

The Venue Guide for Footy Academies

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How Can I Tackle My Venue Search?

Great question! Searching for the perfect venue for your football academy can be time consuming, adding to your already busy plate.

We're here to make this easier, so you can spend more time on the pitch or in the gym hall growing your business!

Here's how:

- **Research venue options and the industry**
- **Approach venues with confidence**
- **Assess the suitability of venues**
- **Connect with schools and nurseries**



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Be on the Ball with Your Research

The lead up to your venue search is just as important as the search itself. To find the right place for your kids football club, you have to be looking in the right places.

Here's how:

- Reach out to **local contacts** - turn to fellow coaches for advice
- Keep an eye on **other clubs** - where are they running their football sessions from? Do they have their own venues? Or are they hiring spaces such as outdoor pitches?
- Join **Facebook Groups** - social media is a powerful tool. Share experiences, ask questions and get support from other football coaches with the challenges you are facing.
- Look into **venue listing sites** like SchoolHire, who work with facilities across the UK that are available for hire.



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Approaching Venues with Confidence

When it is time to start a conversation, make sure you have all the info venues are looking for. Use the following as a benchmark to ensure your policies and procedures are as up-to-date as they can be. All venues are different so pay attention to what each venues requires and have this ready in advance to save you time and energy.

Here's what you'll need to get started:

- Risk Assessment Form
- Proof of Public Liability Insurance
- PAT Testing for any electrical equipment
- First Aid Policy
- Accident and Injury Policy
- Fire Risk Assessment



Scouting out the Perfect Pitch

It's important to find a venue that provides everything you need at your football academy. From safety and location, to accessibility and facilities, here are the key Q's to ask yourself:

- Does this **location** suit parents, coaches and me?
- For outdoor pitches, are there **indoor facilities** such as toilets available?
- Is this venue **affordable**?
- Is the venue **safe** for children?
- Are **parking facilities** up-to-scratch?
- Is the venue **physically accessible** for all?
- Can this venue be secured **long-term**?
- Does the venue meet my **space requirements**?
- Does the venue need a lot of **maintenance**?
i.e cleaning, repairs, servicing.

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What If I Can't Find the Right Venue?

Finding a space which meets all your requirements can be tricky and of course, there is no magic formula. When you're finding the search tough, it's time to think outside the goal posts for new opportunities. Finding the perfect venue can be a long road, but it's worth sticking it out.

Consider:

- **Renting outdoor pitches on a temporary basis**
- **Offering services charged at a premium such as 1-2-1 sessions**
- **Working with schools and nurseries (more on this in the next section)**

Need some insight on-the-go?

In Episode 5 of our podcast In The Club, hear how Josh & Jamie from 1st Touch Football skyrocketed their football academy! The pair have grown their business from one venue to four through strong marketing, word of mouth and working with schools and nurseries. [Listen here](#)

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Up Your Game by Connecting with Schools & Nurseries

Strong relationships with local schools and nurseries can help build loyal, long-term customers for your football club. If you can effectively sell your football academy to parents and school heads, you'll have no problem filling sessions, whether in your own venue or hosted in schools!

Here's how:

- Provide schools with **detailed proposals** - include photos and videos of your sessions in action!
 - **Get recommendations** from any parents at your club who attend the schools you are looking to work with
 - Offer to host a **trial session!** Show parents and schools your value to convince them your club is worth them parting with their cash
- Have all your **supporting documents** ready
- - we're talking risk assessments, health and safety policies, proof of insurance etc.

Want to work with schools but not sure where to start? We've got you covered!

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And there you have it

100s of football coaches have scored their business goals with our help. From managing day-to-day admin to monitoring your football academies financial performance, we've got you covered. Here's how ClassForKids can help you do the same!

Show Me!

HERE IT FROM
OUR CUSTOMERS!



“ClassForKids are really supportive! We were able to set up our system in the space of a short zoom call and start taking books the very next day. It's simple and doesn't take long at all!”

- Josh, 1st Touch Football