



CITC BTEC PROGRAMME



City in the
Community

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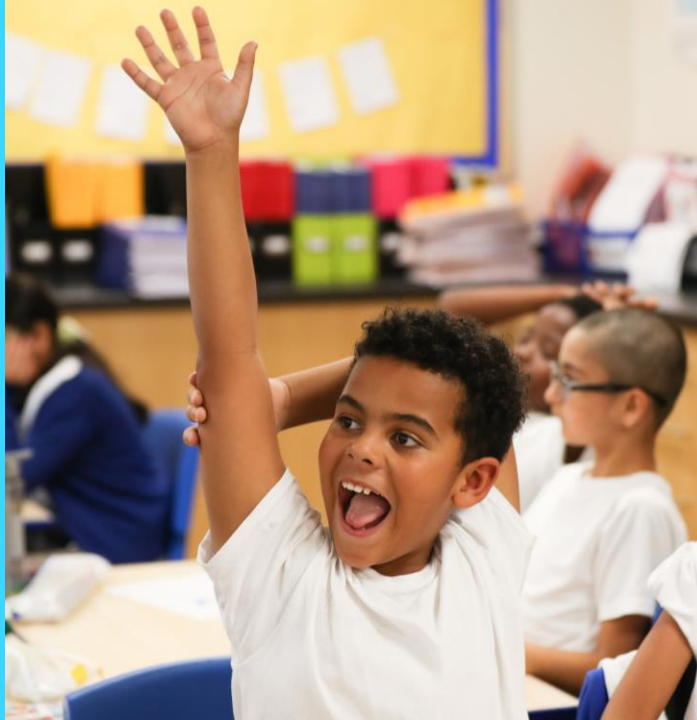


WHO WE ARE

City in the Community is Manchester City's charity.

Founded in 1986, we support people across Greater Manchester by empowering healthier lives through football.

Our programmes place physical and mental wellbeing at their core, whilst also creating healthy futures and healthy communities.





OUR PURPOSE

**We
empower
healthier
lives with
city youth
through
football.**





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.

They are our north star.

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 METHOD

We achieve tangible, meaningful impact through regular, sustained and high-quality contact time between our staff and the participants they engage with.

Each of our 17 programmes sit under one outcome-led pillar.

HEALTHY PEOPLE

We nurture healthy people by putting physical activity and mental well-being at the centre of our programmes.

City Play – PLPS – Soccer Schools – One City Disability – City Thrive – Walking Football – ReminisCITY



HEALTHY FUTURES

We build healthy futures through education and employability pathways.

City Girls – Degree – BTEC – Inspires – City Careers – 93:20



HEALTHY COMMUNITIES

We connect people by creating healthy communities in safe, inclusive environments.

Kicks + Targeted – Military Vets – City Play Together – City Ready





OUR OUTCOMES

We create programme specific outcomes, related to the core objective for each of our 17 programmes, but our five overarching charity outcomes are.

1. Improve physical health and wellbeing.
2. Improve mental health and wellbeing.
3. Feel inspired and engaged.
4. Develop skills and knowledge.
5. Improve confidence and self-esteem.





OUR APPROACH



BE UNIQUE.

Our vision is to stand out from the crowd of other football charities. Some of the ways we aim to achieve this are:

- Being authentically youth-led and youth-informed.
- Designing and implementing innovative programme curriculums to provide creative solutions to local social issues.
- Highlighting the participant pathways and the journeys from early years through to employment.
- Authentically engaging our family of fans, staff, players and partners to improve lives.
Connecting the young people of Manchester more closely to the global network of young people engaged with around the world.

BE IMPACTFUL.

We plan, develop and deliver life changing programmes with clear, tangible and positive impact for the people we engage with in Manchester. We do this by:

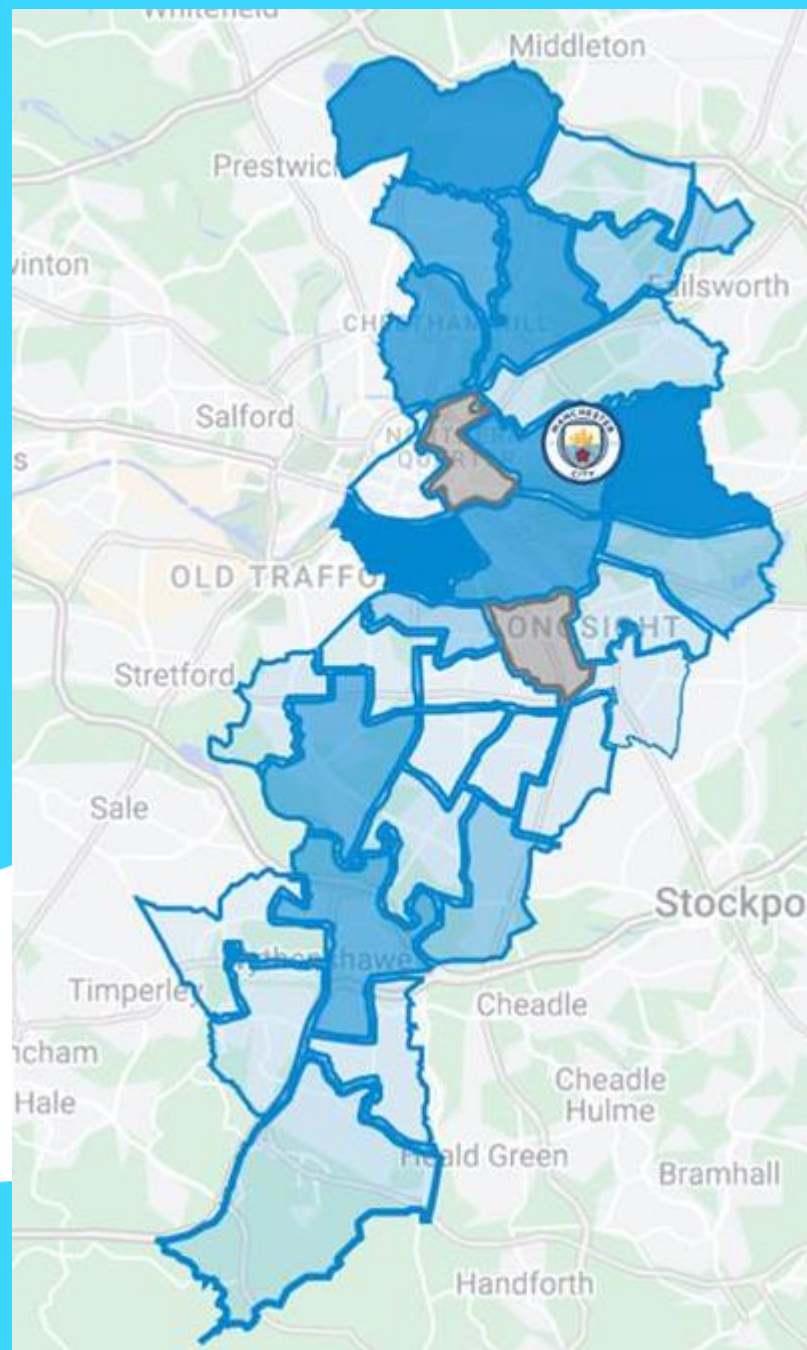
- Focusing on the impact of our work through increased contact time with participants.
- Delivering high quality programmes with pride and passion.
- Connecting impact to communications to demonstrate success stories.
- Agreeing, and communicating effectively, a set of shared goals and values for all staff to strive towards.
- Striving for continual improvement by embedding a progressive learning culture and adopting a critical evaluation process that is led by the core purpose.



OUR FOOTPRINT

**Where we deliver
City in the
Community
sessions.**

**In this map, the
darker regions
indicate a higher
proportion of
participants.**





OUR IMPACT

2021/22 saw
CITC deliver **17**
programmes
reaching **19,119**
people aged
between 2 and
79, totalling over
22,000
community
sessions and
averaging **29**
hours per
participant.



“The work we have with City in the Community has been imperative – their programmes are intrinsic to our success in steering young people away from gangs.” [GMP]

OUR MISSION
WE EMPOWER
HEALTHIER LIVES
WITH CITY YOUTH
THROUGH FOOTBALL

Healthy Futures, Healthy Communities, Healthy People.



City in the
Community



HEALTHY FUTURES WE BUILD HEALTHY FUTURES THROUGH EDUCATION AND EMPLOYABILITY PATHWAYS



City in the
Community



CITC BTEC 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.

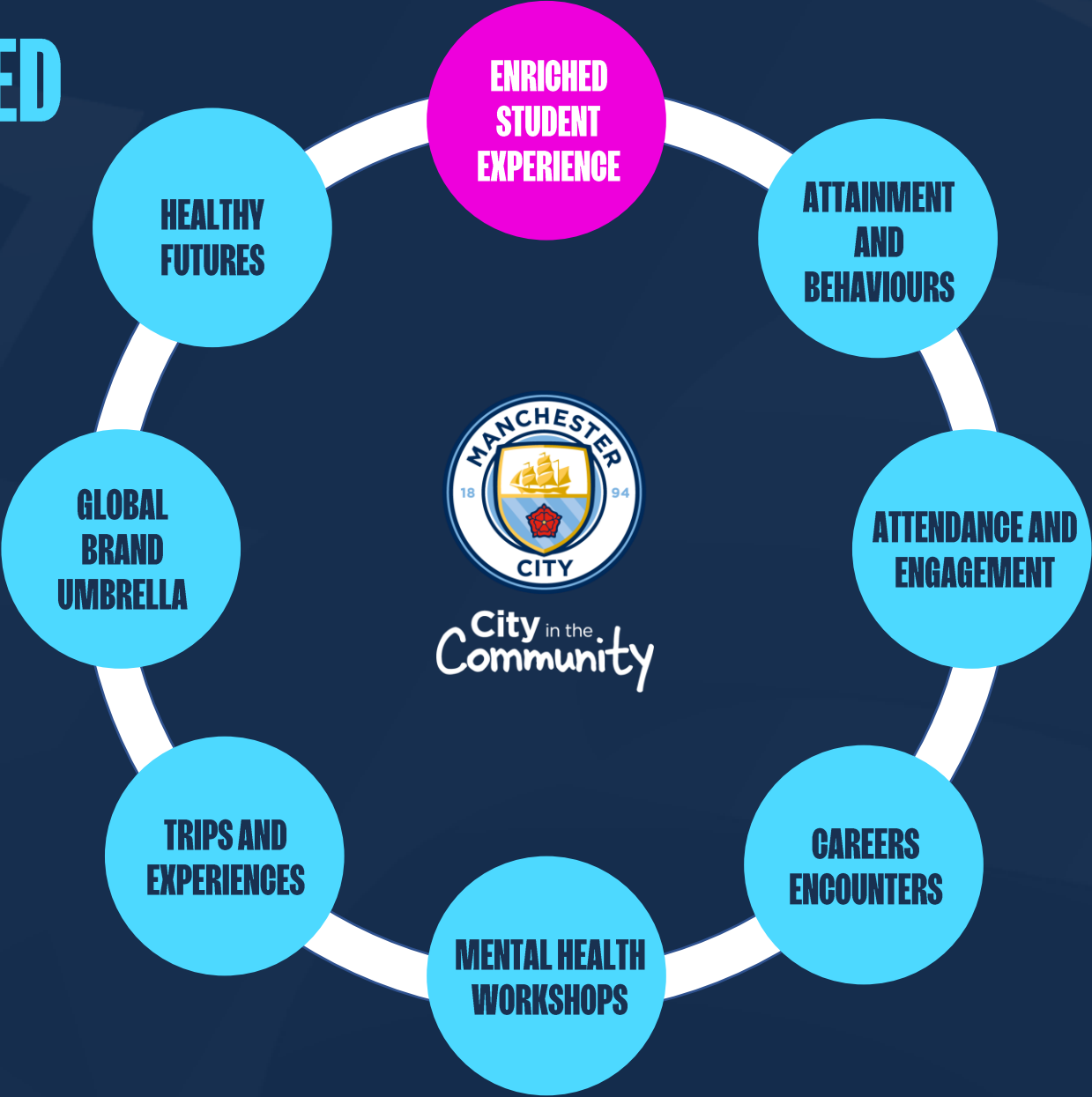


BTEC PROGRAMME AT CITC

Delivered in colleges across Greater Manchester, CITC's BTEC programme aims to be totally inclusive, offering places to both male and female participants without trials. Coaches deliver a holistic education of football, supporting those who want to develop their skills and abilities on the pitch as well as receiving classroom-based education as well.

The programme provides an opportunity for students who are passionate about football and their education, to combine the two as part of this course. The curriculum provides students with an insight into what life would be like coaching in an academy session, through the way in which CITC staff deliver sessions.

OUR VALUE ADDED




CURRENT PARTNER COLLEGES



CONNELL
CO-OP COLLEGE

LEVEL 3 BTEC
MALE AND FEMALE PROVISION



Oldham College

LEVEL 2 & 3 BTEC
MALE AND FEMALE PROVISION



ASHTON
SIXTH FORM COLLEGE

LEVEL 3 BTEC
MALE AND FEMALE PROVISION

BTEC VISION AND ETHOS

INSPIRE



CHALLENGE

MOTIVATE



ENJOYABLE

EQUIP



INCLUSIVE

EDUCATE



ENCOURAGE

VISION FOR FUTURE



UNFORGETTABLE

ATTAINMENT AND BEHAVIOURS

Pass Rate Level 3 – Ashton College



Pass Rate Level 3 – Oldham College

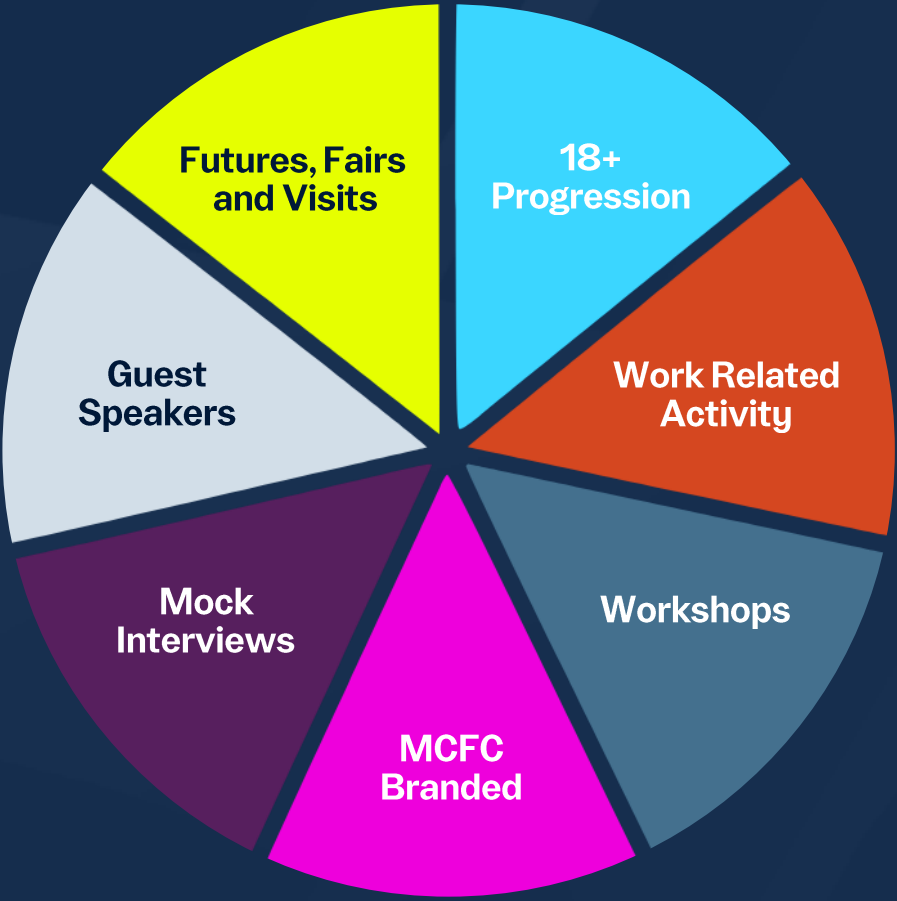


Data taken from results at the end of the 2023/24 academic year





CAREERS ENCOUNTER MODEL



18+ Progression

Explore student progression ideas post 18. Including UCAS support and our MMU partnership.

Work Related Placements

Second year students offered work related activities within CITC environments with a designated CITC mentor.

Workshops

World of Work Workshops at the Etihad Campus. Encouraging work readiness in a variety of workshops, guest speakers and careers fairs.

MCFC Branded

All students wear MCFC full kit bundle. This enables a sense of community, professionalism and a uniformed culture.

Mock Interviews

Students experience mock interviews in a hospitality box at the Etihad Stadium for a role within CITC/CFG, with an internal panel.

Guest Speakers

Students have the opportunity to meet and listen to industry experts through guest speakers both internally and externally.

Futures, Fairs and Visits

Students encounter UCAS events, an MCFC/CITC careers event and MMU exclusive experience days. Various trips to enhance career aspirations.

Value Added

All 7 encounters add value to individuals career readiness, aspirations and healthy future.

HEAD OF FACULTY COMMENTS



“The course helps develop responsible, respectful and active citizens.

It develops our learner’s confidence, resilience and knowledge. Including providing an effective careers programme that offers advice, experience and contacts within employment.

Finally, it encourages learners to aspire, make good choices and understand what they need to do in order to reach and succeed in their chosen career.

Whilst importantly learners enjoy their learning across the provision and feel that their study programmes are helping them to improve their knowledge and skill for future progression.”

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.



ENRICHED STUDENT EXPERIENCE

As part of our BTEC programme, we aim to enrich all student experiences with unique opportunities that come with being in partnership with City in the Community and Manchester City Football Club.

- A combined timetable of academia and football.
- Designated CITC UEFA Licenced Coaches.
- EFL Football Programme on Wednesdays.
- MCFC, MCWFC, EDS Match Tickets

Bespoke events planned and delivered including:

- BTEC Blue Run
- MMU & CITC Degree Taster Event
- BTEC Celebration Event
- Cup Final events
- CITC BTEC Tournaments
- Champions League Flag Bearers

Scholarship Opportunities:

All Year 2 BTEC students have the opportunity to apply for a fully funded degree place on the CITC & MMU Community Football Coaching Degree.



TRIPS AND EXPERIENCES

The Nest

Students are taken on a fully-funded educational visit to Norwich City's Community Hub.

UCAS Open Day

CITC provide all 2nd-year students with the opportunity to attend a 'UCAS Open Day'.

Volunteering

Work experience opportunities on various CITC programmes across Manchester.

Play on the Pitch

Potential opportunities to play on the Etihad Stadium at the end of the season.

Stadium Tours

Students have been able to access tours around Etihad Stadium.

St Georges Park

Students have visited St George's Park, the National Football Training Centre, for a tour and a session delivered by FA coaches.

World of Work

All day workshops and eight interactions with MCFC and CITC staff guest speakers.

Club Wembley Visit

Students have been fortunate enough to attend hospitality in EFL Play-Off Finals over recent years, on the back of their footballing success.

International Experiences

Second year students from Oldham College have visited partner sites in New York and Abu Dhabi in May 2023 and June 2024.





WHAT DO OUR STUDENTS SAY ABOUT US?



“It’s an opportunity that another college wouldn’t get...it feels like a reward for hard work, and putting the effort in”

“Very enjoyable training, good teachers, good coaches and yeah, it’s a good experience”

“I feel the programme is well ran and organised by top level coaches, and I feel privileged to be on the course”



“I broke my leg playing football for City, 8/9 months ago. Everything they’ve done for me since has been absolutely perfect, I mean they’ve checked up on me pretty much at least once a week. I do actually look forward to going into training every day because, even though sometimes I can’t do the session because of my injury a few months ago, it’s still enjoyable to watch and learn”

STUDENT VOICE 23/24

Our BTEC students felt there was a sense of togetherness that other courses don't experience. They share the same interests and spend a lot of time together travelling. They say friendships made are important.

The experiences that are on offer the BTEC students was a highlight, including career fairs, tournaments at CFA, exposure to influential people, and opportunities to do flag bearing Champions League games.



“The BTEC programme is an amazing opportunity and experience.

Being treated as a football player in a professional environment and getting to play all over the North West is such a unique and amazing thing.”



“There was no aspiration to go to University, no aspiration to build a career around football.

The pathways programme led me on to a road where I found a real passion for coaching and all the BTEC programme has done is feed that passion and help better myself from every aspect.”



SAFE AT CITY

Providing a safe and positive environment is a vital aspect of City in the Community and College 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 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.

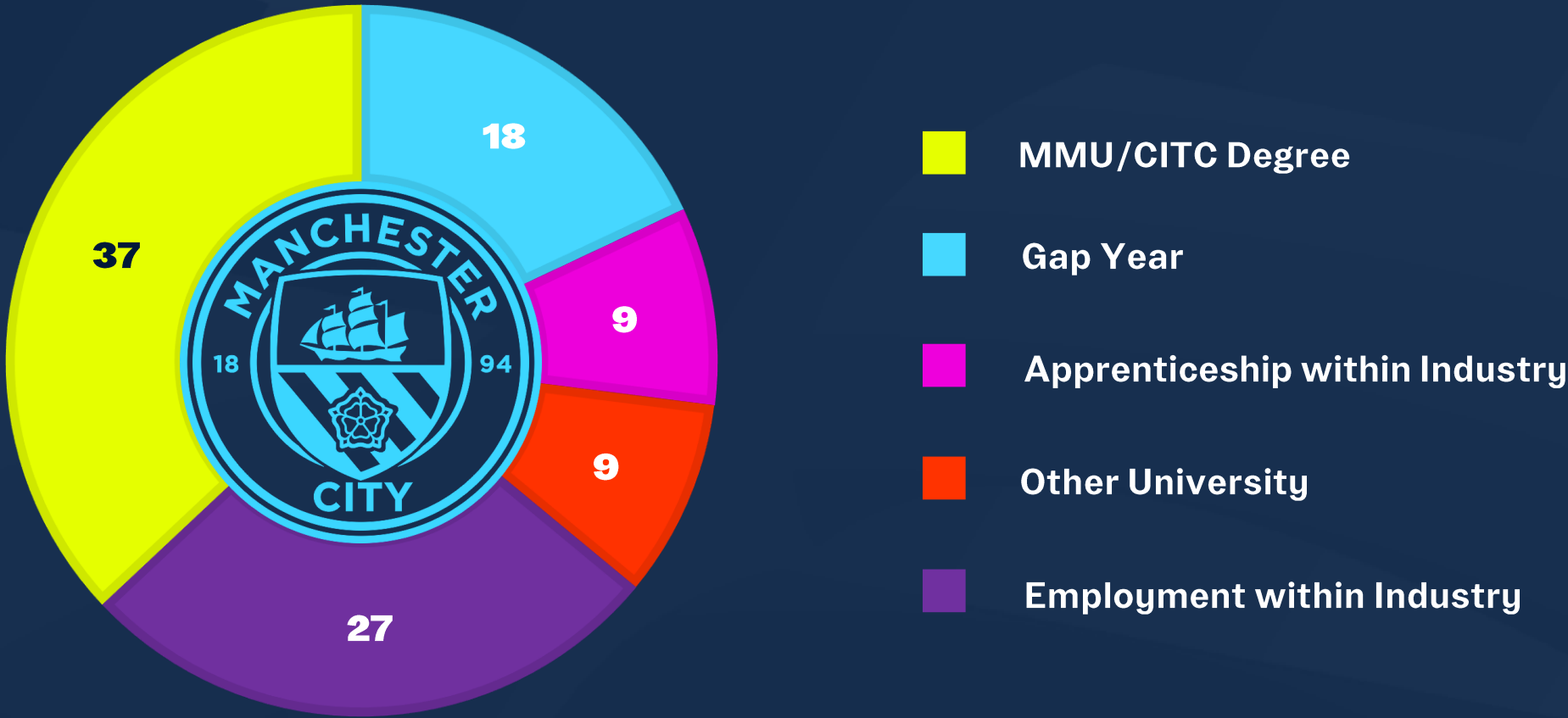
City in the Community has its own designated Safeguarding Manager who is on hand to provide any support you may need.

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



TYPICAL STUDENT DESTINATIONS DATA



(Example % taken from X college 22/23 data)

FOOTBALL PROVISION



Football Curriculum



Specific Pitch Delivery

FOOTBALL PROVISION



Outstanding Partnerships



Student Experience

Career Prospects

Healthy Futures

ASHTON SIXTH FORM COLLEGE

In partnership with City in the Community, the Sports Coaching and Development (Football Coaching) course is a BTEC Extended Diploma in Sport.

Alongside your passion and dedication for sport, you will gain a foundation of knowledge focusing on the football industry to enhance your skills and understanding of the sport to a high level.

The course particularly suits those wanting to enter employment in the sport and active leisure sector as sports coaches, instructors and leaders who have a real passion for football.

It is also ideal for those wishing to progress to higher education to study a sport related degree such as coaching, sports development and sports science.

Alongside the academic aspect of the course, you will have access to quality coaching to enhance your football skills and playing ability.

As a student on the Football Coaching course, you will play in the City in the Community BTEC leagues alongside playing in national cup competitions.

The Level 3 Extended Diploma consists of a variety of different topics. These may include:

- **Careers in the Sport and Active Leisure Industry**
- **Health, Wellbeing and Sport**
- **Developing Coaching Skills**
- **Applied Coaching Skills**
- **Research Project in Sport**
- **Sport Development**
- **Self-Employment in Sport and Physical Activity**
- **Anatomy and Physiology**
- **Fitness Testing**
- **Nutrition**
- **Sports Psychology**



LEVEL 3 BTEC
MALE AND FEMALE PROVISION

RED – Matching top 25%

Performance is within or exceeds the top 25% of the National benchmark





CONNELL CO-OP COLLEGE

Sports Coaching and Development
BTEC Sport & Exercise Science.

This course contains a generous amount of sports participation and can be taken alongside the football programme, cycling programme or as a stand alone qualification. Practical elements occur within many units such as Applied Coaching Skills, Developing Coaching Skills and Fitness Training.

The practical elements of the course will be supported by class tasks, logbooks and both written and practical assessments to demonstrate your knowledge of the unit.

Work is assessed and marked internally using a broad range of assessment methods. Marked work audits will be completed on a regular basis throughout the duration of the course to ensure consistently high levels of Quality Assurance.

This course particularly suits those wanting to enter employment in the sport and active leisure sector as coaches, PE teachers and leaders as well as those who have a real passion for football.

It is also ideal for those wishing to progress to higher education to study a sport-related degree such as coaching, sports development, sports science and teaching sport.

This course is linked to the Manchester City Community Football Coaching Degree at Manchester Metropolitan University, UA92 and UCFB. Alongside the academic aspect of the course, you will also have access to quality coaching to enhance your football skills and playing ability.

These units include:

- **Anatomy and Physiology in Sport**
- **Fitness Training**
- **Applied Coaching Skills**
- **Practical Sports Application**
- **Developing Coaching Skills**



CONNELL
CO-OP COLLEGE

LEVEL 3 BTEC
MALE AND FEMALE PROVISION

RED – Matching top 25%

Performance is within or exceeds the top 25% of the National benchmark



OLDHAM COLLEGE

Oldham College has teamed up with Manchester City Football Club's foundation, City in the Community to provide young people the opportunity to gain a Level 3 and Level 2 Sports qualification whilst accessing a quality coaching and football development programme.

The Level 3 Extended Diploma in Sport, which complements the college's own sports programmes, is aimed at 16-18 year olds who would like to pursue a career in the sport and active leisure sectors such as sport coaches, instructors and leaders. It is also an ideal pathway for students wishing to progress onto higher education to study a sports related degree such as coaching, sports development or sports science.

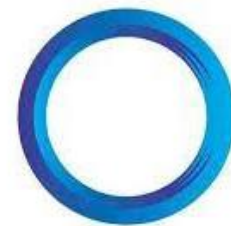
The two year, full-time course includes teaching and practical sessions based at Oldham College, the chance to compete in weekly league fixtures, and access to world class facilities at Manchester City's Etihad Campus.

The programme also includes work experience in a variety of sport settings. Learning will include participation in a range of sporting roles including organising sports events, refereeing and officiating, designing fitness programmes and coaching.

Entry requirements for this Extended Diploma are four GCSEs grade C/4 or above, including English Language and Maths.

Principal and Chief Executive at Oldham College said "We are delighted to partner with City in the Community. This is an excellent programme which will prepare students for a career in an increasingly important sector, and Manchester City can offer an unparalleled experience for Oldham's young people.

It is the first of the series of outstanding employer partnerships which we are developing to make sure our students get the best available support. Places for September are in demand, but it is not too late to come and talk to us and City in the Community."



Oldham College

**LEVEL 2 & 3 BTEC
MALE AND FEMALE PROVISION**

FAQS

Where do I study the programme?

On campus at either Connell Co-op College, Oldham College or Ashton Sixth Form College.

Where do I train on the programme?

At City Football Academy, or/and external venues depending on which college you join.

How long does the programme last for?

Our level 3 provision lasts for 2 years, Oldham College also have a level 2 option which combined with a level 3 would last 3 years in total.

What are the potential jobs after the programme?

There are various job types depending on which college you attend. Our four partner colleges offer slightly different programmes of study so please seek support from them around this.

What will I be studying?

This depends on which college you attend, as all four partner colleges offer slightly different courses and delivery. If you search your chosen college online, all of the information will be on the website.

How do I apply for the programme?

To apply for the programme at any of the four partner colleges, you must contact them directly through their college website and apply. We cannot process any applications here at CITC.

What kit will I be wearing?

As part of the CITC BTEC programme you are required to purchase an MCFC kit bundle as your uniform. The bundle costs varies yearly due to item pricing, but CITC will contribute £100 towards the cost. There is also bursary support from the College should you require it to help cover kit costs. On match days you will be provided with MCFC match day kit.

Are there any exams on the course?

This will depend on the college you are studying at.

How do I get further information?

Should you require further information, please contact citc.btec@cityfootball.com and your information will be forwarded to the relevant person.



HEALTHY FUTURES



@citcmancity



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.