



AYR UNITED FOOTBALL ACADEMY

FIVE YEAR PLAN 2025-2030

Somerset Park, Tryfield Place, Ayr, KA8 9NB

www.aufa.org.uk

The Ayr United Football Academy is registered as a Scottish Charity (SC037325)
And is a not for profit Company Limited by Guarantee (294025)





CHAIR'S FOREWORD

The academy has engaged a wide range of stakeholders to determine our new five year: "to do" list.

Our priorities reflect those of key partners and communities many of whom we rely on to help deliver our programmes.

This plan builds on the success of our last five year plan:

Delivery of an innovative childcare programme, now being rolled out across Scotland;

Club pilot for the UEFA Grow model, now being rolled out across Europe;

Voted the best professional club in the community by the Scottish FA;

Achieved the Investing in Volunteers Award.

Outstanding achievement award presented by Ayr United Football Club; and

Awarded the UEFA Silver award for grass roots work in the community;

Such recognition is good to get but, more importantly, it evidences the positive difference being made in people's lives by our staff, volunteers and partners.

This new plan is built around four pillars of health and wellbeing, education training and employment, a focus on social deprivation and football excellence. It outlines the action we will take in each area to pursue our ambition for building a better community through football.

We hope you will be inspired to join us on this journey.

ALLAN GUNNING - CHAIR.

"AYR UNITED JOIN THE ELITE OF EUROPEAN FOOTBALL"
– Ayrshire Post (on the UEFA Award).

"THIS INVESTMENT WILL ALLOW OTHER CLUBS TO BUILD ON THE OUTSTANDING SUCCESS OF THE AYR UNITED FOOTBALL ACADEMY PROJECT."

– Scottish FA (on national roll out of the AUFA Childcare Project).

INTRODUCTION

The Plan is structured as follows:

1. A section explaining what we mean by Building a Better Community Through Football – what we want to be, what we are aiming to do, what difference we want to make, what our standards of behaviour are, the Pillars we are building our Plan on and how we will achieve the Plan.
2. A logic model showing how the Plan takes into account other national and local plans and strategies. These, linked into Shaping places for Wellbeing and our Building a Better Community Pillars, were used at a stakeholder workshop to establish the key priorities for this Plan.
3. An analysis which shows how our Pillars reflect the demographics of our local community. In particular, our Academy is situated in North Ayr, which suffers from some of the highest social deprivation and health inequalities in Scotland.
4. A presentation of our five year 'to do' list which flows from the sections above. This shows the actions we will take.
5. Our existing GROW model has domains which measure the positive impact of participation on the Pillars which underpin building a Better Community Through Football. This approach will be used to evaluate the Plan and measure the impact of the outcomes on our Pillars.
6. Our community involves people and purpose. With clarity of purpose, our approach provides a critical path from strategic intentions to measurable beneficial outcomes for our community.

“ THE SROI MODEL...RESULTS SHOWCASE
JUST HOW IMPACTFUL CLUBS LIKE AYR
UNITED FOOTBALL ACADEMY ARE ON THE
FOOTBALL PITCH AND BEYOND” – UEFA.



BUILDING A BETTER COMMUNITY THROUGH FOOTBALL

VISION

(What we want to be)

To be the first choice for future professional young footballers and a positive community asset, primarily in South Ayrshire.

MISSION

(What we are aiming to do)

To promote lifelong learning, health and wellbeing, primarily in South Ayrshire through football.

OUTCOMES

(What difference we want to make)

(1) The health and wellbeing of local people is improved.

(2) The education, training and employment of local people is improved.

(3) The sustainability of AUFA as a charitable organisation is enhanced.

VALUES

(What our standards of behaviour are)

ACCESSIBILITY: we are open to all, inclusive and accessible.

INTEGRITY: we adopt high standards of honesty and professionalism in how we do our business.

SUSTAINABILITY: we seek to adopt the capacity to keep going and succeed.

AGILITY: we are flexible, innovative and proactive in the development of partnerships and how we do our business.



PILLARS

(What we are building our Plan on)

(1) Physical and mental health and wellbeing

(2) Education training and employment

(3) Focus on social deprivation and health inequalities

(4) Football excellence

OBJECTIVES

(How we will achieve the Plan)

(1) To increase opportunities for improving physical and mental health and wellbeing through football and other sports.

(2) To maximise Educational, Training and Employment outcomes through football and other sports.

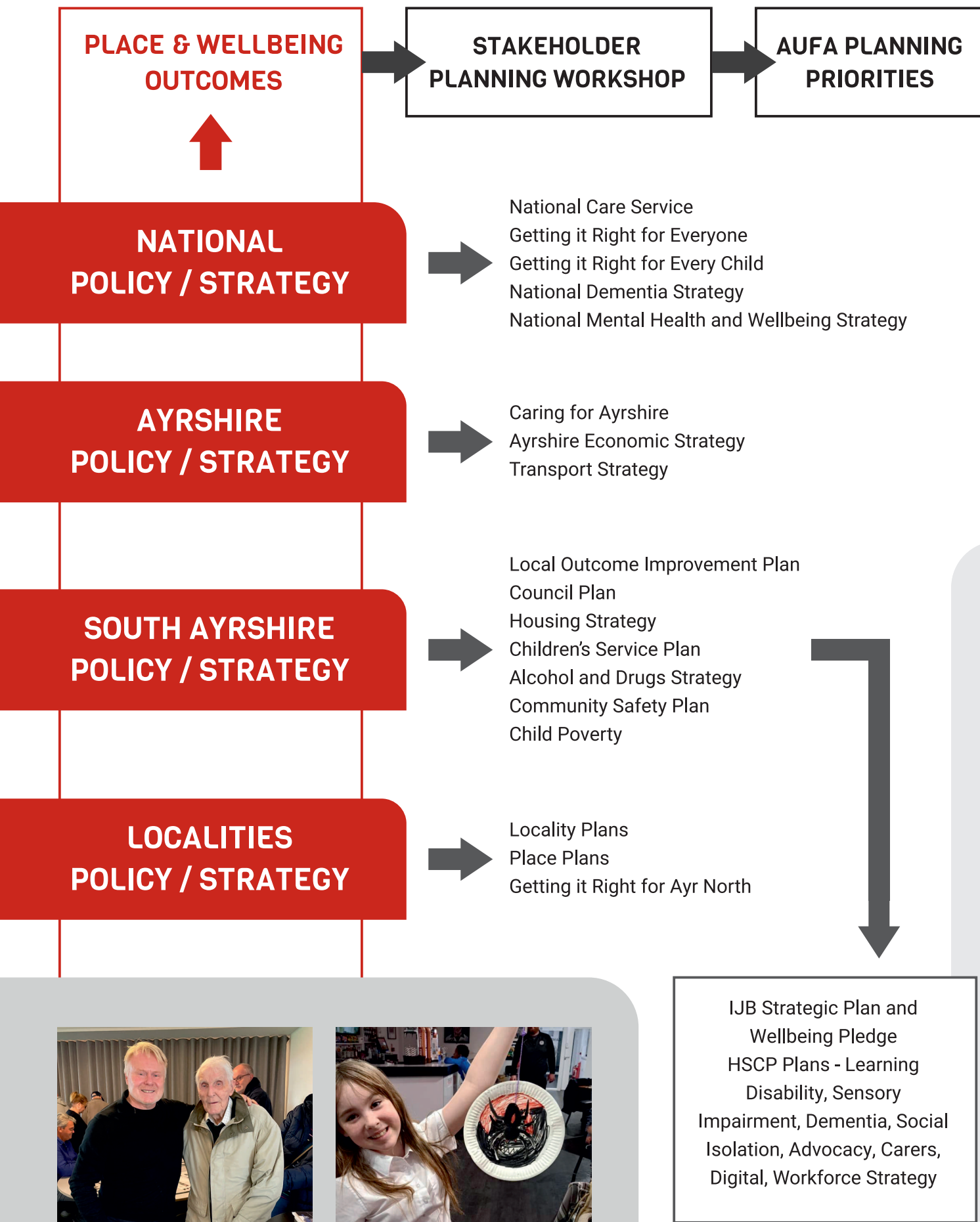
(3) To maintain a universal approach while having a particular focus on areas of high social deprivation and inequalities.

(4) To advance Ayr United as a Performance level Academy.

(5) To increase revenue with a focus on social enterprise activities and breakeven on income and expenditure.

**“THE ACADEMY IS
CELEBRATING AFTER
BEING CROWNED
SCOTLAND'S BEST
COMMUNITY CLUB.”
- Daily Record.**

BUSINESS PLANNING LOGIC MODEL



As referred to in the logic model on the previous page, the Place and Wellbeing Outcomes have been considered as part of the framework for the business plan alongside local and national strategies and policies.

The Place and Wellbeing Outcomes provide a consistent and comprehensive focus for where place impacts on the wellbeing of people and planet. The Outcomes support all sectors to focus decision-making and implementation on a common set of evidenced features that will enable each place to have a positive impact on the wellbeing of people and planet while reducing inequality.

The activities set out in the business plan support achieving these Place and Wellbeing Outcomes locally.

PLACE & WELLBEING OUTCOMES



RESOURCES Services & Support Work & Economy Housing & Community	Services and Support Everyone has access to: <ul style="list-style-type: none">Health enhancing, accessible, affordable and well-maintained services, facilities and amenities. These are informed by community engagement, responsive to the needs and priorities of all local people.A range of spaces and opportunities for communities to meet indoors and outdoors.Information and resources necessary for an included life in a range of digital and non-digital formats.	Use AUFA facilities and activities to provide a trusted place to access services; Increase participation in AUFA programmes by 40%
RESOURCES Services & Support Work & Economy Housing & Community	Work and Economy Everyone benefits equally from a local economy that provides: <ul style="list-style-type: none">Essential goods and services produced or procured locally.Good quality paid and unpaid work.Access to assets such as wealth and capital and the resources that enable people to participate in the economy such as good health and education.A balanced value ascribed across sectors such as female dominated sectors and the non-monetary economy.	Create employability pathways for young people Establish a Centre for Excellence for volunteering and community wealth building Prepare the ground for an application of Elite status in the Club Academy Scotland programme;
SPACES Streets & Spaces Natural Spaces Play & Recreation	Play and Recreation Everyone can access a range of high quality, safe, well maintained, accessible places with opportunities for play and recreation to meet the varying needs of different population groups and the community itself.	Deliver the first Cruyff Special Court in Scotland Develop a youth programme for young people of secondary school age which works for the whole family Deliver Talented Young Footballer and Community Programmes;

OUR COMMUNITY

– LOOKING BEHIND THE PILLARS

There is a range of data which tell us about the population groups experiencing most inequality in Ayr, particularly the differences between North and South Ayr.

Shaping Places for Wellbeing created a data profile on Ayr in 2024, highlighting key inequalities and what people need from their place to experience wellbeing. We have selected a few statistics that are most relevant for the business plan to address.

IMPROVING PHYSICAL AND MENTAL HEATH AND WELLBEING

- 22% of adults in South Ayrshire are prescribed medication for anxiety and depression, in North Ayr this is 30.1% (Scotland 19.3%).
- 22.9% of babies are exclusively breastfed at 6-8 weeks in South Ayrshire, in North Ayr this is 9.5% (Scotland 31.9%).

SOCIAL DEPRIVATION AND HEALTH INEQUALITIES

- 17% of the South Ayrshire population live in the most deprived circumstances in Scotland, in North Ayr this is 100% (Scotland 20%).
- Residents in North Ayr have an average life expectancy over eight years below the Scottish average.

EDUCATION TRAINING AND EMPLOYMENT

- In South Ayrshire 18.1% of the working age population are in receipt of out of work benefits, in North Ayr this is 40.6% (Scotland 15.8%).
- In South Ayrshire the working age population who are employment deprived is 10.1%, in North Ayr this is 25.2% (Scotland 9.3%)

FOOTBALL EXCELLENCE

- In 2023-24 AUFA graduates made an average of almost three appearances per game for the AUFC first team – the highest ever recorded.

AUFA IMPACT ON THE FOUR PILLARS

Current AUFA programmes have a return of £17 for every £1 spent as measured in health, social and economic benefits for the South Ayrshire community. AUFA is based in North Ayr which suffers some of the highest levels of deprivation and health inequalities in Scotland.

OVER THE NEXT FIVE YEARS WITH OUR PARTNERS WE WILL:

1.

Deliver the first Cruyff Special Court in Scotland;
2.

Develop a youth programme for young people of secondary school age which works for the whole family;
3.

Create employability pathways for young people;
4.

Use AUFA facilities and activities to provide a trusted place to access services;
5.

Establish a Centre for Excellence for volunteering and community wealth building;
6.

Prepare the ground for an application for Elite status in the Club Academy Scotland programme;
7.

Deliver Talented Young Footballer and Community Programmes; and
8.

Increase participation in AUFA programmes by 40%.



“UEFA RESEARCH CONFIRMS AYR UNITED FOOTBALL ACADEMY CONTRIBUTES MILLIONS TO LOCAL COMMUNITY.”
- Scottish FA.