacted via email at welfare@morpethtownjuniors.co.uk.

Parental and Spectator Values

Sadly, the number of reported incidents involving parents and spectators at grassroots youth football nationally, is rising significantly. Our local junior league is no exception and as a club, we need to remind parents and spectators of their obligations.

Football at all age levels can prompt emotions and it is important that we all remain POSITIVE in our approach to our children and coaches and to the opposition’s players and coaches. Likewise to referees and other officials.

Such has been the incidence of disciplinary issues in the Northumberland Football League (and Morpeth Town Juniors hasn’t been free of them), the club held a club-wide meeting last season with the mandatory attendance by a coach AND a parent from every squad to reaffirm our expectations and requirements for this coming season.

Win or lose, the most important thing is that your child enjoys their footballing experience and is playing in a supportive environment, rather than a hostile, aggressive and pressuring matchday environment.



CLUB STRUCTURE

Morpeth Town Juniors FC is an unincorporated association which means it is run by a group of individuals that is bound by the club's constitution.

CLUB COMMITTEE

The club is run by a committee of volunteers as detailed opposite. Ideally, there is a need to recruit more volunteers towards the management of the club and this is something the club will be looking at very carefully over the next 3-4 months.

Likewise the make-up of the roles – do they all remain appropriate? Are there areas where additional / new expertise is required? As the club grows, it is important that we have the capacity to manage this growth.

Presently, it is proving a challenge and something the club needs to address.

We are very grateful for all the help, but if anyone else is interested in help shape the club's future, please contact the club secretary Ted Cromar on

secretary@morpethtownjuniors.co.uk

CLUB COMMITTEE – ROLES & RESPONSIBILITIES

CLUB CHAIRMAN	PAUL BARWICK
CLUB SECRETARY	TED CROMAR
CLUB TREASURER	KEVIN O'CONNOR
CLUB WELFARE OFFICER	SEAN DOUGLAS
CLUB WELFARE OFFICER	ANGELA DAVINSON
CLUB WELFARE OFFICER	SAM MILLS
CLUB WELFARE OFFICER	VACANT
KIT OFFICER	NICKY DUTTA
PITCHES & COUNCIL LIAISON	SHAUN JOHNSON
FACILITIES & GOVERNANCE	
ADVICE	HELEN BEALES
COACH COMMUNICATION	VACANT
GIRLS FOOTBALL OFFICER	VACANT
GIRLS FOOTBALL OFFICER	VACANT
FOOTBALL & COACH	
DEVELOPMENT	VACANT
MEMBERSHIP SECRETARY	LEANNE TAYLOR
DIGITAL MEDIA OFFICER	ADAM ORMSTON
MINIS & WILDCATS	PAUL BARWICK
NEW COACH MENTOR	VACANT



CLUB MEMBERSHIP & FINANCE

The club's membership fees are set at its AGM at the end of May and are based on the financial requirements of the club and keeping in broad line with comparable junior clubs in the area.

TYPE OF MEMBERSHIP	MEMBERSHIP FEE
Full Playing Membership	£235.00 (if paid in full) 9 x £28.34 via monthly instalments
Basic Playing Membership	£185.00 (if paid in full) 9 x £22.78 via monthly instalments
Full Training Only or Sibling Membership	£165.00 (if paid in full) 9 x £20.34 via monthly instalments
Basic Training Only or Sibling Membership	£115.00 (if paid in full) 9 x £14.78 via monthly instalments
Morpeth Minis & Morpeth Wildcats Membership	£60.00

* **Full Membership includes the cost of up to 22 weeks winter training venue hire and is the default membership.** Basic membership is being phased out and is available to only three squads that have historic arrangements and it excludes the cost of winter training venue hire.

In these difficult economic times, if anyone has difficulty in paying membership fees, Please contact a member of the club's welfare team or their coach for more advice.

WHAT YOU GET

- At least 1 hour's training each week (weather permitting)
- Club's bespoke Errea playing kit (Shirt, Shorts and Socks)
- Club rain-jacket (renewed every 2 years)
- End of season participation trophy (up to and including U10s) and / or nominated trophy awards (all age groups)
- Access to goalkeeper training via Jim Provett.
- End of season 6-a-side fun day on Craik Park
- Season Tickets for Morpeth Town AFC and discounts on senior club events.

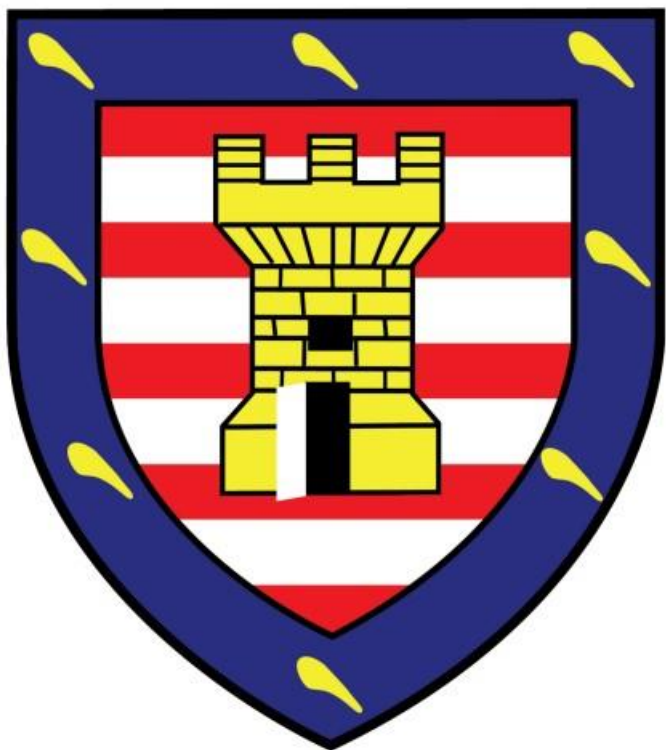
	£	Budget	2023	Difference
INCOME				
MEMBER SUBSCRIPTIONS	£103,518.00		£88,757.84	£14,760.16
EVENT INCOME	£1,440.00		£449.92	£990.08
DONATIONS	£2,700.00		£0.00	£2,700.00
SPONSORSHIP	£4,078.00		£7,641.50	-£3,563.50
GRANTS	£1,000.00		£0.00	£1,000.00
	<u>£112,736.00</u>		<u>£96,849.26</u>	<u>£15,886.74</u>
EXPENDITURE				
CLUB SPORTSWEAR	£27,182.16		£36,582.81	-£9,400.65
CLUB EQUIPMENT (BALLS, CONES, ETC)	£2,924.70		£2,501.26	£423.44
PITCHES & TRAINING HIRE	£46,691.93		£30,440.40	£16,251.53
REFEREES	£3,673.50		£2,955.00	£718.50
FINES	£872.00		£455.75	£416.25
COUNTY & LEAGUE FEES	£9,938.00		£7,762.00	£2,176.00
DBS FEES	£550.00		£1,055.00	-£505.00
EXTERNAL COACHING FEES	£2,492.00		£2,932.00	-£440.00
COACHES COURSE FEES	£2,343.00		£3,175.00	-£832.00
EVENT COSTS	£4,589.16		£3,772.09	£817.07
INSURANCE	£1,488.00		£1,201.50	£286.50
TROPHIES	£2,379.68		£1,909.84	£469.84
IT EXPENSES	£1,512.57		£3,564.43	-£2,051.86
TOURNAMENT ENTRY FEES	£417.00		£0.00	£417.00
CHARITABLE DONATIONS	£635.00		£0.00	£635.00
MORPETH COMMON LEGAL FEES	£2,479.00		£0.00	£2,479.00
COMMON / PITCH MAINTENANCE COSTS	£1,947.19		£0.00	£1,947.19
SUNDRY EXPENSES	£285.59		£681.89	-£396.30
	<u>£112,400.48</u>		<u>£98,988.97</u>	<u>£13,411.51</u>
SURPLUS FOR 2024	<u>£335.52</u>	£0.00	<u>-£2,139.71</u>	£2,475.23
MORPETH COMMON RESERVE (DEVELOPMENT)	£15,320.00		£4,680.00	
	-£14,984.48		-£6,819.71	
Accumulated Funds B/F FROM 2023	<u>£35,143.41</u>		£41,963.12	-£6,819.71

Notes to 2023/24 Accounts :

1. The club made a profit of £335 on turnover of £113,000.
2. The club used its accrued reserve towards the works undertaken on Morpeth Common in September 2023. A capital sum of £20,000 was invested by the club into the project – just over £15,000 in this financial year.
3. Pitch and Training Hire expenses rose significantly due to the bad weather experienced during this season whilst kit expenses were lower than normal.



CLUB DEVELOPMENT



MORPETH TOWN JUNIORS CLUB DEVELOPMENT PLAN 2023-2028

In 2023, the club signed off a 5-year development plan and it accompanies this handbook.

This is a very aspirational plan, but it is essentially a business plan for the club to help it get from where it is now to where we want it to be in five years' time, in line with its vision and values. It has involved much self-analysis in line with the FA's England Accredited Scheme (we are a 3-star England Accredited club), identifying the issues and opportunities the club has. It recognises that the club is growing, much like the town itself, and what we need to do manage that growth whilst ensuring that we keep our vision and specific objectives in mind.

Club Vision and Missions

"Morpeth Town Juniors to be a distinct, respected and community focussed club run for the benefit of its members."

- Seek to provide football opportunities for all ages and abilities (playing and / or participation).
- Be recognised as an integral part of the Morpeth residential and commercial community.
- Help members maximise potential on and off the field.
- To run the club with the interests and wellbeing of the members a priority.
- To make being a member an enjoyable and worthwhile experience for the children and their families.
- To be recognised as a standard bearer for grassroots youth football.

It's a working document and forms part of the agenda at every committee meeting. It is anticipated an extensive review of the plan will be undertaken during the 2024/25 season, not only to assess the club's progress in meeting its objectives, but to consider the ongoing relevance of its existing objectives and to update in line with the club's current situation.

It's the members' club and the plan is built around its members.



MTJ DIGITAL – our online presence

The club’s digital presence is still not where we need it, but it’s fair to say, progress has been made in the last 12 months.

The club took the decision to come off ‘X/Twitter’ and now has just a Facebook and Instagram page in addition to the website. We’re trying to align our online presence with the senior club’s, as we seek to promote each other’s activity.

There’s still work to be done in this area, but a general lack of committee expertise and proactive involvement means we need to work harder. Adam Ormston has been appointed to oversee this area – he does some work with the senior club, so we hope to progress things in the coming months.



MorpethTownJuniors



morpethtownjnrs

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THE OFFICIAL HOME OF



MORPETH TOWN JUNIORS



GET IN TOUCH

Get social - follow us online

If you don’t already, please follow us on social media - we’re on Facebook and Instagram - like, comment, share and help spread the word about MORPETH TOWN JUNIORS.

www.morpethtownjuniors.co.uk – Our website will be updated during the latter part of 2024, so keep an eye out for a fresh new look coming soon!



ALL ABOUT

OUR FOOTBALL

In this section

- Our Playing & Training Venues
- Our Club Coaching
- Morpeth Wildcats
- Foundation Phase
- Our Pathway to Adult Football
- Our Club and the Football Foundation
- Morpeth Minis
- Girls & Women's Football
- Youth & Professional Development Phases



OUR PLAYING & TRAINING VENUES



CRAIK PARK – Many of the club’s teams use Craik Park’s floodlights for winter training.

CHANTRY MUGA – Another recently opened, floodlit facility that the club has access to. The venue provides a 45 x 30 sq metre 3G surface and can be hired as a single full pitch or split into two smaller areas.

CHANTRY TRAINING SHED – An indoor training venue that the club has used for a number of years.

MORPETH COMMON – The Common is used by teams outside of winter training times.

CHANTRY MIDDLE SCHOOL – The Minis and Wildcats (pre-team age groups) can be found there on Sunday mornings.

CRAIK PARK – Our older teams that play 11v11 on a full-size pitch play their home games at Morpeth Town’s ground at Craik Park. A state of the art, 3G surface installed in 2021, it represents one of the best junior home pitches in the area.

CHANTRY MIDDLE SCHOOL – Here we have a youth sized 11v11 pitch used by our U13s.

MORPETH COMMON – Used by the clubs teams between the ages of U10s and U14s whilst also available as an overflow to Craik Park for our U15s and older..

Our younger boys and girls’ teams play at various **CENTRAL VENUES**.





OUR PLAYING & TRAINING VENUES – MORPETH COMMON



Morpeth Common is going to be central to the club's future. For many years, the club has led a nomadic existence playing at various pitches in and around Morpeth. This has been functional, but has led to a very fragmented club with the annual fun day being the only opportunity to bring it together as a whole. With the opening of the 3G pitch at Craik Park, the club has sought to restore Morpeth Common back to what it was around 30 years ago, when there were numerous full-sized pitches there.

Via extended communications involving the club, Northumberland County Council, Northumberland FA and the Football Foundation, we have agreed a long-term licence for use at the site. The club undertook major renovation work to the Common in September 2023 and has just started using the pitches on site for the majority of our home and away teams. It will also see ongoing maintenance and improvement via 6 years' worth of support from the Football Foundation, both in terms of renovation work such as aeration, fertilising and overseeding and helping the club part finance the purchase of a tractor, mower and machinery. This will allow the club to proactively manage the pitches with the aim of improving their quality year on year.

Given its location next to Craik Park, it gives the club a real opportunity to create a 'home', where most of our teams can play and train, where we can utilise better the facilities of Morpeth Town AFC and Craik Park whilst creating a better club environment. In addition to better quality pitches which the club can manage, the senior club can benefit with increased footfall in and around their facilities thereby cementing the relationship between the Juniors and Morpeth Town AFC. A very important development for the club.



OUR CLUB AND THE FOOTBALL FOUNDATION (and others)



This last 12 months has seen the club embark on a number of initiatives, many of which we would not have been able to undertake without the support of external funding / grant bodies – **primarily the Football Foundation**. The club has worked with the Foundation to ensure a series of projects have come together or are in progress to benefit the club and its members – such as the Common project mentioned above.

Whilst the club had to commit funding of around £38k over the last year, grants from the Football Foundation were received as follows :

- £56,950 towards the initial improvement works undertaken at Morpeth Common in September 2023.
- £66,560 (payable over a 6-year period) from the Foundation’s Grass Pitch Maintenance Fund towards ongoing improvement and maintenance of the grass pitches at the Common.
- £28,350 towards the purchase of a tractor, mower and quadraplay allowing the club to proactively manage and maintain the Common when required.
- £11,880 towards the purchase of the new goalposts and nets for both the Common and Craik Park



Aside from this funding, the club has also secured a grant of £1,000 from the **Barclays Sported Fund** towards the provision of a disability offering which its planning in the final quarter of this year.

And finally, via the **Howdens Game Changer Programme**, a partnership between **Howdens and England Football**, the club was able to secure a new kitchen for the proposed ‘Far Post’ kitchen container at the South-East corner of Craik Park.

A great deal of time and effort has been spent both securing these grants and implementing the work required to maximise the benefit of this funding and this work will continue in the coming years to ensure the club and its members fully benefit.

The club’s thanks goes to all parties involved in helping these things come to fruition.





OUR CLUB COACHING

With 40 squads for the upcoming 2024/25 season, it can be difficult to present a consistent coaching style or philosophy, but in line with our club development plan we are aiming to do this. Our coaching needs to ensure the children are having FUN and get enjoyment from playing the game. It needs to be player-focused with the aim of developing a child's footballing skills in an environment where they can learn football without the pressure to win – especially at the younger age groups.

We align our coaching with the FA's England DNA, its four-cornered model and apply it in line with the relevant age phases of development. The FA four-cornered model encompasses four key attributes that are vital for any developing young footballer: **Physical, Technical, Psychological** and **Social** elements, helping children to develop more than just their football skills – **Helping them to gain confidence, build self-esteem, learn to work as a team and improve their decision making.**

Each team at the club aims to have a minimum of one hour's coaching per week (weather and coach availability permitting) and in addition to all coaches being DBS approved, every team must have at least one coach holding the FA's Introduction to Coaching Football qualification. That qualification can be supplemented by locally delivered coach the coach sessions run by Northumberland FA.. Underpinning all this is the club's guide detailing 'our coaching ethos – the way we coach'. This document provides guidance and information for parents and coaches with the aim of promoting a consistent approach to coaching club-wide.

The club endeavours to be player focused and does not develop a win at all costs mentality. It doesn't discourage winning – far from it – but age-appropriate player development and enjoyment are key objectives for the club and should form the basis of our coaching.



A key resource available to all our coaches is the club's subscription to **'The Coaching Manual'**.

It is an extensive package built for coaches who want to improve their understanding of coaching and find real, practical sessions which they can use to accelerate the development of their players

In addition, the club is hoping to open a **'Coaches' Room'** at Craik Park if they want to take their squad in for some tactical analysis and feedback. The container above the 'Highwaymen' sign is being renovated for that purpose, but some teams may be able to benefit from the VEO camera that the senior club has.

It is early days in terms of formulating how best to use this space, but another development for the club, its coaches and players for the 2024/25 season.



MORPETH MINIS

MORPETH MINIS is the club's ever popular sessions for boys in the pre-team age groups (mainly Reception, Year 1 and Year 2 children, although some slightly younger attend in the summer before they start school).

It is run every Sunday morning at Chantry Middle School with sessions at 9.00 – 10.00 and 10.00 – 11.00. It is available for any child to attend, whatever their ability.

The emphasis of MORPETH MINIS is for the children to have fun whilst learning the basic motor and football skills. For those that want to, there are opportunities to join the club's U7 teams which is the youngest age group where organised games are played.

MORPETH MINIS is run by club chairman Paul Barwick (a fully qualified coach) along with DBS checked volunteers and the focus is to develop the following aspects of a child's ability :

- Ball introduction
- Small-sided games – more touches for everyone
- Ball manipulation / mastery
- Skill development
- Social and confidence development
- Motor skills

For more information or interest in Morpeth Minis, please contact chairman@morpethtownjuniors.co.uk.





MORPETH WILDCATS

MORPETH WILDCATS mirrors MORPETH MINIS by providing pre-team football opportunities for girls (mainly for girls in School Years 1 and 2, although younger and older children still attend).

In the past, some girls used to attend Morpeth Minis, but often found it a little intimidating playing with mostly boys. Wildcats provides the ideal opportunity for girls to come along and enjoy sessions whilst accommodating an increasing demand for girls' football.

It is run every Sunday morning at Chantry Middle School (11.00 – 12.00) and is available for any girl to attend, whatever their ability.

The emphasis of MORPETH WILDCATS is for the girls to have fun whilst learning the basic motor and football skills. For those that want to, there are opportunities to join the club's U7s or U8s teams which is the youngest age group where organised girls' games are played.

MORPETH WILDCATS is run by club chairman Paul Barwick (a fully qualified coach) along with DBS checked volunteers and the focus is develop the following aspects of a child's ability :

- Ball introduction
- Small-sided games – more touches for everyone
- Ball manipulation / mastery
- Skill development
- Social and confidence development
- Motor skills

For more information or interest in Morpeth Minis, please contact chairman@morpethtownjuniors.co.uk.





GIRLS' & WOMEN'S FOOTBALL



OUR GIRLS' & WOMEN SQUADS

TEAM	MATCHDAY VENUE
U8 TIGERS	CENTRAL VENUE
U9 MERMAIDS	CENTRAL VENUE
U10 CHEETAHS	CENTRAL VENUE
U10 WARRIORS	CENTRAL VENUE
U12 LIGHTNING	MORPETH COMMON
U13 TOPCATS	MORPETH COMMON
U14 JAGUARS	MORPETH COMMON
U16 LIONESSES	CRAIK PARK
ADULT TEAM	MATCHDAY VENUE
MORPETH TOWN WOMEN	CRAIK PARK
WOMEN'S PARTICIPATION	N/A

An increasingly important part of the club with a quarter of the club's squads now being female teams which also follow the FA Phases of Development.

Games are played on Saturday mornings at the venues below apart from the Women's team that will play Sundays.

Unfortunately, the club lost two squads over the summer through no fault of its own, but two new squads have been added to the ranks for this season. The demand for female football has never been stronger and the club needs to meet this demand and **the appointment of Girls' Football Officers at the club is now seen as vital. People who can drive the female agenda whilst keeping within the ethos of the club.**

At the adult level, 2023/24 was very successful and clear pathways to the senior team have either been identified or are already in place – we hope to establish a development squad later this season to bridge the gap between junior and senior football.

Despite the loss of those two teams, still lots of positives and lots of opportunities to develop further. Onwards and upwards!



FOUNDATION PHASE

OUR FOUNDATION PHASE SQUADS

TEAM	MATCHDAY VENUE
U7 MARVELS	CENTRAL VENUE
U7 LIGHTNING	CENTRAL VENUE
U8 PRIME	CENTRAL VENUE
U8 SPARKS	CENTRAL VENUE
U8 TITANS	CENTRAL VENUE
U8 TRAINING SQUAD	N/A
U9 TORNADES	CENTRAL VENUE
U9 RAPTORS	CENTRAL VENUE
U9 PHOENIX	N/A
U9 THUNDER	CENTRAL VENUE
U10 WASPS	MORPETH COMMON
U10 HORNETS	CENTRAL VENUE
U10 THUNDER	MORPETH COMMON
U11 BEES	MORPETH COMMON
U11 GLADIATORS	MORPETH COMMON
U11 TIGERS	MORPETH COMMON

The FA Foundation Phase is covered largely by 'Mini Soccer' which is the introduction to organised football for young players.

The emphasis at this age group HAS to be on the children enjoying their first taste of football and honing their skills. No results or league tables are published as the FA believes that the focus should be on individual skill development as opposed to winning. The club follows this ethos as children develop at different speeds and ages and it seeks to promote equal playing time and positional rotation.





YOUTH DEVELOPMENT PHASE

The FA Youth Development Phase covers the U12 to U16 age range.

The emphasis changes a little with an increased focus on performance and less positional rotation. Whilst the club still seeks to adhere to its general ethos, as children get older, the natural tendency to be more competitive is reflected in how the teams start to operate.

Individual player development and opportunity remains a priority and it's certainly not a case of 'win at all costs', but increased tactical and positional awareness will lend itself to a more competitive outlook and coaching decisions and strategies will reflect this.

OUR YOUTH DEVELOPMENT PHASE SQUADS

TEAM	MATCHDAY VENUE
U12 PANTHERS	MORPETH COMMON
U12 WASPS	MORPETH COMMON
U12 WOLVES	MORPETH COMMON
U13 LIONS	CHANTRY MIDDLE SCHOOL
U13 PANTHERS	CHANTRY MIDDLE SCHOOL
U14 BLACKS	MORPETH COMMON
U14 DRAGONS	MORPETH COMMON
U15 EAGLES	CRAIK PARK
U16 PANTHERS	CRAIK PARK
U16 WARRIORS	CRAIK PARK



PROFESSIONAL DEVELOPMENT PHASE

OUR PROFESSIONAL DEVELOPMENT PHASE SQUADS

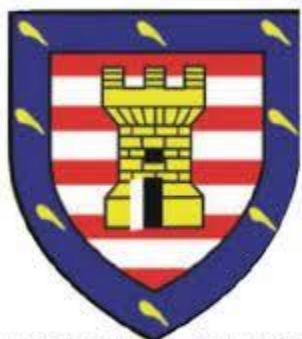
TEAM	MATCHDAY VENUE
U17 COBRAS	CRAIK PARK
U18 BENGALS	CRAIK PARK



OUR PATHWAY TO ADULT FOOTBALL

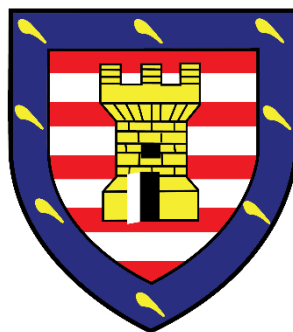
As an England Accredited 3-star club, we need to create a pathway into adult football for both boys and girls. It's fair to say that as a club, many of our oldest members leave to go to university, but those that do stay locally, we want to see progress into adult football.

There are options and we don't have to form our own adult teams, but for males we have a connection to Morpeth FC (see below) whose current squad includes a number of ex-juniors. On the female side, we have Morpeth Town Women who had an excellent first season culminating in promotion. Finally, as part of our link with Morpeth Town FC, some of our juniors progress to their academy – its post 16 football and education programme.



MORPETH FC

A local Saturday adult team that plays in the Northern Football Alliance league and is run by ex junior club coaches. Many squad members are ex-Morpeth Town Juniors players too.



MORPETH TOWN WOMEN

Newly launching for the 2023/24 season, a long-overdue women's team in Morpeth competes in the Northumberland Football League Women's Premier League after promotion in their first season.

A participation 'training-only' squad will also be running under the club's name.

tyne metropolitan college

MORPETH TOWN AFC ACADEMY

Established pathways into senior football.

Education pathways including trade qualifications in construction & engineering.

University pathway courses: A-Levels & Level 3 Diploma in Sport among others.

Player development support including Sports Science, Strength & Conditioning, Catapult GPS, Match Analysis & Sports Therapy.

Showcase games & trial opportunities.

Train every day at Craik Park on a state of the art 3G surface.

Coached & mentored daily by UEFA qualified coaches including first team staff.

Building clear pathways to brighter future!

If you are interested in joining our academy please get in touch!

Morpeth Town FC's post-16 Academy football / education programme.



PATHWAY TO ADULT FOOTBALL – MORPETH TOWN WOMEN



What a first season Morpeth Town Women had as they finished second in the Northumberland Football League Division 1 winning 19 of their 22 games. A well-deserved promotion to the Premier League was gained and the club looks forward to the coming season with some additions to the playing squad.

Not only was the creation of a women's team long overdue in the town, it creates a pathway for the Juniors' older girls to continue into adult football. It also sits nicely alongside Morpeth Town FC (the senior club) which has fully embraced the team and its growing band of supporters.

Moves are also being made to create a development squad – a squad playing at an appropriate level that can bridge the step between junior female football and the adult game. With the club having an U16 team and other teams progressing through the age groups, it's important to maintain a viable stepping stone to the older format. Girls from aged 16 can play for the adult team and a handful of girls made that step last season and did well.

ALONGSIDE the team, the club is also running a participation group for women. These are for those that don't want to be part of the playing team, but want to enjoy some coached sessions and an enjoyable kick around on a regular basis to improve fitness in a social environment.

Really want to push this offering too. If you're interested, why not come along and give it a go??

ALL ABOUT

THE JUNIORS AND MORPETH TOWN A.F.C.



JUNIOR & SENIOR CLUB



WORKING AS ONE





OUR RELATIONSHIP WITH MORPETH TOWN A.F.C.



Whilst we are separate entities (purely for financial reasons as the juniors are membership based), the Juniors and Morpeth Town AFC seek to operate as one.

Our relationship has strengthened in recent years and there are good people at the senior club who fully embrace the juniors and recognise the mutual benefit our close association brings. People like Steve Shaw and management duo Craig Lynch and James Armstrong have engaged actively with the Juniors whilst members of the first team squad help at school holiday camps. Regular senior club volunteers led by Dave Robertson and Ross Jackson also contribute fully to the relationship whilst the Juniors now have representation at Senior Club committee meetings too.

Our extensive use of the Craik Park facilities allows to play and train at some of the best facilities available to juniors in the area. Allied to that, we engage in numerous joint initiatives that brings benefit to both parties :

- Club Fun Day
- Tournament Hosting
- School Holiday Football Camps
- Coached by the Coaches sessions
- Birthday Parties
- Pop Up and Play
- Mascot opportunities
- Season Tickets for all junior members
- Volunteer Days

With the Juniors starting to use Morpeth Common for games this season, Craik Park and the Common has become our long sought after 'home'. We've been able to access Football Foundation and FA Funding to develop the relationship such as the funding of the new wheeled goalposts on Craik Park and the development of the new 'Far Post' kitchen in the South East corner of Craik Park (coming soon).

All very positive!

***It's not all about winning –
it's about being a part of it!!***



COMING SOON THE 'FAR POST' KITCHEN



COMING SOON With the support of the FA and Howdens Kitchens, we look forward to opening the new 'Far Post' kitchen container in the South East corner of Craik Park. We hope to have this up and running in October / November.

ADDITIONAL INFORMATION



In this section

- Sponsorship Information
- Our Kit
- Our Partnerships & Community Connections
- The John Phillips Football Tournament
- Sponsor Index
- Education Opportunities
- Our Fun Day 2024
- The Emily Pattison Award



SPONSORSHIP INFORMATION

It costs around £115,000 to run Morpeth Town Juniors and whilst membership subscriptions covers the bulk of that cost, sponsorship is a key contribution towards any shortfall.

There are many opportunities to sponsor – be it the main sponsor on a club kit or squad rain-jackets, or by creating a sponsorship towards the provision of some additional team training gear. What’s more, part of the sponsorship of items the club would ordinarily have to buy (e.g. club kit), will go directly to the introducing team to spend on some specific activity or even a squad social event.

A sponsorship will last the lifetime of a kit / jacket (usually 2-3 years), **but a sponsorship agreement will help your business to:**

- Build links between your business and the local community
- Enhance your business image
- Increase local awareness of your business
- Build goodwill among the community and other local businesses
- Promote your business and attract new customers

The benefits that we offer you as a sponsor are:

- Your logo and profile on the Morpeth Town Juniors website
- Your logo and profile in the Morpeth Town Juniors digital handbook sent to all members and their parents.
- A sponsorship announcement on the club’s Social Media channels.
- Invitations to Morpeth Town Juniors events
- A photo of our team wearing the sponsored shirt for display in your office / workspace

TEAM STRIP SPONSORSHIP COSTS

5-A-SIDE TEAMS	6-A-SIDE TEAMS	7-A-SIDE TEAMS	9-A-SIDE TEAMS	11-A-SIDE TEAMS
£350	£400	£450	£550	£750

TEAM MEMBERSHIP RAINJACKET SPONSORSHIP COSTS

5-A-SIDE TEAMS	6-A-SIDE TEAMS	7-A-SIDE TEAMS	9-A-SIDE TEAMS	11-A-SIDE TEAMS
£250	£300	£350	£450	£650

OTHER KIT SPONSORSHIP COSTS

KIT ITEM	JUNIOR SIZES	ADULT SIZES (SMALL AND BIGGER)
‘EVERTON’ T-SHIRT (ERREA)	£17 PER ITEM	£20 PER ITEM
‘VIENNA’ POLO SHIRT (ERREA)	£22 PER ITEM	£26 PER ITEM
‘JONAS’ HOODY (ERREA)	£24 PER ITEM	£29 PER ITEM
‘MANSEL’ ZIP NECK (ERREA)	£17 PER ITEM	£21 PER ITEM
‘KEY’ TRACK PANTS (ERREA)	£19 PER ITEM	£23 PER ITEM
‘ICELAND’ JACKET (ERREA)	£38 PER ITEM	£45 PER ITEM
‘STADIUM’ BEANIE	£7 PER ITEM	£7 PER ITEM
‘CUFFED’ BEANIE	£6 PER ITEM	£6 PER ITEM
‘AWDis’ T-SHIRT	£7.50 PER ITEM	£9 PER ITEM

If initials or any other addition to garment are requested on a garment, there will be an extra charge of £1.50 per addition.

With thanks!

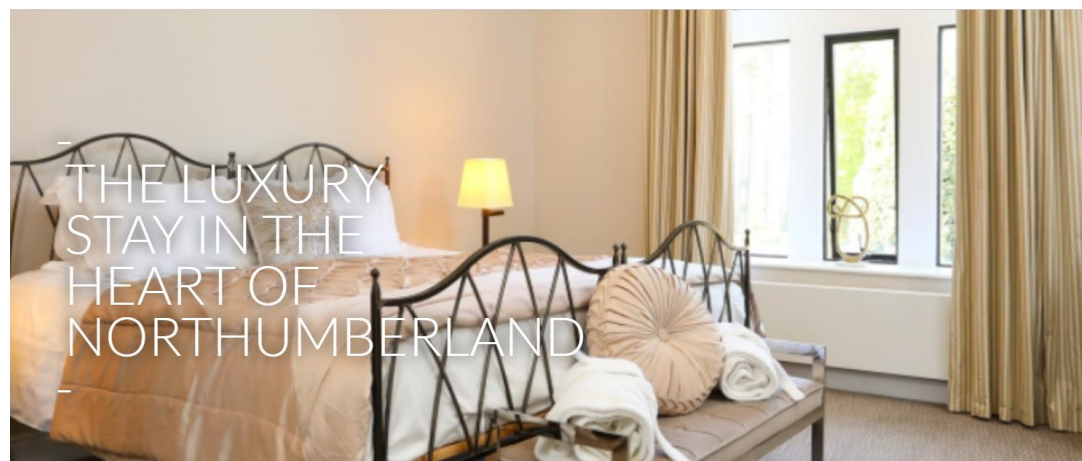


SPONSOR INDEX

We are very grateful to local businesses that have sponsored our teams. With our thanks, we are delighted to name-check and highlight them here.



ST MARY'S
INN



With thanks to St Mary's Inn, the lead sponsor of our women's team for a second season and the women's first in the Northumberland Football League Premier Division.





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OUR KIT



Our kit is bespoke to the club and not based on a manufacturer's template and for 2024/25, we've updated our kit to give it a more contemporary feel. Made by Errea, the home kit is short sleeved and remains based on the traditional amber and black stripes coupled with plain black shorts and socks, the colours worn by Morpeth Town and the Juniors for many years.

The club will gradually phase in this new kit as and when teams are due to renew their kits, but the initial response to the new look has been positive. The club rarely has a colour clash when playing (aside from Berwick Rangers Juniors), so the club keeps a stock of away shirts of varying sizes and numbers which individual squads can utilise and return as and when required. The blue shirts also mirror the colours sported by the senior club in recent seasons.

Playing kit belongs to the club, not the player. If a player leaves the club, the kit must be returned; in the case of a transfer, this will need to have taken place prior to the transfer being sanctioned in accordance with league rules.



AWAY SHIRT



OUR KIT & EQUIPMENT



EVERTON T-SHIRT



VIENNA POLO



MANSEL ZIP-NECK



JONAS HOODY



ICELAND JACKET



KEY TRACK-PANTS

The club has a range of additional kit which is available for order / purchase (see <https://www.morpethtownjuniors.co.uk/club-shop>). Also manufactured by Errea and supplied by Elite Embroidery, the club requests that teams order additional garments from within its advertised range to maintain uniformity club-wide and our contract with Elite / Errea. Items can be sponsored as required.



THE MISTRAL 'MEMBERSHIP' JACKET HAS JUST BEEN WITHDRAWN BY MANUFACTURER AND WE ARE CURRENTLY LOOKING AT OTHER OPTIONS.

WHAT EACH TEAM GETS

In addition to the playing kit (and Mistral Membership jacket), each squad is provided with the following :

- 2-match balls of the appropriate size and training balls amounting to size of squad (plus a ball bag / net)
- A Futsal ball of the appropriate size
- Ball pump and needle
- Training cones
- First Aid Kit
- Two sets of coloured bibs
- Coaching Tactics board
- Iceland jackets for coaches / managers
- and we're looking at other items to start supplying as standard



BEANIES / BOBBLE HATS





EDUCATION OPPORTUNITIES



This is an area we want to explore further. What opportunities can we offer our members that can provide mutual benefit for the club and its members?

Via the FA's 4-cornered coaching model to which the club subscribes, children should develop skills and characteristics – be they physical, social, technical or psychological, but what other opportunities can we offer?

These could include :

Referee Opportunities – possibly funding basic referee training in return for refereeing games for the club.

Coaching Opportunities – looking at children doing their FA coaching qualifications whilst giving them the chance to join younger squads at the club to support existing coaches and develop their own coaching skills.

In addition to gaining qualifications which they could further as they grow older, these could help youngsters by way of :

- Personal Development
- Confidence & Communication Skills
- Things that can be put on personal CV as they move towards employment or further education.
- Earning some money via referee fees!

An initiative we'll be looking closely at over this coming season. Welcome thoughts.

COURSE

Introduction to Coaching Football

This online football coaching course is perfect for anyone looking to lead a grassroots football team.



OUR PARTNERSHIPS & COMMUNITY CONNECTIONS

Key to our development is to cement and strengthen our relationship with Morpeth Town FC. Whilst we are a totally separate entity (primarily for financial reasons as we are membership based and the senior club is run as a business), we want to be seen as part of the same so that both parties can mutually benefit from the presence of the Juniors.



With the help of a local FA Consultant, we are currently exploring ways to capitalise on our association and forge ever closer links and initiatives with the Morpeth community.



THE LIONS CLUB OF MORPETH

Actualize Goalkeeping (Dale Walker) provided our specialist coaching to our junior keepers last season and whilst Dale has been unable to continue due to increased professional commitments, we have agreement with ex-pro goalkeeper and goalkeeping coach at Hartlepool and Darlington Jim Provett to take over this season. Fun Day collections have allowed us to make charitable donations to the Wansbeck Valley Food Bank in Morpeth, Barnabas and Brightred.org – a local charity helping people with blood cancer – and in 2024, Morpeth Lions. We hope to improve on this next year.

GMS assists us on pitch maintenance and will be an important ongoing partner at Morpeth Common, and via Thomas Sherriff & co, the club has purchased its own maintenance machinery and equipment. We continue to use the facilities at Chantry / Three Rivers Trust for training and games. Elite Embroidery are our kit supplier (in conjunction with Errea) and LoveAdmin provides membership





OUR FUN DAY 2024









THE JOHN PHILLIPS FOOTBALL TOURNAMENT

In June, the club hosted the inaugural John Phillips Football Tournament with clubs from as far afield as Washington and Alnwick competing in mixed and girls tournaments for the youngest age groups. Very well received with some excellent, positive feedback, the four tournaments were won by Amble Links, Longhorsley, Leam Rangers and our own U9 Thunder team. John was a former coach and volunteer at the senior club who sadly passed away in 2023 and the trophies were presented by John's widow Beth. **Many thanks to all the volunteers who ensured the day was a great success.**





THE EMILY PATTISON AWARD

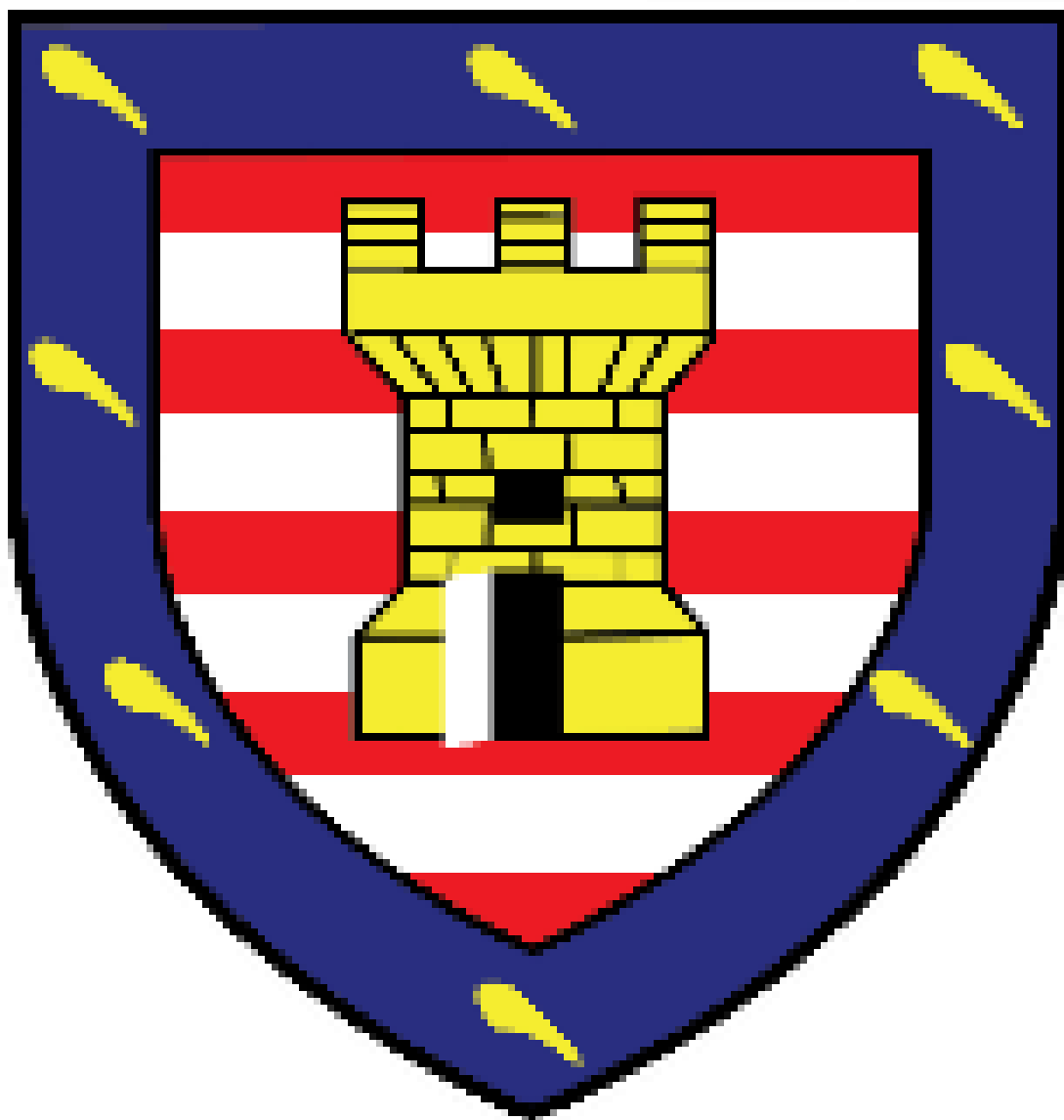


Emily Pattison was a club member who had played for the club's U16 Girls team when she suddenly and very unexpectedly died in August 2018, two days before receiving her GCSE results.

A Newcastle United fanatic, Emily enjoyed sport and playing for the Juniors, and with the support and agreement of her parents Lorna and Kevin (who had been a coach with the club previously), the club created the Emily Pattison Award in her memory.

The award is made annually to a youngster / club member who has contributed above and beyond to the club or who has played a part despite difficult personal circumstances.

CLUB HANDBOOK SEASON 2024 / 25



www.morpethtownjuniors.co.uk