



English Schools' Football Association

Membership Matters

National Schools' Football Week

England U18 Home Matches to be shown on TV

Both England home matches for the SAFIB Centenary Shield will be shown on National TV thanks to a new agreement with the FreeSports TV channel. The channel, which is available on Freeview and all other providers will show both the Luton Town and York City matches this March

National Schools' Football Week, which ran in association with the PlayStation Schools' Cup from the 5—9 February, was a brand new initiative that was a hit across the country. Over 220 schools nationally took part in football events during the week and a further 92 schools took part in a pupil survey to give children the chance to 'have their say' on football in England.

Coombe Boys' School was the backdrop of a 'playground to pro' feature, starring Ryan and Steven Sessegnon as they visited their old school and Spurs star Jan Vertonghen took part in this season's 6th Tie of the Round event as part of the week-long celebrations with a visit to John Warner School.

The events and supporting media pushes by both PlayStation and the ESFA saw a fantastic amount of coverage, with an estimated audience reach of 16.2million, for schools' football and National Schools' Football Week across a huge range of national and local media. Coverage included an interview with National Competitions Manager, Darren Alcock for Sky Sports News, which was broadcast several times throughout the week.

The ESFA and PlayStation Schools' Cup are hoping this won't be the last of National Schools' Football Week and were thrilled, overall, with the positive messages the campaign was able to make about Schools' Football in England.

FreeSports

Freeview e4y FreeSat TalkTalk BT

National Schools'
Football Week

IN ASSOCIATION WITH

PlayStation.
SCHOOLS' CUP

5th – 9th February 2018





International Squads Jet Off for Warm Weather Training

Last week saw the second meet up of the Under 18 Boys and Under 15 Girls international squads. The ESFA International partner inspiresport took the squads off for a week of training to get them prepared for their forthcoming competitive fixtures.

The Under 15 Girls squad were taken to Eindhoven to prepare for the upcoming Bob Docherty Tournament. The tour kicked off with an early morning flight to Eindhoven last Monday and the girls were thrown in at the deep end with a training session on arrival. The next day saw the girls face their first collective test against CVV Berkel Women's team. The ESFA squad found themselves 2-0 down in a hard fought match but came back to win the match 3-2 following a dramatic comeback. The next day was spent at PSV Eindhoven with the squad being treated to a tour of the Phillips Stadion. After the tour, the team were taken to the training complex to take part in a training session in De Herdgang and were then surprised with a meet and greet from players from the PSV Men's and Women's first teams. The next day the girls returned to De Hardgang for an early morning training session before their next match against their PSV counterparts. The ESFA squad was able to show their collective spirit and their togetherness to battle their way to a 2-0 victory.

The girls showed great attitude and aptitude during their tour, all the coaches and ESFA staff that travelled would like to thank them for their hard work during the tour. The squad will meet up again for their next match in the John Read Trophy against the Republic of Ireland on the 10th March at Stafford Town FC.

The Boys squad were treated to a trip to Valencia for their warm weather training, also courtesy of International sponsors, inspiresport. The boys were pushed to their limits during the week but by all accounts, were outstanding in their commitment to representing their country. The boys' squad was taken from the gate to the grass, as they were straight into a training session on arrival. However, their hard work during the day was rewarded with a trip to the Valencia v Levante Liga Santander game. After spending the Tuesday training in preparation for their two major tests coming up, the first test the squad faced was a game against their hosts from Valencia CF. The match was a technical affair seeing the Schools' Squad pick up a hard fought 2-1 victory. The following day saw the England Schoolboys face their counterparts from Levante, in a match that saw the England edge out 2-1 victors on the day.

The Boys' squad will meet up again for their next match against the Republic of Ireland at Luton Town FC on the 16th of March at 7pm. This will be their first match in the Centenary Shield for 2018. Tickets for the match are available to purchase in advance or on the gate and Luton Town welcome as many spectators as possible to cheer on the squad in their first UK fixture against ROI.



Women's FA Cup Final - Kids Go Free!

This May will see the SSE Women's FA Cup Final back at Wembley Stadium for a fourth year running.

You can join the thousands of children, parents, schools and junior football clubs all in attendance on Saturday 5 May and experience the unique Wembley atmosphere.

Entry for children is **FREE** and adult tickets are priced at just £7.50 when you book as a group of 9 or more.

Be part of helping the country come together to celebrate the very best in Women's domestic football and help create history again.

This year, The FA will once again be running 'Make Dreams Goals', a competition aimed at making a number of young fans' dreams come true.

Fans aged 7 - 15 years old have until Friday 20 April to submit their dreams, before the best dreams are made a reality.

Winners will also receive the VIP treatment at the SSE Women's FA Cup Final on Saturday 5 May 2018.



ESFA Diversity Advisory Group Conference

St George's Park - 7 February 2018

On 7 February the ESFA hosted its diversity advisory conference at SGP, as part of its diversity research project. The research is aiming to establish why particular groups of the population do not volunteer to support schools' football, with a view to establishing how to stimulate them to participate, so that we can broaden and diversify our volunteer workforce, including our Council.

The day's consultation event followed a period of quantitative research and concentrated primarily on barriers to volunteering. Adam Dwight, PhD researcher commissioned to complete the work, commented on the huge levels of expertise and experience that has been provided through the consultation process and particularly valued the opportunity to meet the group face to face.

During the afternoon, Louise Englefield from Pride Sport, which leads the 'Football v Homophobia' campaign, delivered a thought provoking training session to participants, which was well received by the audience.

The research project is on track to report back to the Council meeting in June 2018.



Premier League Primary Stars Kit & Equipment Scheme Opens

Primary Schools across England and Wales can get their hands on equipment for their team or resources to use in lessons - all for free!

The Premier League Primary Stars Equipment Scheme opened for applications on Tuesday 20 February and schools registered to Premier League Primary Stars can apply for the equipment and resources.

As well as the football equipment that is available including training balls, bibs and pop up goals, schools can also claim many other things that teachers can use to create active classroom sessions.

Last year more than 3,700 equipment packs were donated by the Premier League.

Teachers or parents keen to have these for their schools should register them with Premier League Primary Stars so they can apply.

So far more than 12,000 schools have done so to take up the free resources available to school teachers that can inspire girls and boys aged 5-11 in the classroom, the playground and on the sports field.

Teaching materials cover subjects from English and Maths to teamwork and PE, with free to download activity ideas, worksheets, lesson plans, fun assemblies and exclusive videos.

Schools should visit www.plprimarystars.com to see if they are eligible and how to apply for the kit and equipment





ESFA Launch New Partnership with Panini

The English Schools' Football Association is delighted to announce that they will be working in connection with both Panini and the PFA to launch a nationwide competition for secondary schools and their pupils ahead of the 2018 FIFA World Cup Russia™!

By teaming up with the world famous producers of sticker books and collectibles, the ESFA will be inviting schools to take part in a brand new, national competition for both primary and secondary schools which will not only provide pupils with the opportunity to create some wonderful pieces of work as entries, but also provide teachers with some additional learning materials across a variety of subjects over the Summer Term and finally, give schools the chance of winning prizes for taking part and submitting entries.

By using the rich history of the FIFA World Cup™ we will create opportunities to use English, history, geography, art and music classes to encourage pupils to be creative and imaginative and to look at football from some fresh angles. By working alongside Panini and the PFA, we will be able to offer a great competition structure and opportunities to win some fantastic prizes for individuals and their schools.

Full details of the competitions will be circulated this week and in the meantime, we are inviting schools to register their interest in this exciting opportunity to celebrate football in 2018. All schools that register interest will be entered into a prize draw to win free 2018 FIFA World Cup Russia™ Panini sticker albums and stickers for their pupils !





Coming up in March...

March 2018

Mon	Tue	Wed	Thu	Fri	Sat	Sun
			1	2	3	4
5 ESFA U12 Running Imp Football Fives National Finals - PlayFootball Birmingham	6	7	8 ESFA Girls' U18 Schools' & Colleges' Cup National Finals - Notts County FC	9	10	11
12 ESFA Boys' U18 Schools' & B Team Cup National Finals - Doncaster Rovers FC	13	14	15 ESFA Danone U11 South East Regional Finals (School Teams & Girls) - Sporting Thamesmead	16 England U18 v ROI - Centenary Shield - Luton Town FC	17	18
19 ESFA Boys' U18 Colleges' Cup National Final - Blackburn Rovers FC	20	21 ESFA Danone U11 North Regional Finals (School Teams) - SGP Sheffield ESFA Danone U11 North Regional Finals (Small Schools) - Walker Activity Dome, Newcastle	22 ESFA Danone U11 North Regional Finals (Girls) - SGP Sheffield	23 England U18 v Scotland - Centenary Shield - York City FC	24 ESFA Danone U11 North Regional Finals (District) - AFC Sunderland Academy	25
26	27	28	29	30	31	



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