



### **The football course in Randers – The largest in the Nordic countries**

The football course in Randers started 10 years ago at a local school (Rismølleskolen). At the start, 20 players, both boys and girls from 7<sup>th</sup> to 9<sup>th</sup> grade, had signed up. It was a morning training set-up, where the training started at 6.15 in the morning and ended at 7.45, after which the pupils went to school at 8.00 o'clock.

All pupils are welcome on the football course regardless of their football qualities. The pupils are divided according to their level so that they will play with equals. Thereby, all pupils are challenged according to their level.

Over the 10 years that the football course has existed, it has grown explosively. 10 years ago, there was one school with two coaches and training at one facility, but in the 2019/20 school year, it is completely different. In the 2019/20 school year, there are 500 pupils from 14 schools, 15 coaches and training at 12 different facilities. In addition, the football course has three people who teach the pupils about coaching and leadership. The training takes place two hours a week, partly as morning training from 6.15-7.45 and partly as afternoon training from 13.30 to 15.00 o'clock.

In 2019, the football course was nominated for The Danes' Sports Prize - a prize that goes to the best initiative in sports and the greatest sports prize in Denmark. Of all the nominees, the football course received the most votes.

In addition to training, many initiatives on the football course benefit the pupils.

### **Junior leadership course**

Lecturer at the combined technical and business college Tradium (HHX) Jesper Møgelvang and head of the football course John Witting have developed a junior leadership course for the pupils in 9<sup>th</sup> grade – the only one in Denmark with that set-up. Three teachers handle the teaching and all pupils in 9<sup>th</sup> grade are offered the course.

The junior leadership course is structured as follows:

- Duration: Six weeks with two hours of lessons each week
- Exam: An oral exam based on a synopsis. The pupils write the synopsis in groups of 3-4 pupils.
- Location: The combined technical and business college Tradium in Randers

### **The structure of the lessons**

The lessons consist of six modules:

- Idea - mission - vision
- Design - logo - football kits
- Business form - personality test
- Innovation - values - management
- Promotion - sales - marketing
- Club structure - meeting strategies

Based on this, the pupils have to write a synopsis where they have to build their own club. The pupils must defend that synopsis at an oral exam that lasts 30 minutes.

The pupils receive a diploma that includes their grade and the modules they have completed.

The pupils receive their diploma at a large graduation party, where the pupils and their parents are invited. At the graduation party in 2019, the mayor of Randers Municipality, Torben Hansen, presented the pupils with the diplomas and shirts.

In the 2018/19 school year, 48 pupils from six schools completed the junior leadership course.

### **Coaching course**

Coordinator Karsten Madsen and head of the football course John Witting have also developed a coaching course.

The coaching course is also for 9<sup>th</sup> grade pupils and is structured as follows:

#### **Basic course - theory, one month**

Lessons include:

- Anatomy
- Physiology
- Making training programmes
- Healthy diet
- Injury prevention
- Sociality - ethics and morality
- Changing room
- Respect - fair play
- Collaboration with parents
- Meetings - use of social media

The course ends with a written exam that lasts three hours.

#### **The practical part of the course**

The pupils are divided into groups of 2-4 and have to make a training programme that consists of three elements:

- A warm-up
- A main part
- An ending

The pupils train boys/girls from age 5 to 9 three times. The pupils send the training programme to the coaches for the respective teams in advance. Everything has to be included:

- Number of balls/cones/ training vests
- The training programme itself with drawings of the exercises

After each training, the coaches and pupils evaluate the training programmes.

A training programme could look like this:

- Age: boys under the age of six, unskilled players
- Number of players: 16
- Training time: Monday at 15.00-16.00 o'clock
- Materials:
  - Balls (number)
  - Cones (number)
  - Training vests (number)
  - Other material
- Training:
  - Warm-up - drawings of the exercises and with time
  - Main part - drawings of the exercises and with time
  - Ending - drawings of the exercises and with time

The pupils receive a diploma that includes the individual parts of the course and their grade for the theoretical part of the course.

From the 2019/20 school year, the football course is part of a collaboration with the Danish Football Association (DBU) on the coaching course. A coaching course for 8<sup>th</sup> and 9<sup>th</sup> grade pupils have been prepared. When the pupils complete the course, they will receive a C3 coach certificate so that they can continue to take the coach path within the Danish Football Association (DBU) if they wish to do so.

## **Partners**

The football course has many partners, including:

- Randers Municipality
- The local institution of after school classes (Randers Ungdomsskole)
- The combined technical and business college Tradium, more specifically with The Higher Commercial Examination Programme (HHX)
- Randers FC – a professional football club in the top division of professional football in Denmark
- The local newspaper Din Avis Randers
- The sports shop Intersport Randers

## **Study trip**

Every year, all pupils on the football course go on a study trip to Hamburg in Germany. Here, the pupils experience a Bundesliga match.

The trip takes place on a Saturday in March. We leave at approximately 08.00 o'clock in the morning and return home at approximately 21:00 o'clock.

The pupils have to pay DKK 300 for the trip themselves.

## **PR**

The football course in Randers has its own Facebook page. Here, we post everything going on with the football course. Our Facebook administrator is the coordinator on the football course, Karsten Madsen.

An employee of Randers Municipality's communications department, Martine Fibiger, issues press releases about the activities on the football course four to six times a year. Press releases about the football course in Randers are the most read press releases - the ones taken by most media.

You can find information about the football course (in Danish) on the website for the institution for after school classes in Randers (Randers Ungdomsskole) and on Randers Municipality's website.

Flyers are distributed at schools and to one of Randers FC's home matches.

Posters hang at all the schools that offer the football course, in the local football clubs and with Randers FC.

## **Collaboration with the combined technical and business college Tradium**

The combined technical and business college Tradium provides two teachers for the junior leadership course from the Higher Commercial Examination Programme (HHX) for free.

The teachers from Tradium teaches three classes a year. The pupils gather at three schools.

Students from the Higher Commercial Examination Programme (HHX) on the sport/leadership course in their final year teaches the pupils on the football course.

The exam takes place at Tradium in Randers.

## **Collaboration with sponsors**

The local newspaper Din Avis Randers provides a free full-page four-colour ad in the newspaper once a year. In addition, once a year, a four-color advertisement is offered for DKK 5,500.

Articles about the football course are sent to Din Avis Randers who puts them in the newspaper and on their Facebook page.

The sports shop Intersport gives a sponsorship of DKK 2,500 a year and pays half of the second advertisement in Din Avis Randers.

## **Collaboration with Randers FC**

Professional players train with the pupils from the football course four times a year. The players gather so that more schools are together.

Twice a year, the pupils can go to a match in the Danish Superliga on Randers FC's home ground for free with one parent per pupil.

Once a year, flyers about the football course are distributed to one of Randers FC's home matches.

The pupils get a free guided tour of Randers Stadium.

Sporting director Søren Pedersen gives a presentation once a year.

### **New initiatives during the 2019/20 school year**

The football course “Mini-pupils”: Pupils in 5<sup>th</sup> and 6<sup>th</sup> grade at a local school, Søndermarksskolen, have morning training in June.

Pupils from another local school, Krstrup Skole, have morning training in the month of May.

Professional for a day in May. All pupils on the football course have a theme day where they experience the life of professional players. Programme:

- At 08.45: Pupils meet at the local football club Dronningborg Boldklub's facility
- At 09.00: First training section
- From 10.00 to 10.45: Change
- From 10.15 to 11.15: Second training section
- From 11.15 to 12.00: Lunch break
- From 12.15 to 13.15: Third training section
- At 13.30: End of the day

### **The football course to Sweden**

On September 5, head of the football course John Witting and coordinator Karsten Madsen travelled to Helsingborg in Sweden to talk about the football course in Randers. The participants were principals from primary schools and colleges and the management of Helsingborg Municipality. The presentation was a PowerPoint show in English. Subsequently, the presentation was sent out on platforms for all primary schools.

### **Schools that offer the football course**

14 schools in Randers Municipality offer the football course. Overview of schools who offer the football course in the 2019/20 school year:

- Grønhøjsskolen
- Rismølleskolen
- Nørrevangsskolen
- Hobrovejens Skole
- Vestervangsskolen
- Blicherskolen
- Munkholmskolen
- Hornbæk Skole
- Tirsdalens Skole
- Assentoftskolen
- Heltidsskolen Randers
- Østervangsskolen
- Krstrup Skole
- Søndermarksskolen

All schools that offer the football course receive a starter kit the first year with footballs, training vests and cones.