



Leicester Nirvana Strategic Plan

Foreword

By Kirk Master, Chair of Leicester Nirvana FC

This strategic plan sets out our priorities for the next 3 years. The plan shows the direction of the club and the main actions and areas of work that we will focus on to achieve our goals.

Leicester Nirvana aims to be the most progressive grassroots clubs locally, regionally and nationally. To achieve this requires a commitment to a core set of principals coupled with agreed achievable objectives that will enhance the quality of service we provide for our members and wider society.

We shall use football as a vehicle to contribute to the many social matters that impact on young people's lives, helping to shape our society through the positive contribution of our members.

We shall work to 3 core themes; education, football and community.

Our back room team of skilled volunteers have taken the challenge to create an environment welcome to all. With this commitment Leicester Nirvana aims to stand alone as a beacon for others to aspire to for our collective contributions both on and off the field. We aim to be a platform that allows young people life changing opportunities via football or other arenas. We are a family, Leicester Nirvana is YOUR family.



Strategic Plan

Next 3 Years

Vision

To empower young people and communities to greatness

Mission

To use football as a vehicle to empower and provide opportunities for all young people

Nirvana has identified the following strategic aims:

1

Football

Nirvana deliver development opportunities within a sporting environment

2

Community

Nirvana work with communities to enable local people to influence and challenge social change

3

Education

Nirvana support and encourage users to engage in diverse educational avenues



1

Football

Nirvana will deliver development opportunities within a football environment

Nirvana will deliver a sporting environment which offers players and volunteer staff an opportunity to develop. By securing local opportunities and facilities Nirvana will encourage local people to become more involved in the services that are available to them.

We will support Workforce development by a focus on:

- Coach development
- Officials development
- Welfare officers
- Young leaders

We will raise standards by promoting:

- Mini and youth teams
- FA charter/ Development/ community clubs
- Respect

We will develop better players by focusing on:

- Pro development
- FA skills programmes
- Underrepresented groups

We will grow the game by supporting the development of:

- Mini soccer
- Male youth teams
- Adults teams
- Participation
- Female football

We will provide facilities

- To our local communities

Community

2

Nirvana will work with communities to enable local people to influence and challenge social change

Nirvana will work with communities to help them to meet their own needs by supporting the challenge of cohesion, equality and by understanding the changing environment. Nirvana will continue to build on relationships and encourage community spirit and collaboration; and continue to deliver services and grow in line with and as part of the community.

We will work with stakeholders to support the sustainability of the services we offer by working with:

- Local authorities
- Public bodies i.e. Police, NHS
- Sporting governing bodies

We will contribute to developing the Health and wellbeing of our users by:

- Supporting Health inequalities programmes
- Promoting healthy lives and healthy lifestyles

We will build relationships and partnerships locally and nationally by working with:

- Local charities and community groups
- Local businesses
- National partners

We will work hard to influence social change in raising aspirations for young people by:

- A focus on equality
- Engagement and outreach with communities
- Gathering research and evidence
- Campaigning for fairness and equality in football

3 Education

Nirvana will support and encourage users to engage in diverse educational avenues

Nirvana will support educational attainment through football in a way that engages our users. Young people develop through different ways of learning, what works for one individual does not work for another. Nirvana will continue to look for ways to increase education in an accessible way to encourage maximum participation from our young people.

Nirvana will continue to support football qualifications by:

- Investing in our members
- Sourcing relevant courses

Nirvana will encourage the career development of its members by:

- Promoting opportunities within sport
- Delivering carer option sessions

Nirvana will guide and mentor young people to find their full potential by:

- Providing access to role models
- Using one to one sessions

Nirvana will promote the participation of social programmes by:

- Delivering workshops
- Sharing information





History

Nirvana FC began its activities in Leicester in the mid-1980s growing out of a local youth club in the city. The football club has always had a strong BME holding but discriminates against no one and welcomes all. A real local community club for the whole city, especially for parents and their children from multi-racial inner city backgrounds.

Starting on Victoria Park in south Leicester in the local Mutual League, Nirvana lacked the resources and the facilities demanded by the local football pyramid. In 1989 the club's senior adult side moved out of Leicestershire football to join the Central Midlands League. But in the early 1990s, frustrated with a lack of access to resources in adult football in Leicester, club members began to think about developing a very different sort of club focusing on youngsters only. In 1994 Leicester Nirvana FC was born (still referred to as Nirvana).

As football for young people took off in Leicester in the 1990's so did Leicester Nirvana FC and because of its enthusiasm and care, the club recruited some of the most talented young players in the city.

Currently

Today Leicester Nirvana Football Club nurtures junior talent from 5 years up to 18 years of age and deliver services in various parts of the city to meet the needs of the users. There is a clear pathway for these young players to develop in to men's football with Thurnby Nirvana FC, the clubs senior team as well as opportunities to professional clubs.

Leicester Nirvana FC is melting pot of talent and race, and truly represents the communities that it serves. The opening of a new facility in October 2011 was an exciting time for the club and an opportunity to build new relationships and deliver services to a wider audience.

Leicester Nirvana FC are a charter standard development club, the Charter Standard Scheme is a best practice guide that sets standards of coaching, administration and child protection for all clubs outside the Football League and Premier League. As a benchmark for quality, it will improve the playing experience for all.



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