

Membership Matters

Edition #3 - November 16

COMING SOON - THE ESFA DEVELOPMENT FUND

£100,000 of the FA grant to the ESFA has been allocated to our new development fund. Designed to support new activity, as per The FA's funding criteria, the development pot will be open for bidding by the end of the month. Watch out for news on the ESFA website and for the notification of the bidding details via email.

PREMIER LEAGUE FUNDING: PANEL TO SIT ON 15TH NOVEMBER

For those of you applying for funding from the Premier League's grant to support U11 District representative teams, you can expect to hear from us before the end of November. The panel appointed to consider the applications sits on 15th November where the 143 applications received will be considered. Successful applicants will benefit from a share of the £100,000 grant provided to us by the Premier League Community Fund. We remain grateful for their support.

MARK HARROD LTD

The English Schools Football Association is proud to announce a new partnership with Mark Harrod Limited, who are now our Official Goalpost Supplier.

Mark Harrod Limited is one the leading suppliers of sports products in the UK. They have been manufacturing and supplying sports equipment from their base in Staffordshire for over 12 years.

The team at Mark Harrod offer an extensive range of equipment for many sports and this week have formed a new partnership with the English Schools FA in order for them to become the ESFA's Official Goalpost Supplier.

Their product range can be viewed via www.markharrod.com or call to order a copy of the 136 page catalogue.

For Associations affiliated to the English Schools Football Association many of the products from Mark Harrod Limited are available to purchase at a discount rate of 10% off the normal price when booked with installation. The expert sales team can give you more information on the products and services available on this scheme.

As well as manufacturing, supplying and installing the equipment, the team offers maintenance and servicing support for its customers to help them ensure that their equipment remains safe in use for years to come.

Mark Harrod Limited is a member of the Sports and Play Construction Association (SAPCA). As a member of SAPCA they are fully versed in all aspects of sports equipment quality. For a business to become a member of SAPCA they go through a rigorous admission process that ensures they meet all the necessary criteria in terms of experience, financial status, standards of construction and quality of workmanship.

If you would like more information about products please call Mark Harrod Ltd's expert team on 01502 710039 to discuss your equipment needs. Alternatively, click here to see the full range of products. (add link - www.markharrod.com)



Pendle Sportswear are thrilled to be the official kit suppliers to the ESFA and are delighted to offer county and district schools' FAs with the opportunity to purchase great quality kits through their own Online County Shop.



The ESFA & Pendle would therefore like to invite county schools' FAs nationwide to set up a FREE online shop with the benefit of easy and affordable kit ordering for all the country and district representative teams.

Benefits include:

- 1 x FREE printed team kit including 15 shirts, shorts and socks
- Discount on kits and equipment purchased through the Online Shop
- Express 48 hour despatch on all printed garments.
- Simple and easy ordering system
- 20% discount on the ESFA Online shop
- Opportunities to receive 15 free tickets to England Schoolboys' or girls' matches.

Interested? Why not contact Pendle to find out more at: http://mercury.footballkit.co.uk/form/esfa-county or call 01943 601938

SPONSORSHIP HINTS FROM YOUR COUNCIL REPS



"Find out if any of your players' parents work in a bank - ask if they have match funding schemes. These are often up to £1000 for your fundraising events (one application per year per employee; if there is more than one employee... £££!)"

Andy Williams, Council Member - North

"Gloucester Schools have prepared a sponsorship menu and sent it to businesses that trade with local schools. We have a kit deal done with a company that provides Education Welfare Officers and have keen interest from a supply agency and a company who advise on teacher pensions. All said they felt their business would benefit from having their names in schools without cold calling or blind emailing. Give it a try!"

Mike Coyne, Council Member – South West

"Don't be afraid of charging admission fees for competition finals, especially if the match is at a decent venue. Include a programme in the admission charge. Adding £1 to the charge and donating it local charity partner (eg a local hospice) can encourage people to pay"

Phil Harding, Council Member - South East

"We found in Berks many years ago that car dealers were keen to talk to you when they understood that the sponsorship was for U18s. Locally big trading estates have a central office for administration and they might point the way to receptive companies."

Stuart Inger, Council member – South West

"Raise funding by shopping online – check https://www.easyfundraising.org.uk" Andy Williams, Council Member - North

"Many parents have a link with a local business, and in some cases the PTA or alumni association of a school will assist. Local Authorities often have funding available to support young people with their sporting activities. Sponsors can be acknowledged in match programmes and / or on a county's website" Phil Harding, Council Member – South East

"Keep in touch with your players as they move on. We have had great success in attracting Patrons in addition to sponsors in the more traditional sense. They are almost always ex-county schools players who have gone on to be successful in business and are happy to give back to the association they benefited so much from."

Mark Hignett, Council Member - Midlands

"Parents and their companies/employers may contribute if asked!" John Martin, Council Member – South West

"Encourage the team to fundraise as part of a kit sponsorship scheme, whereby County players seek cash sponsorship for their own kit. Where successful this not only contributes to the cost of providing a playing kit, at the end of the season, the kit remains the property of the player – a memento of their season playing county football."

Phil Harding, Council Member - South East

"We use former schoolboy players from our county who are now high profile professional players. These people do not contribute financially but do endorse what we offer as well as appearing at events for us. At these events they may spend time with sponsors and patrons (which keeps them happy) and also provide invaluable photo opportunities for press use thus making us more appealing to other potential sponsors and patrons."

Mark Hignett, Council Member - Midlands

CLUBAPP

Thanks to the ESFA's partnership with ClubApp, the ability for County and District teams to promote their fixtures online via the App and Twitter is now more accessible than ever!

ClubApp is a dedicated App where teams can generate Teamsheets and Live Updates while automatically promoting games on Twitter and other Social Media channels. Once set up, All your social channels are in one place on your 'Club Profile' page for ease of access for students, followers, friends and family.

As an ESFA Member, you are entitled to a discounted rate for ClubApp Premium and many District Teams are already signed up and ready to go for this season. ClubApp provides a fantastic way of allowing supporters



of local teams to stay up to date with fixtures and also proves a great way to support match reports, which can be submitted to the ESFA for publishing online.

For further information follow @ClubApp on Twitter, visit www.ClubApp.co.uk or contact greg@clubapp.co.uk and live support chat is also available inside the App, which is free to download on iOS and Android!

SPONSORSHIP HINTS FROM HQ:

A reminder that our website has some fundraising ideas – follow the link to find the details: http://www.esfa.co.uk/resources/?funding

Are you near a Moto service station? If so, you may be eligible for to benefit from their charitable aims: http://motointhecommunity.co.uk/what-we-do/

Your local County Sports Partnership websites offer advice and guidance on funding at local and national level. To find your local CSP, access the website below and click on your County: http://www.cspnetwork.org/your-csp

Sport England's fundraising pages, whilst looking like they are only for clubs, contain ideas which are applicable for us. Click here:

http://www.sportenglandclubmatters.com/club-finances/generating-income/

See if The FA's ideas can help:

http://www.thefa.com/my-football/football-volunteers/whatsyourpitch/sponsorship

ESFA FIXTURE HUB

We are delighted to announce that we have developed a Fixture Hub for associations to utilise for arranging representative team fixtures against other Schools' FAs across England.

The hub can be accessed by logging into your association's account via www.esfa.co.uk/associations and can be used for the following:

Fixture advertising

Associations can advertise available dates for hosting / travelling to fixtures for representative teams at various age groups. This availability can be searched by other associations and filtered by mileage parameters.

Fixture booking

When a fixture has been agreed it can be booked as arranged on the fixture hub and the fixture availability is no longer advertised to other associations.

Result reporting

Once the game is played, the final score can be entered.

Welfare

The hub will only show fixtures from associations that have team managers and a compliant welfare officer which have been approved by the ESFA National Welfare Officer.

NATIONAL FOOTBALL MUSEUM

FOR YOUR SCHOOLS:

The National Football Museum is the home of football's greatest stories. But you'll find far more than a history lesson at the Manchester attraction. You could find yourself in a penalty shootout, doing some skilful showboating, or commentating on Cup magic.

There are 4 floors of football history to explore across the museum's iconic city-centre building. Enter the Hall Of Fame, where football's greatest legends are celebrated, and

be like those heroes by getting your hands on football's most famous pieces of silverware.

Get your cameras ready!

Head upstairs to find historic objects from the world of football. The first set of Association rules and an England shirt (well, sweater) from the first ever international match are among the unique things you can see from the game's early history. Elsewhere you'll find everything from the shirt worn by the man with the Hand of God to a statue of a pop star which stood outside a ground. And there's plenty to watch; Monty Python and The IT Crowd have their say on football and our own film, Our Beautiful Game is an immersive cinema experience guaranteed to make you fall (back) in love with football.



On Level 2 you find our Football Plus+ challenges: penalties, passing, one-twos, shot-stopping and freestyle skills are all put to the test. Alongside you'll see the rules, tactics and kit used over the last 150 years.

The 1966 World Cup Exhibition is on Level 3 of the museum until April 2017. 50 years since England hosted (and of course won) the World Cup, this is your chance to see the Jules Rimet Trophy still gleaming. Find out about what it was like to live, work, watch and play during England's finest hour.

Head to www.nationalfootballmuseum.com to play a visit now.

General museum overview:

https://www.youtube.com/watch?v=unEU3ny2nhw 30 second clip of 1966 exhibition:

https://www.youtube.com/watch?v=nsZt162qmVM

BRITISH HEART FOUNDATION ANNOUNCED AS ESFA CHAIRMAN'S CHARITY 2016-17

The English Schools' FA is proud to announce that this year's Chairman's Charity for the Association is to be the British Heart Foundation.

Alan Johnston, 2016-17 Chairman, chose the British Heart Foundation (BHF) for our support due to the positive impact the use of pacemakers and defibrillators have had on his own family during recent years. Alan said "Whilst the fitting of pacemakers and use of defibrillators are now common procedure, myself and my family feel there is still much to do in really understanding heart disease, not just in the elderly but in general too".

The ESFA plan to support the British Heart Foundation this season to help raise awareness, particularly within secondary schools, about heart disease and how it affects people both young and old. We aim to do this in a variety of ways.

As well as offering Secondary schools the opportunity to apply for CPR training kits (worth over £1000 in value) via this link (https://www.bhf.org.uk/heart-health/how-to-save-a-life/cpr-kits/cpr-training-for-schools), we would also like to encourage schools, counties and districts to raise funds for the British Heart Foundation by taking part in fun activities. Furthermore, we would also like to hear any stories from the Schools' Football community, which help to deliver the message that heart disease doesn't just affect the elderly – if you have

Supporting the British Heart Foundation

anything you would like to share, please don't hesitate to contact us.

We are looking forward to being able to share and promote the valuable information and skills provided by the British Heart Foundation with you this season – with your help, the ESFA can not only raise awareness, but potentially help save lives.