The Enlightenment of the Cultivation Model of English Grassroots Youth Football to the Development of Youth Football in China

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Abstract
The campus football in the opportunities and challenges of development dividend era, to make the campus football more healthy development of our country, using the method of literature and comparative analysis, through to the FA "charter for quality", "youth safety protection program", and the safety of staff in the grassroots football recruiting mechanism is analyzed, induces its characteristics: participation, social dominance promotes the development of juvenile football at the grass-roots level; Strict access system, the implementation of hierarchical management; Football is a means, not an end, to the well-rounded development of youth; Pay attention to the safety recruitment of grassroots youth football related staff. The enlightenment to the development of China's campus football: strengthen the construction of China's campus football system, based on the main object, to promote the overall development of students as the goal, pay attention to the scientific training; Return to the essence of education and put educating people in the first place; In the face of the shortage of campus football related staff, give play to the role of non-governmental football organizations and volunteer organizations; Pay attention to the safety protection of young football players.

Keywords
Grassroots Football; Teenagers; Campus Football; Britain.

1. Introduction
In 2015, the Central Leading Group for Comprehensive Deepening Reform approved the Overall Plan for the Reform and Development of Chinese Football (the Plan), which clearly pointed out that the medium-term goals include a substantial increase in the youth football population and emphasized the promotion of the development of campus football. At present, China’s campus football development trend is good, the majority of young people are gradually forming a football loving atmosphere, and the Ministry of Education will identify 20,000 football schools in 2020, and reach 50,000 football schools in 2025. In the face of the large-scale increase of youth football population, how to effectively promote the development of campus football in China, how to scientifically train the majority of grassroots youth football players and other issues gradually appear. The youth football population at the grassroots level is one of the key factors affecting the development of football in China, and the development of campus football activities in various schools plays an important role in it. But in view of the current development situation, China’s campus football development Britain as the birthplace of modern football, grassroots juvenile football training mode has been praised by other countries, it has a complete set of juvenile football back-up personnel training mode at the grass-roots level, the model not only increase the population of English football, but also for the British team and even the national transport a large number of professional football reserve talent. Therefore, the study of the training mode of grassroots youth football in Britain can broaden the vision of campus football in China, and find out the training mode
suitable for the development of campus football in China by combining the national conditions of China "learning from each other".

2. Overview of the British Grassroots Youth Football Management Mode

2.1. The FA Charter for Quality

The success of the youth football training at the grassroots level in the UK cannot be separated from the "charter for quality", which was formally launched by the FA in 1997 and is regarded as a basic plan of the English football reform. Its main content includes two aspects: community football at the grassroots level and school football [1].

In terms of grassroots community football, the English Football Association sets up amateur football clubs based on the fitness centers in community centers according to the distribution of communities. The main target students are children aged 5-11, and they will be trained on weekends and after class. The FA will also classify each club according to its overall operation according to the established access system. There are 3 levels of grassroots community football clubs from the lowest level to the highest level, and each club will enjoy support from the FA according to its level.

In terms of campus football, all campus football activities are carried out in the form of clubs or interest classes after class. The funds for the activities come from the school budget and social sponsorship. The venues are located on the school football field. The decision of the school to carry out campus football activities is in the school itself, does not affect the normal teaching situation, the outside has no right to interfere. Schools are also divided into five levels according to the criteria set by the FA, and each level is supported by the FA. Matches between schools come under the jurisdiction of the English School Football Association, which is responsible for the organization of national and regional school football matches and has the power to advise schools but not to administer them. The school is responsible for organizing campus football activities. Students can choose to participate in campus football activities freely. At the same time, the development of campus football in each school needs to negotiate with the parents of students[2].

2.2. The FA Youth Protection Scheme

British society pays special attention to the safety protection of young people and advocates the concept of balanced development of education. A 2003 government green paper on education, Every Child Matters: Change for Children, provided the guiding principles for the FA’s Youth Safety Programme.

Football is a sport for adults and teenagers of all ages and backgrounds in the UK. Every year, more than 4 million teenagers and 8 million adults play football in different identities, of which about 500,000 adults play football in different identities in youth programmes. As one of the main responsibilities of the FA, the Child Protection Programme is in place to ensure that all adults are able to work properly in the youth football programme and that football is a safe, inclusive and enjoyable experience. The corresponding implementation measures include: 1) all staff involved in youth football should check whether there is a criminal record certificate; 2) Coaches must accept safety education courses; 3) A team of professionals within the FA (responsible for developing protective measures, reporting cases, liaising with child protection organisations and the police); 4) The local football associations of each county shall be equipped with specialized staff responsible for youth protection; 5) Each professional Club’s youth echelon and grassroots youth Club is equipped with a special Club Welfare Officer. Currently, there are more than 8,000 registered Welfare officers; 6) Injury insurance for teenagers; 7) Actively promote the National Society for the Prevention of Cruelty to Children (NSPCC) hotline.
2.3. Safety Recruitment Mechanism of Grassroots Youth Team Staff, Coaches, Referees and Volunteers

The FA requires all staff, coaches, referees and volunteers involved in grassroots youth teams to have a youth-centred and approachable approach to their work. When security above personnel recruiting, apply for personnel need to first provide job introduction, recommendation letters, relevant qualification certificate and proof have any criminal record, you then need to control the FA development adaptive control check list for control of inspection, all of the above materials can only agreed to ensure that qualified to participate in the juvenile football activities.

In terms of checking criminal records, the FA has strict requirements and procedures for checking criminal records of all personnel involved in youth football, including coaches, assistant coaches, volunteers, team managers and referees in youth football matches. The team's medical staff and club drivers are also checked if necessary, and all checks are updated every three years.

The FA will establish an information base for all applicants’ personal information and keep it strictly confidential. Relevant personnel of the local football associations of the counties and the relevant personnel of the grassroots clubs can apply for inquiry. The FA's recruitment process is fair and transparent and there is an appeal and complaint process in place if a candidate feels he or she has been treated unfairly.

3. Enlightenment to the Development of Campus Football in China

3.1. Participate in the Improvement of the Construction Quality of Campus Football Schools

In the implementation of grassroots youth football activities in the UK, the cooperation of the British government, the FA, the Volunteers’ Association, sponsors, local communities and other organizations has been fully utilized to achieve the popularization of youth football population. As of September 2018, a total of 20,218 schools with campus football features have been selected in China, completing the mid-term goal of 20,000 schools with campus football features in 2020 in advance. In general, at present, the number of schools with campus football characteristics in China has a certain scale, and campus football activities have been widely carried out. But in essence, the popularization of youth football population in China mainly depends on the government, which is to promote the national power to develop campus football. The development of campus football and the popularization of youth football population is a huge system work, relying only on administrative means to support campus football is not a long-term solution, the fundamental development of campus football also needs to combine various forces.

1) Build a "family - school - community" relationship. To ensure that the school timely respond to the expectations of parents and the society, with parents’ satisfaction in exchange for parents’ support, with social contributions in exchange for social support. The school can also set up a parents’ association to regularly report the development of school football, students’ personal training and learning to parents of students.

2) Introducing volunteers to serve the healthy development of campus football. In view of the current development trend of campus football, campus football still needs a large number of football teachers, high-level football coaches and referees, and the corresponding training of relevant professional talents is a very long time. We should develop the role of volunteers and introduce off-campus football volunteers into campus football activities so as to alleviate the "employment shortage" of campus football.[3].
3.2. **Strengthen the Safety Protection System for Young People**

The FA has always attached great importance to the protection of young people's safety. When carrying out the "charter for quality", the FA emphasized the safety protection of young people and children in football activities, and formulated the "Young People's Safety Protection Plan". Take the FA's training of youth football coaches as an example. Coaches at all levels are required to attend enough time for safety education, including theoretical, online and case practice, and all relevant staff are required to be aware of their important responsibilities for the protection of young people. In China, the safety protection of teenagers in campus football activities is still in a relatively weak stage, and there is a lack of relevant laws and regulations for the safety of teenagers. Campus football coaches also lack the knowledge of child protection. Only when they participate in the corresponding level training for coaches, they will learn some knowledge about the protection of teenagers. However, the short learning time and lack of practical operation cannot meet the daily work needs. Teenagers took part in the sports activities in safety protection has been the social focus, with the in-depth development of the campus football, teenagers' safety protection must keep up with a job, so the relevant departments in the campus football policy tilt, safety protection of the youth should be strengthened to schools in the campus football activities at the same time, daily football training need to increase the related staff.

3.3. **Return to the Essence of Education and Give Priority to Educating People**

Football cannot do without education, and education cannot do without football. In Britain, both grassroots youth football clubs and professional football clubs take football as a means to promote the all-round development of young people. The significance of implementing campus football in China is absolutely not only to cultivate students who can play football, but also to create a campus football culture, through which students are educated[4].

The development of campus football is conducive to the training of youth football reserve talents, the achievement of China's football dream and promote the realization of the goal of sports power. However, campus football is first of all an educational activity in the school, the main participants are young students, that should first consider the overall development of students, and then consider the improvement of the youth football population and the youth football level. However, in reality, campus football can easily fall into "utilitarian football". It attaches great importance to competitive results and becomes a game for a few people, neglecting the educational function of football and ignoring the popularization and promotion of campus football. To develop campus football, we must follow the development rules of teenagers and make football a favorite project of teenagers. Only by carrying out campus football in a healthy and solid way can we improve the number of reserve talents of youth football and finally improve the competitive level of Chinese football.

3.4. **Strengthen Supervision of the Management of Schools with Football Characteristics on Campus**

Along with the in-depth development of the campus football and part of the campus football characteristic school football "utility", "takes an exam the football" and a series of problems, although the Ministry of Education and so on related management policy documents, such as "about strengthening the construction of the national youth football characteristic school campus quality management and inspection notice with characteristics of clear campus football school daily regulation subject and regulatory responsibilities, but the campus football development there are still some problems.

1) Strengthen regulation. Under the influence of utilitarian thinking at present, in order to get more achievements in many schools and work on campus football are impatient for success, to cope with inspection organization in advance good display content, blind is paid attention to
only hire foreign coaches and so on a series of surface kung fu, but ignored the law of development of campus football, go against the concept of campus football development. In order to promote the better development of campus football, the management department should review the construction quality of the campus football characteristic schools identified and named in the previous year in accordance with the requirements of the Basic Standards for National Youth Campus Football Characteristic Schools (Trial), and realize the institutionalization of the review work[5].

2) Establish the admission and withdrawal mechanism for schools with campus football characteristics. President Xi Jinping pointed out that "China's football reform needs to further clarify its thinking and measures and do a good job in top-level design". Similarly, the reform of campus football also needs to do a good job in the top-level design. The country’s investment in campus football is limited, only to achieve a benign dynamic balance can make the campus football continue to develop healthily. It is unscientific if the school with campus football features only enters without withdrawal mechanism, which is bound to cause a waste of resources and fail to stimulate the selected school to actively carry out campus football activities.

3) Strictly control the quality of coaches. Through the interpretation of the "charter for quality" of the English Football Association, it is found that the English Football Association requires a strict proportion of the coaches who hold the football coach qualification certificate in the training process of grassroots youth football, and provides a large number of scholarships to encourage the coaches to get the higher level of coaching qualification. At present, facing the large-scale development of campus football activities in China, the number of campus football coaches is far from meeting the task at the present stage. Some regions are bound to hire external coaches and strictly examine the qualifications of coaches to determine whether they are suitable for youth football work.

4. Conclusion

Campus football carries China's football dream and is also an effective way to realize the growth of youth football population in China. With the attention of senior leaders and the introduction of a series of policies, campus football has entered the era of dividend and ushered in the best development opportunity in the history. We must clear understanding to the campus football development opportunities and challenges coexist, although the distinctive campus football schools have begun to take shape in our country, along with the in-depth development of related activities, campus football will increasingly brought to the attention of the various aspects, campus football can't carry out into football "utility" and "takes an exam the football", but the real to cultivate a group of teenagers love football reserve forces, which requires the management of the campus football continuous self-renewal. By referring to the British management model of grassroots youth football, we can draw on the wisdom of the masses and build a campus football with Chinese characteristics in combination with China’s education and football environment.

Acknowledgements

Supported by University Scientific Research Project of Yili Normal University, No.2018YSJC06.

References


