



Membership Matters

WELCOME TO OUR NEW SPONSORS!

We are delighted to announce the start of three new fantastic partnerships for the ESFA:

Pendle Sportswear Limited became our preferred supplier of kit on 1st August this year. They replace Nike as our sportswear partner: look out for the on-line shop, coming soon...

Hudl.com are the new sponsors of our 5 U18 schools and colleges national competitions, including the new elite competition for that age group. Hudl.com provide performance analysis software to help monitor, analyse and therefore enhance footballers' performance. If you're interested seeing how this could work for you, please contact matthew.cook@hudl.com, stating that you are an ESFA member.

Mark Harrod becomes our official goalpost supplier and in so doing, helps us reduce our costs and thus redirect unspent funds to membership activities. We are grateful for their support.

Both ClubApp and KoolPak have broadened their offer to us this year. Again, the Koolpak arrangement is a financial one which allows us to generate income to reinvest into membership activities, at the same time as providing discounted first aid kit to members. Click through the link on our website for details. ClubApp is an on-line match reporting app which has been used to great effect with our international programme, and with some of our national competitions finals. If you're interested in seeing how this could work for you, contact Hanisa@clubapp.co.uk, stating you are an ESFA member.

We are proud to have sustained our prestigious partnerships with our existing sponsors and remain immensely grateful for their ongoing support of schools' football.

ESFA contact: Sarah.Kearney@schoolsfa.com



PREMIER LEAGUE CONFIRM FUNDING FOR DISTRICT ACTIVITY

The Premier League has confirmed that it is extending our funding contract for one further season. The details of this funding are expected to be confirmed at a meeting on 12 September: it is expected that we will be able to draw down funding for U11 district activity, and to repeat the national finals that were enjoyed by the teams who went to Carrington in July. We also expect the Premier League to direct some of their funding to girls football, with a similar end of season tournament to be held. We are grateful to the Premier League for their continued support, and look forward to another fruitful season working together. Look out for further news after 12 September!

ESFA contact:
David.Ebberson@schoolsfa.com

STRATEGIC OBJECTIVES

After a year's delivery of the current business plan, the Council has reviewed the stated objectives to ensure that they remain clear and current, and appropriately reflect the breadth of ESFA activity. The approved objectives are as follows:

Operate a best practice model of governance for schools' football

7. Operate a relevant and valued national competitions structure
8. Define and implement talent pathways leading to and from schools football, district, county, regional and national representative football and the professional game, and operate an international programme for the most talented
9. Secure funding to enhance representative provision, particularly at district level
10. Develop a framework of "minimum standards of provision", and make funding conditional upon compliance
11. Develop a framework for local football networks, including paid administrators where applicable
12. Develop a framework for volunteer recruitment, training and recognition, with special attention to engaging young people in decision making
13. Develop and implement a fit for purpose communication and reporting framework

1. Adopt a best practice Constitution for the Association
2. Take steps to ensure the diversity of Council
3. Redefine and implement the Association's operating rules ("bye laws") so that they are practical and can be monitored
4. Develop a long term financial strategy for the Association through income diversification, investment strategies and delivering balanced budgets
5. Operate in a system of regulatory best practice as an employer
6. Provide members with exemplars to support their governance improvements

Effectively lead schools' football



14. Support CSFAs to develop and implement delivery plans which are compliant with minimum standards and prioritise new provision for under-represented groups

15. Support CSFAs to develop sustainability plans, using models of best practice

16. In so doing, act as a “one stop shop” for information on support for CSFAs, training, funding and other relevant opportunities

17. Act as an honest broker to facilitate football networks and other partnerships/relationships which may benefit schools’ football

18. To support the development of coaches, officials and referees

Effectively support the development of schools’ football

Capitalise on partnerships for the furtherance of schools’ football

19. Satisfy the conditions laid down by existing funders in their grant agreements

20. Seek new funders with similar values and ethics to support schools’ football

21. Exceed the expectations of current sponsors with a view to maintaining long term relationships

22. Seek new sponsors with similar values and ethics to support schools’ football

23. Develop a PR and marketing strategy so that opportunities to raise the profile of the ESFA are maximised

Cross-cutting principles

- ♦ All key decisions to be underpinned with a consultation (where appropriate) and communications strategy
- ♦ All key decisions to give due regard to equality and safeguarding considerations
- ♦ All key decisions to give due regard to achieving value for money
- ♦ All key actions to be evaluated regularly, at a frequency to be determined by the Trustees

ESFA contact: Andrea.Chilton@schoolsfa.com

“What’s in it for us?”

As part of the shaping of the future priorities for our Association, we are interested in hearing what our Districts want from their membership of the ESFA. To inform our thinking, we would be delighted to hear from you with your requirements and suggestions. Please therefore complete the short survey below and return it to Andrea Chilton. Alternatively, please take the online survey, info can be found on the ESFA Website.

Identify the three most important things to you by marking the relevant boxes with a 1, 2 and 3. Please then tick all others that apply.

Respondent name & district: _____

Managing costs

Financial support for travel costs

Financial support for pitch hire or officials expenses

Financial support other (please specify) _____

Reduced rate/mass purchasing eg kit, equipment, medals

Other support for managing costs (please specify) _____

Managing activity

National competitions structure

Recruiting & rewarding volunteers

Finding match officials

Finding facilities

Other support for managing activity (please specify) _____

Advice and guidance

Football rules and regulations

Training for coaches and officials

Child welfare and safeguarding

Inclusion: disability football

Funding opportunities

Case studies and best practice (please specify topic) _____

Introduction to partners who could enhance your activity

Providing template documents eg certificates, programmes

Other advice and guidance (please specify) _____

Communication and Consultation

A monthly newsletter with topical items of news

A dedicated District page on the website

An email/electronic discussion group

Geographically based consultation meetings

Representing schools' football on the national stage (eg with The FA, in the media)

Other (please specify) _____

Please add any other comments you would like to make: