



CITY DEGREE



City in the
Community



Manchester
Metropolitan
University

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CITC DEGREE PROGRAMME

INTRODUCTION TO CITC

Founded in 1986, City in the Community is Manchester City's charity. We support people across Greater Manchester by empowering healthier lives through football. Our youth-led programmes place physical and mental wellbeing at their core, whilst also creating healthy futures and healthy communities.



DEGREE PROGRAMME AT CITC

City Degree works in partnership with Manchester Metropolitan University to develop our future workforce through work-based learning, qualifications and regular mentoring by our CITC coaches to ensure our graduates are able to achieve their full potential. With work-based learning in elite and professional sporting surroundings, the course provides students with the skills, knowledge and experience needed to find success as a coach or sports programme leader.



OUR VALUES

Our values were created as a team, and are lived by as a team.

Everyone across City in the Community has committed to these values, both individually and collectively.

CARING

Putting people first. Being compassionate and helping our people (participants, peers, and partners). Showing pride and passion in our work.

INCLUSIVE

Valuing, respecting and supporting all individuals and communities through inclusive and accessible opportunities that break down barriers to participate and achieve their full potential.

TRANSFORMATIVE

Causing positive change to our people and their communities through programmes which are influential, inspiring, innovative, and individualised.

YOUTH-LED

Empowering and involving young people, providing the opportunity to participate meaningfully in decisions that affect them.

OUR MISSION

WE EMPOWER HEALTHIER LIVES WITH CITY YOUTH THROUGH FOOTBALL



HEALTHY
PEOPLE

HEALTHY
FUTURES

HEALTHY
COMMUNITIES

HEALTHY FUTURES

WE BUILD HEALTHY
FUTURES THROUGH
EDUCATION AND
EMPLOYABILITY
PATHWAYS



WORK-BASED LEARNING MODEL



Additional Qualifications

Additional qualifications are funded by CITC for all learners yearly, including the FA Introduction to Football, Dodgeball, Handball and Multi Skills Level 2.

Work Related Placements

Learners have a combined 28 weeks of placement across 3 years arranged by CITC, working alongside full time CITC staff members across our programmes.

1-2-1 Mentoring

Learners receive 1-2-1 feedback after every placement session from experienced CITC coaches, gaining high level programme-specific guidance.

MCFC Branded

Learners have access to heavily subsidised Puma x Manchester City kit bundles, specifically designed for our Degree programme.

Employment Opportunities

Roles on Kicks, One City Disability, City Girls and BTEC are available to our learners on a part time basis with CITC, gaining additional income and valuable experience.

Masterclass Sessions

Classroom and practical sessions are delivered by leading staff from all CITC programmes at Manchester City's Football Academy, showcasing the key coaching elements of each department.

Career Support & Guidance

Career advice is available pre and post graduation for all learners, including CV development and improving both practical and formal interview techniques that mirror CITC's interview process.

QUALIFICATIONS

Fully funded Qualifications, Activators and Workshops, built into the City Degree university timetable across the 3 years of study as part of the Work Based Learning module

Further opportunities for partly funded qualifications, activators and workshops that are not built into the timetable, that are youth-led with the aim of holistic coach development

Criteria:

- 20 hours volunteering or paid work with CITC per year
- Attend all other qualifications
- 90% attendance at university
- Meet FA requirements for the course
- Only available in Year 3



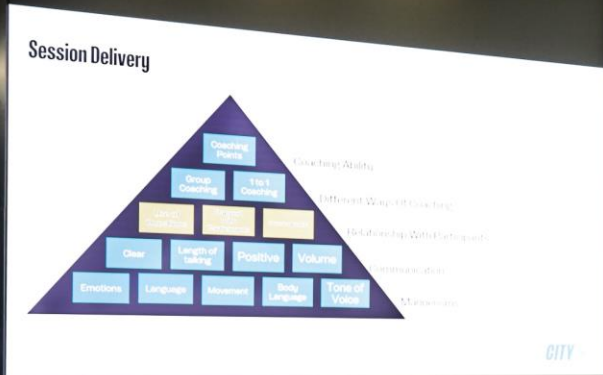
MEDIA THEATRE

All work-based learning lectures are held away from MMU at Manchester City's Etihad Campus.

The lectures take place within the Media Theatre inside the MCFC Academy Stadium, which is more commonly recognised as the theatre for pre- and post-match press conferences with Pep Guardiola amongst others.

Learners will study theory-based elements within these sessions, focused primarily on coaching techniques and specifics around CITC and the impact we aim to have on the community within Greater Manchester.

Guest speakers and masterclass sessions are also hosted here, with a mixture of theory and practical work on typical work-based learning day on the Degree.





CFA INDOOR DOME

All practical sessions and work-based learning assessments are completed in Manchester City's state-of-the-art indoor facility at the Etihad Campus.

The pitch is full size 4G , and shared with the Men's, Women's and Academy teams alongside CITC.

A typical work-based learning day will consist of one hour of theory-based work in the Media Theatre, followed by two/three hours practical in the Indoor Dome.

Additional qualifications funded by CITC such as Rugby League, Dodgeball and Handball are also carried out at this facility to provide consistency and familiarity for our learners.

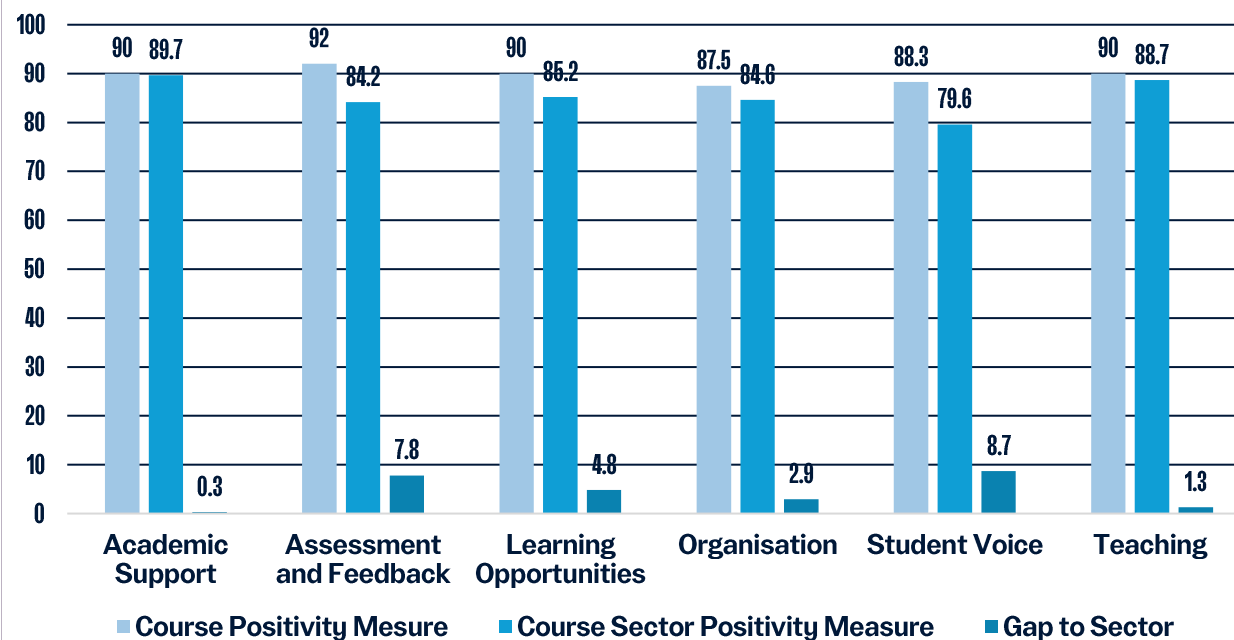
Internal masterclass sessions also take place here.

NSS RESULTS

The NSS is an opportunity for students to give honest feedback about what it has been like to study on their chosen course at university. It is published every year and is a rich and influential source of information about higher education. The survey is a key component of the quality assurance and wider regulatory landscape in UK higher education.

100% of Level 6 Manchester City Community Football Coaching students completed the National Student Survey.

BSC (HONS) MANCHESTER CITY COMMUNITY FOOTBALL COACHING NSS PROGRAMME SUMMARY



PROGRAMME STATISTICS

461

Placement
Hours*

628

Classroom
Learning Hours*

30

Learners Completing
Additional Qualifications per year
group*

*Averages were taken across all 3 years of the degree programme.



EMPLOYABILITY

11%

Level 4*

12%

Level 5*

24%

Level 6*

14% of all current CITC Degree learners are in part-time employment with CITC. These roles include working as BTEC Assistant Coaches on a matchday alongside a BTEC Lead Coach, and working on Outreach on programmes such as City Girls, One City Disability and PL Kicks.

*Number of learners per year group – September 2024



POST-GRADUATE EMPLOYMENT



- 3 Graduates on City Play
- 1 Graduate on Primary Stars
- 1 Graduate on City Degree
- 3 Graduates on City BTEC
- 1 Graduate on City Girls
- 1 Graduate on Mentoring
- 1 Graduate on City Inspires

Since September 2024, 16% of our current delivery workforce are CITC Degree graduates.

WHAT DO OUR STUDENTS SAY ABOUT THE DEGREE PROGRAMME?



“Personally, I feel the course has prepared me for employment by encouraging me to believe in myself and having the confidence to always maintain one hundred per cent effort. Making me work well as part of a team, support each other throughout our journey. Never giving up.”



“In my work-based learning unit, I was given the opportunity to do my placement on City Play. City Play is programme working with children aged 2-5 years old. My mentor is a role model to me and all the children she coaches. From this placement, I’ve been able to pick up lots of new coaching techniques and skills which I can use in the future.”



“The Degree has helped me gain lifelong skills that I have begun to use in my placement sessions, the experience has allowed me to become more confident in delivery, but also to help tailor my skills within learning. Furthermore, the opportunity to study in a fast paced environment consistently challenges me and forces me out of my comfort zone and allows me to develop as a person and as a community coach.”



“Whilst out on placement, I have had the opportunity to hone my skills and build upon my experiences. By working with community coaches, I have learnt key skills in coaching and behaviour management that will aid and guide me in my future coaching career that I hope to go in to. Working with different young people of all ages allows me to develop good practices that I can build upon and use in the wider world.”

DANE JONES

Full-Time CITC BTEC Coach

WHAT DO YOU ENJOY MOST ABOUT THE MANCHESTER CITY COMMUNITY FOOTBALL COACHING DEGREE?

Main thing I enjoyed was getting to be a part of the CITC family, by taking part in Work Based Learning Units, this allowed me to get a taste for working for the group and help me develop my coaching skills in the real world.

WHAT PLACEMENTS DID YOU UNDERTAKE ON THE COURSE?

My placements were on our Early Years, Inspires & Primary Stars programmes. No day on placement was the same and I gained the experience of working with various abilities, needs and ages which was great for my personal development.

HOW DID THE MANCHESTER CITY COMMUNITY FOOTBALL DEGREE HELP YOU MAKE THE NEXT STEP INTO FULL TIME EMPLOYMENT ONCE YOU GRADUATED?

The programme set the wheels in motion for me to join the CITC team. Throughout the degree, we'd been told about potential future opportunities and with the work I'd completed on placements and rapport I had built with the wider CITC team, it was a smooth transition from student to employee.

CAN YOU TELL US MORE ABOUT YOUR CURRENT ROLE AT CITY IN THE COMMUNITY?

My role is to deliver sessions on the BTEC Programme for our students. I aim to try and give our students the best possible experience of football and how to become better people, players and future coaches.

ANY ADVICE FOR POTENTIAL FUTURE STUDENTS ON THE MANCHESTER CITY COMMUNITY FOOTBALL COACHING DEGREE COURSE?

Take as many opportunities as you can, get to know your placement staff members as they may one day be your colleagues. Show that you want to learn and the rewards will come.



ALEX GRAY

Former CITC Degree Lead Coach

AS A STUDENT, WHAT DID YOU ENJOY MOST ABOUT THE MANCHESTER CITY COMMUNITY FOOTBALL COACHING DEGREE?

The work based learning (WBL) allowed me to experience real world coaching. Seeing all the different programs in action allowed me to understand what career path I wanted to choose after university.

CAN YOU BRIEFLY EXPLAIN YOUR JOURNEY WITH US AT CITC FROM STUDENT TO FULL-TIME STAFF MEMBER?

During my time as a student I took every opportunity to volunteer and gained part time work for CITC. Due to these experiences, I put myself in a great position for when I gained an interview. This allowed me to build a strong reputation and those who interviewed me were aware of my effort and development.

IN YOUR TIME AS A DEGREE LEAD COACH, WHAT WERE THE HIGHLIGHTS OF YOUR DAY TO DAY ROLE AND HOW DID YOUR EXPERIENCE OF BEING A FORMER STUDENT ON THIS PROGRAMME HELP YOU SUPPORT THE CURRENT STUDENTS?

Being an ex-student helped me understand what support students needed. 1-1 support on coaching sessions and university life was something we addressed and students responded to well. All good students are looking to the future and what jobs they would want to apply for, requesting feedback on their coaching and seeking part time work is something I helped to provide.

CAN YOU TELL US MORE ABOUT YOUR CURRENT ROLE?

I am currently Transition Project Coordinator at Newcastle United Foundation. My role is to support delivery staff as we help our students transition from year 6 to year 7 as well as students going from year 11 to further education.

ANY ADVICE FOR POTENTIAL FUTURE STUDENTS ON THE MANCHESTER CITY COMMUNITY FOOTBALL COACHING DEGREE COURSE?

Take every opportunity given to you, the students who get the best out of this course are ones who push themselves out of their comfort zone and become better coaches as a result.



HAFSA MATLOOB

City Degree Student

Hafsa made a great impression and has gone from strength to strength across all elements of the course whilst consistently utilising feedback to develop and upskill herself into a great community coach.

Hafsa has particularly stood out is her work-based learning on City Inspires where she has received glowing reports from Inspires staff who have noticed natural leadership qualities, an ability to build relationships and a willingness to take opportunities to lead classroom and practical sessions.

“During WBL, Hafsa has grown in confidence each week from just talking to participants to presenting in front of them and delivering whole sessions.

Hafsa has avoluntarily attended with one of our Year 10 City Inspires groups which has furthered her development.

Hafsa has been a real joy to mentor over the past few months & I would happily have her in any of my sessions! She is a real credit to the degree programme and has done herself so proud”.
Alisha Bethell, City Inspires, Lead Coach.

What Changes Have You Seen In Yourself Whilst You’ve Engaged With CITC?

One of the changes I have seen from my transition into coaching while at CITC is, my growth in confidence. From someone who can be shy sometimes, being at CITC has allowed me to step outside of my comfort zone and build my confidence in a supportive environment. Being at CITC has also allowed me to develop my leadership and communication skills. Guiding and leading others has allowed me to become more confident in expressing myself when interacting with different people.

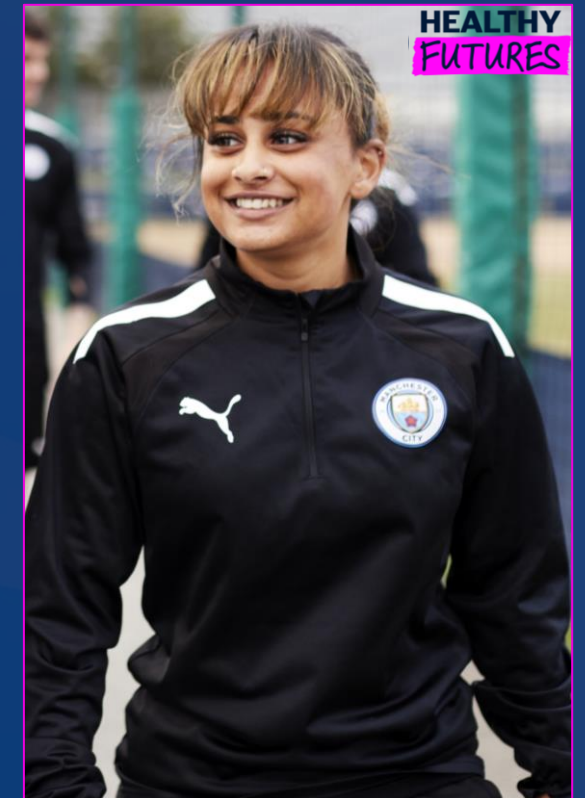
Why have you chosen to engage with the degree?

I am hoping to expand my knowledge of how sports can be used to promote inclusivity, health, and well-being within communities and gain professional experience in community-based sports. By pursuing this degree, I am hoping to expand my network and learn how I can make a positive change through sports programs, develop leadership skills, and contribute to building stronger and healthier communities.

What obstacles have you overcome to achieve what you’ve achieved?

I wasn’t the most well-behaved student in school, but I didn’t let that deter me. Instead, I put in the work and succeeded in securing myself a place in the degree program, which I think demonstrates perseverance and dedication.

To achieve what I have, overcoming obstacles like a lack of self-belief and confidence has been crucial, especially in a male-dominated program. I am now more confident and comfortable which is helping me to continue to develop.



PILKWAN CHA

City Degree International Student

Pilkwan Cha is an international student from South Korea, has been a student with us on City Degree since September 2024. Throughout his time on the Degree program he has excelled in his studies during his first year.

Pilkwan's eagerness to learn and develop has been great to witness and shows what an incredible asset great international students are to our programme.

Not only has Pilkwan shown a great attitude to learning and taken every opportunities to volunteer with us at City in the Community, he has also taken up a great opportunity at through MMU completing a Sports Analysis internship to further his knowledge and experiences, whilst challenging himself to become a more rounded coach with varying skills to help him achieve his ambitions in the future.

What have you enjoyed most about the Degree?

Work-based learning in the City Degree program has provided me with an opportunity to discover the wider world of City in the Community. and has given me hands-on experience in delivering sessions within the community in Manchester.

What obstacles have you overcome to achieve what you've achieved?

Being South Korean, English is not my first language. As a non-native, I have tried to get used to phrases people use on a day-to-day basis as well as in the coaching world which has helped me to prepare me to communicate more effectively in sessions which has made sessions flow better and support participants more successfully.

Why have you chosen to study with us on the City Degree programme?

I wanted to study football coaching and analysis and the City Degree provides knowledge on both, and guarantees work-based learning opportunities with City in the Community.

What are you hoping to gain from our degree programme?

I hope to gain more coaching experiences with through the work-based learning module throughout the 3 years whilst building my knowledge across multi-disciplines including Sport Science, Community Coaching, Analysis and Research through university units.



JACK PETTIMORE

City Degree Student

Jack's infectious and positive personality, alongside his desire to continually learn and improve by throwing himself into any opportunity, has enabled him to showcase his quick thinking and natural coaching ability.

During his first year with us, Jack has been excellent in both practical and classroom sessions and was a stand-out candidate who successfully gained a part-time role with our outreach team as a Kicks Delivery Coach and BTEC Matchday Assistant.

What have you enjoyed most about the Degree?

My passion for being a coach seemed to match everyone here at City in the Community and it looked like an incredible environment to come into and learn.

The opportunities I've had so far and the people I have met have proved what I thought about the course was right. Above all the facilities and the opportunities have mirrored the standards that are set here at City in the Community.

What are you hoping to gain from our degree?

Over the 3 years on the City Degree programme, I want to build on my experiences, network, and develop into a well-rounded community coach to then have the best possible chance of landing my preferred job opportunities.

How have you found the CITC staff?

Working alongside CITC staff members is one of the main reasons I am enjoying the course as much as I am. The staff members on my course are helpful, reliable and most importantly approachable with anything.

The CITC staff members that I have met through volunteering or that I've met at CFA, have always been supportive and friendly and are happy to advise on any topic you may want to ask them about



MENTAL HEALTH WORKSHOPS

Our mental wellbeing programmes aim to harness the power of football to normalise stigmatised conversations around mental health subjects through a mixture of educational workshops and 1 to 1 mentoring.

CITC has partnered with the Royal Manchester Children's Hospital (RMCH) and the Child & Adolescent Mental Health Service (CAMHS) to offer a holistic approach to mental health support for our participants using social prescription across Greater Manchester.



Our partnership with RMCH and CAMHS includes:

- Direct work with CAMHS and young people who have identified mental health needs.
- Consultation with CITC staff working with young people with mental health needs.
- A rolling programme of mental health awareness training for staff across CITC.
- Support with the design, development and delivery of CITC's emotional health and wellbeing programmes.
- A CAMHS practitioner based within CITC 4 days a week.



SAFE AT CITY

Providing a safe and positive environment is a vital aspect of City in the Community and University life, and we take our responsibilities seriously.

All students and visitors have the right to feel safe and to be safe. Wherever you come in to contact with City in the Community you will be treated both lawfully and fairly with dignity and respect.

City in the Community recognises the responsibility to safeguard the welfare of all students on our programme by a commitment to practice equality and prevention of bullying and discrimination. All of the coaches have a duty to keep you safe and help protect from abuse or harm.

If you have a concern, or need help at any point during the course, please speak to a member of CITC staff straight away. They will listen carefully and try to help or will pass your concern on to somebody who can.

City in the Community has its own designated Safeguarding Manager who is on hand to provide any support you may need.

Each year, City in the Community actively promotes and supports various national and international campaigns which you may be asked to be involved in during your time with us to help raise awareness and supporting in creating safe and positive environments.

#SpeakupSpeakout



CITC & DEGREE FAQs

Where do I study for my Degree?

Many of your units will take place on the MMU Campus, however your work-based learning will take place at the Etihad Campus, either in the Media Theatre or the Indoor Dome.

How many years is my Degree?

Our BSc is a three-year long course, whereas the FdSc is a two-year long course. The course content is exactly the same, and there is an option to transfer to the BSc should you be meeting course expectations.

What potential job could I achieve post-graduation?

The majority of our students have gone on to work in sporting environments, in areas such as Community Coaching, Sports Analysis and Sports Journalism.

Will I need a DBS certificate?

CITC will fund and guide you through the process of gaining your DBS at the start of Level 4 with our designated Safeguarding Manager. You will be required to complete one for CITC and MMU also.

Do I need coaching qualifications already?

No. You will complete your FA Playmaker and Introduction to Coaching Football whilst at Level 4.

Do I need to be coaching a football team?

No. Our programme is not football specific, so it is not necessary to be coaching a football team to succeed on the course. If you coach in any sport or none at all, it will not impact your chances of succeeding on the Degree.

Will I need any specific kit or equipment before starting?

You will not require any equipment, and CITC will subsidise a Puma kit bundle which you are expected to buy at the start of every academic year.

Are there any exams for work-based learning?

There are no exams on the work-based learning units. All of our assessments are practical or relevant to real-life experiences. We encourage 'feed-forward feedback' too, so you can be in the strongest possible position when submitting your assessments for marking.

How do I get further information?

Should you require further information, please contact City in the Community via our social media outlets (@citymancity) and your information will be forwarded to the relevant person.



@citcmancity

HEALTHY
FUTURES



City in the
Community

Dignity and Respect Clause

Everyone at City in the Community deserves to be treated with dignity and respect, this includes our participants, parents and carers, our partners and all of our workforce. We will always take seriously any instances where we feel these behaviours are not displayed and respond accordingly.