



# Developing girls through football in schools

**Prospectus**  
**Academic Year 2018/19**  
**February 2018**



YOUTH  
SPORT  
TRUST



**GIRLS'**  
**FOOTBALL SCHOOL**  
**PARTNERSHIPS**

## Contents

- 02 Foreword
- 03 What are our goals?
  - What is an FA Girls' Football School Partnership?
- 04 How will we achieve this with you?
  - What is our support offer?
- 05 The FA Girls' Football School Partnership package 2018/19
- 07 Apply to become an FA Girls' Football School Partnership for 2018/19



## Foreword

Around a year ago The Football Association launched our ambitious new strategy, 'The Gameplan for Growth', which sets out a significant vision for girls and young women in football – to double the take-up of the game and ensuring every young girl can experience and learn through our great game.

Critical to this ambition is a recognition that participation-based initiatives and programmes for schools are not enough on their own; that is why we partnered with the Youth Sport Trust to build a unique network of FA Girls' Football School Partnerships and provided them with bespoke programmes for their local network of schools based on individual needs and, most importantly, connecting with existing education and community providers.

Year one saw The FA Girls' Football School Partnerships in place in over 50 locations across England, incorporating 3,000 schools – and this year it is our aim to double this reach to a total of 6,000 schools. To do this we will work with the Youth Sport Trust to recruit more FA Girls' Football School Partnerships, and support existing FA Girls' Football School Partnerships to grow, not just by providing further programmes and initiatives but investing in our partners at local levels who will ensure that these FA Girls' School Partnerships are at the heart of a positive football experience for girls and young women.

**The FA Girls' Football School Partnerships are crucial to driving the game forward in line with the FA's goals for 2020 and beyond. We are committed to forming long-term relationships with partners that work across primary and secondary schools, or primary school clusters that collaborate for training. With confirmed capacity and resources into 2020, we aspire to intensify our relationships to achieve truly sustainable change for girls.**

Football is a positive lifestyle choice, providing a route to physical, social and emotional wellbeing, as well as creating lifelong friendships and interests whether as a player or as part of the next generation of football volunteers, coaches, and referees. It is a fact that women continue to be underrepresented in every aspect of sport; we want to shift that balance by developing young people's employability skills through football, providing them with opportunities to graduate to these positions, with a plethora of choices.

You have been identified by our partner the Youth Sport Trust as a credible and valuable network within the education landscape that we should connect with to grow our infrastructure as an official FA Girls' Football School Partnership. Please take the time to review this prospectus and complete an application to become an FA Girls' Football School Partnership and to join us on this mission to transform girls' experience of PE, sport and physical activity through football.

*Sue Campbell*

**Baroness Sue Campbell,  
Director of Women's Football, The FA**



## What are our goals?

We have clear goals to achieve in the coming years, and would like you to commit to joining us in our mission to achieve them by becoming an FA Girls' Football School Partnership. The FA has committed to:

- **Double participation by 2020**
- **Double fans by 2020**
- **Consistent success on the world stage by 2020**

These goals will require a collective effort from key organisations across the sport and education landscapes, as we seek to inspire a whole generation of girls and develop our national game. We are delighted to invite your application to join us as an FA Girls' Football School Partnership.

## What is an FA Girls' Football School Partnership?



The FA have mapped all football provision for girls and women across the country, building a picture of what is available for girls to participate in and fall in love with the game. Through this, we have developed an understanding of where we have the greatest potential to make a difference through our strategy by building infrastructure through which fantastic bespoke programmes can be delivered which engage, excite and encourage girls and young women to make football a part of their life.

In some areas of England, The FA Girls' Football School Partnerships will be complemented by further infrastructure through our parallel partnerships with further education colleges and higher education institutions, and there will always be a connection with the community game through the County FAs and Community Trusts.

## How will we achieve this with you?

Through our partnership with Youth Sport Trust, we will continue to build a robust, committed and well-supported infrastructure of education-based FA Girls' Football School Partnerships and will create strategic partnerships with families of schools that will develop hot spots for the growth and development of girls' football.

We are able to provide **guaranteed investment and support** into schools through five focus areas through to 2020 and each strand of support to successful FA Girls' Football School Partnerships will align to these focus areas.

	Focus	Outcome
1	More girls being physically active with improved wellbeing.	Increased number of physically literate 5 to 8 year olds; FA Girls' Football School Partnerships number of competent and confident girls choosing to play football at school and in the community.
2	Drive a culture change in girls' football through schools.	Girls playing, leading, developing and continuously improving their physical, social and emotional wellbeing through football activities.
3	The growth in the number of women and girls in the football workforce.	Sustained growth of participation levels, with the right level of support at every stage of development.
4	Making the game more inclusive for all.	Increased number of BAME, SEND, and girls from low-income families participating and enjoying football.
5	Generate greater collaboration with local football and education providers.*	Clear, coherent pathways in place for girls at a local level to grow and develop in and through football.

*\*Such as County Football Associations, County Sport Partnerships, Youth Sport Trust, Schools Associations, Premier League and Football League Community Trusts, colleges, universities and Charter Standard Clubs.*

## What is our support offer?

Working in partnership with the Youth Sport Trust, The FA will support all successful Girls' Football School Partnerships and their constituent schools through the following benefits in the 2018/19 academic year:

- 1. Opportunities to work nationally with leading experts in PE, school sport and football to enhance the health, wellbeing and achievements of students.**
- 2. National recognition as a pioneering network of schools driving the girls' game forward in England.**
- 3. Direct investment to schools through training, resources, equipment and engagement with positive role models.**
- 4. Networking opportunities to share best practice; inspire learning and maximise impact.**
- 5. Opportunities for schools to attend high profile women's domestic and international football matches.**

Please note that subject to meeting expectations around delivery and engagement of girls, all successful applicants to be an FA Girls' Football School Partnership for 2018/19 will retain this status automatically in 2019/20, providing you with a longevity of added value and support to your schools.

# FA Girls' Football School Partnerships package 2018/19

We will provide a wide range of high-quality girls' football programmes through this pioneering network of FA Girls' Football School Partnerships.

**In 2018-19, schools within your partnership area will be able to access the following benefits, many of which will integrate into the CPD offer that you are able to make to all of your schools as part of your annual calendar.**

These teacher training programmes and bespoke opportunities for girls are **exclusively** available to schools that are part of The FA Girls' Football School Partnerships, and form a **unique benefit** for successful partnerships to offer their schools.

Programme	Key Stage	Offer to The FA Girls' Football School Partnerships	
Active Literacy – Primary Playgrounds	Key Stage 1	<ul style="list-style-type: none"> <li>• Staff training – orientation workshops for teachers and other staff.</li> <li>• Staff 'Activator' certificate of attendance.</li> <li>• Three activity resource books.</li> <li>• Individual student workbooks to take home to parents/carers.</li> <li>• Student Certificate of Achievement.</li> </ul>	
		OUTCOMES	
		<b>For the practitioner:</b> <ul style="list-style-type: none"> <li>• Understand how to deliver creative, fun and engaging physical activity sessions for girls.</li> <li>• Ready-made resources to help children achieve the recommended target of 60 active minutes per day.</li> <li>• Engage parents and carers to embed the activities within the setting and home environment.</li> </ul>	<b>For the young people:</b> <ul style="list-style-type: none"> <li>• Become more engaged and inspired to participate in physical activity, and improve speaking and listening skills.</li> <li>• Embrace locomotion (agility), stability (balance), object control (coordination), body confidence and positive body image.</li> <li>• Develop character traits (i.e. resilience, empathy, aspiration).</li> </ul>
Game of Our Own – developing life skills through curriculum PE and football	Key Stage 3	<ul style="list-style-type: none"> <li>• Staff training (character education) – for teachers in your schools.</li> <li>• Game of Our Own leadership and volunteering training and resources for Student Football Activators.</li> <li>• Capacity funding of £200.</li> <li>• Equipment for curriculum/after-school delivery.</li> <li>• Kit for Student Football Activators attending the Game of Our Own training camps.</li> <li>• Access to FA Lioness Legends through Game of Our Own camps.</li> <li>• Opportunity to nominate girls to attend one-day leadership and volunteering camp(s).</li> </ul>	
		OUTCOMES	
		<b>For the practitioner:</b> <ul style="list-style-type: none"> <li>• Increase knowledge and understanding of character development and value of PE.</li> <li>• Improve skills/capacity to integrate.</li> <li>• Character development explicitly within planning/teaching of PE through the medium of girls' football.</li> <li>• Increase knowledge, understanding and confidence of delivering football.</li> <li>• Improves leadership skills, student voice and a greater number of volunteers within the school.</li> </ul>	<b>For the young people:</b> <ul style="list-style-type: none"> <li>• Increased recognition of the value of PE in the development of life skills and character.</li> <li>• Increased enjoyment and participation in football/physical activity in/out of school.</li> <li>• Enhances skills such as communication, creativity and leadership.</li> </ul>

continued overleaf...

Programme	Key Stage	Offer to The FA Girls' Football School Partnerships	
Girls' Football – Youth Sport Award	Key Stage 4	<ul style="list-style-type: none"> <li>• Licence to run the Girls' Football – YSA, worth £400.</li> <li>• Staff training – orientation and planning day for teachers in your schools.</li> <li>• Opportunity to nominate girls to attend one-day leadership and volunteering camp(s).</li> <li>• Access to FA Lioness Legends through regional invitation-only leadership camp(s).</li> </ul>	
		<b>OUTCOMES</b>	
		<b>For the practitioner:</b> <ul style="list-style-type: none"> <li>• Improves pupils' physical, social and emotional wellbeing by incentivising them to take part in daily physical activity/football.</li> <li>• Supports wider academic performance, employability and wellbeing.</li> <li>• Provides a framework which schools can utilise to achieve whole school priorities, including employability.</li> </ul>	<b>For the young people:</b> <ul style="list-style-type: none"> <li>• Enables young people to evidence what they have achieved in PE, physical activity and school sport/football and the impact this has had on them.</li> <li>• Provides a clear, progressive pathway to motivate and challenge young people to do more.</li> <li>• Incentivises and rewards daily participation in physical activity by young people which in turn will improve physical, social and emotional wellbeing.</li> </ul>
The FA Girls' Football School Partnerships Networking and Support	All Partnerships	<ul style="list-style-type: none"> <li>• Direct support from the Youth Sport Trust team in the field throughout the academic year to you as The FA Girls' Football School Partnership lead.</li> <li>• Regional and National Networking Events to share practice and inspire our shared mission to change girls' experiences of the sport.</li> </ul>	
FA Girls' Football Toolkit	All Schools in Partnership	<ul style="list-style-type: none"> <li>• All schools that you assign to be part of your FA Girls' Football School Partnership will receive a welcome pack including marketing materials to promote your offer to teachers and girls in their school.</li> </ul>	
FA Education Courses	Key Stages 1-4	<ul style="list-style-type: none"> <li>• The FA Primary Teachers Award.</li> <li>• The FA Secondary Teachers Award.</li> <li>• The FA Junior Football Leaders.</li> </ul> <p>Submit an expression of interest to the FA through the attached application process.</p>	
SSE Wildcats Centre	Key Stages 1-2	<ul style="list-style-type: none"> <li>• A unique opportunity to apply to host a SSE Wildcats Club for girls' community football to be based from one of your schools in your partnership.</li> </ul> <p>Submit an expression of interest to The FA through the attached application process.</p>	



# Apply to become an FA Girls' Football School Partnership for 2018/19

Organisations that wish to apply to become an FA Girls' Football School Partnership (or retain their existing status) are required to submit an application using the online survey and guidance available, along with the individual guidance sheets for each element of support and programming, by scanning this QR code or visiting [www.youthsporttrust.org/FA-partnerships](http://www.youthsporttrust.org/FA-partnerships).



There are five elements to the application, matching the five focus areas set out in this prospectus:

- **More girls being physically active with improved wellbeing.**
- **Embedding girls' football in secondary/senior schools.**
- **The growth in the women's and girls' football workforce.**
- **Making the game more inclusive for all.**
- **Collaboration with existing local football providers.**

Further information regarding the application process, selection criteria and each of the interventions and support elements are provided alongside the application form itself at the link above.

Please ensure that you read the documentation carefully and comprehensively before completing and submitting your application using the online survey.

## Timeline

Prospective FA Girls' Football School Partnerships are able to submit their application using the links above at any time before the end of the academic year, whilst capacity allows within our aim of reaching 6,000 schools.

The selection panel will meet three times prior to the end of the academic year, as outlined below, with FA Girls' Football School Partnerships status allocated on a first come, first served basis. We will notify Partnerships of the result of their application shortly after the selection panel meets, allowing:

- **Successful FA Girls' Football School Partnerships to embed the benefits of being an FA Girls' Football School Partnership into their CPD and wider support package for their schools.**
- **Unsuccessful applicants to re-apply based on feedback, should they wish to.**

Successful FA Girls' Football School Partnerships must then complete an MOU to confirm their commitment to being an FA Girls' Football School Partnership, including reporting on engagement in specific training and programming as part of this role. The Youth Sport Trust will visit successful FA Girls' Football School Partnerships to ensure an effective induction to the role.

Selection panel will meet:

- **w/c 26 March 2018**
- **w/c 21 May 2018**
- **w/c 9 July 2018**

Completed plans are to include signatures from senior management of the applicant organisation and from the CEO of your local County Football Association (CFA). To find your local CFA and the name of the CEO, please go to [www.thefa.com/about-football-association/who-we-are/county-fas](http://www.thefa.com/about-football-association/who-we-are/county-fas)







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