

Membership Matters

A Message from the Chair



September 2022

The summer has passed and as we move into a new academic year we can look back on what was a magnificent victory and achievement for the Lionesses to bring home the European Championship.

As the trophy was lifted, it was worth noting that more than half the record-breaking Lionesses' squad started their careers playing schools' football.

Georgia Stanway, Alessia Russo and Hannah Hampton are 3 of our alumni who have played for our Under 15 International squad, representing us with pride during the Bob Docherty Tournament and related international friendly fixtures.

With this in mind it is fantastic to see the ESFA has recorded a record breaking number of entries into our girls' National Cup competitions for this season, providing football fixtures for over 29,000 girls. Not only that, it is worth noting that 67% of secondary schools that enter our activity enter girls' teams in our National Competitions. It clearly shows that a large majority of those secondary schools that are committed to a schools' football programme, are creating inclusive opportunities for both boys and girls.



Whilst I am on the subject of 'record breaking' it is very heartening to see that we have more entries than ever before in our National Schools' Cup competitions. We have 7,227 entries overall with boys' entries up on last year to 5,297 and with girls' also up on last year to 1,930 entries. A very well done to all at the ESFA Headquarters in Stafford, with the Competitions Department and Marketing team working so hard to ensure the message really gets to you all.

It is a testament to you, the teachers around the country giving your time to provide football opportunities for our young people. I'm sure the students involved and their parents/carers would be the first to recognise the effort that goes in to ensure schools' football is played in a safe environment, that players are prepared through training sessions, kits are clean and the transport is ready to go allowing children to flourish in a sporting environment. It is for this I want to thank you as it is a real pleasure to see so many children enjoying the football that the ESFA has to offer.

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Membership Matters

A Message from the Chair (Continued)

The ESFA Council recently met to discuss some initiatives that will be coming your way over the next few weeks. One such opportunity is to be involved in an under 12 pilot scheme, launched by the Football Association, in the banning of deliberate heading in the game and I know that many of the Council members will be speaking to you over the coming weeks to get those pilot schemes up and running.

It was also good to hear from the Development Team on the success of the ESFA Hotshots campaign and the initiatives this year that demonstrate how inclusive the ESFA really is, with SEND festivals, the Deaf Schools' Trophy and Pan-Disability Tournaments all on this season's agenda.

As always, our international trials will be getting underway with the regional stages taking place across the country in October. Thank you to the Members who attended the recent online meeting to discuss the trials process. I'm sure there will be lots of talent on show but, even more importantly, excellent attitudes along with self-discipline, resilience, respect and enjoyment. These are qualities that facilitate success in anything that we do in life and I really look forward to watching these young people develop both in footballing terms and as people.

Finally, I hope as many of you as possible will be joining us for our 'AGM part 2' on December 1st. One positive of recent times has been the increased utilisation of online meetings and this makes it possible for volunteers from all over the country to 'attend' our Thursday evening meeting.

As always, I would like to thank all in Membership for everything you continue to do to provide safe and positive footballing experiences for schoolchildren across the country and wish you all the very best for the new season.



Stuart Botham
Chair

Report of ESFA Council

Stuart Botham, Chair for 2022/23, welcomed Members to the first Council meeting of the season. A particular warm welcome was extended to new Council Members Matt Hughes (SW), Richy Alderson (N) and to Paul Jackson (SE). A minute's silence was held.

Council received their annual safeguarding briefing and re-signed their commitments to the safety and welfare of children. Members went on to discuss The FA's trials to remove heading from competitive fixtures in the U12 age group and agreed that a small group of tournaments/festivals would be arranged by Council Members to contribute to the trial. In small groups, Council went on to consider and review the role of Council and its Members and mandated the Chair, Vice Chair and CEO to refresh role descriptions accordingly. Further consideration to the roles and responsibilities would be given through the year. The importance of the role and its key commitments, including attendance and representation, were reiterated. Those Council Members present agreed which Council Member would support each CSFA, and those absent were to be contacted to finalise the list for publication.

Council received the "start of year" briefing from the CEO, which included a report demonstrating how FA KPIs had been met. In 21/22 thus securing continuation funding; the expectation of the Safeguarding 365 assessment, a list of partners and sponsors for the current season and confirmation that Pokémon were to be the official sponsors of the Inter-School Primary Competitions. The list of sponsors and partners is provided overleaf. Council noted the departure of fixed term staff in social media and national competitions, as well as the resignation of the Governance Manager. Replacement roles were being advertised.

The Rep Committee re-iterated its commitment to representative football outside of the National Competitions and agreed to a proposal from the Chair of Council that a national working group of Membership to address this issue should be developed. Clarification about the award of caps had been provided and dates for international fixtures agreed (U18 Boys: England v Wales 3rd March, Scotland v England 31st March, Rol v England 24th March and England v Northern Ireland 14th April, all with venues to be confirmed. Bob Docherty tournament 2nd- 7th April, Scotland). Recruitment was underway for the U18 Boys' Assistant Team Manager, Physio and Team Welfare Officer, and for the U15 Girls' Team Welfare Officer, as well as the International Programme Manager to support administration of the programme. Interviews would conclude by the end of September.

The Football Governance Committee concentrated on further revisions to SCORY, taking account of additional feedback from Members, and agreed to further negotiate with ISFA to agree a set of rules for all schools. The main change was to allow "competitive" (rather than "developmental") football for U11s, meaning scores could be recorded and season-long activity run. Reference to the well-used but informal "mercy rule" was to be made. Submission to The FA for formal approval would follow and, in the meantime, Members were to move towards the published rules for this season, as far as was possible. The routine report on discipline was provided, with 344 yellow cards and 65 red cards recorded for season 21/22.

Council Report September 2022

The Football Development Committee received a draft strategy for engaging new players, in accordance with the principles of The FA contract, although specific targets had yet to be agreed with the FA. This strategy would include the continuation of disability festivals, the expansion of SEN provision, a new programme for “Hotshots” and an ESFA Development Fund open to Members. Longer term projects to reach new audiences, including visually impaired players and girls’ “B” teams, amongst others were also approved. Members’ and schools’ appetite for futsal were to be sought via a survey.

The Competitions Committee noted that the Pokémon Primary Schools’ Cup competitions were being formally launched during w/c 25th September and that a toolkit would be provided. The deadline for regional events would be 25 March 2023. There had been a record number of schools entering National Competitions this season, with 7,227 in total, 1,930 of which were girls’ teams. The Champions’ Cups had been approved to run and 125 boys’ and 122 girls’ teams had entered. There had been 25 suspensions from the Champions’ Cups due to child welfare regulations not being met.

On top of matters reported elsewhere, Members heard from Trustees that, through careful financial management and the addition of new sponsors, the forecast deficit budget for 21/22 had been closed and a small profit secured. Insurance costs had doubled for this season, and utility bills had increased four-fold. Thanks were offered to the ESFA’s Honorary Archivist, Allan Reed, who had made a very good start to organising and digitising ESFA historic records.

The Chair closed the meeting by thanking Members for their contribution and ongoing commitments to the ESFA.

Sponsors and Partners 2022/23

Partner	Activity
PlayStation	PlayStation Schools’ Cup Sponsor (U12- U15)
Utilita	Official Utilities Partner
FirstPoint USA	Official Scholarships Partner
UCFB	Foundation HE Partner
Pro:Direct	Official Kit Supplier
InspireSport	Official School Sports Tour Supplier
VEO Technologies	Official Remote Filming Partner
Oddballs	Charitable Partner (testicular cancer)
Zone Communications	Official Telecomms Partner
StatSport	Official GPS Partner
Pokémon	Primary Inter-School Cup Competitions Sponsor
Mark Harrod	Official equipment supplier
Panini	Classroom Challenge Partner

Spotlight on: Andrea Chilton, Chief Executive Officer

The “Spotlight On” articles are intended to provide Members with an insight into Council and staff roles and the individuals fulfilling those responsibilities - and I have the pleasure of opening this season’s staff series. As some of you will know, 22/23 sees the start of my 8th season in role, making the ESFA my longest standing employer and the CEO position my longest serving role. Prior to joining the ESFA back in Sept 2015, I’d worked in both the FE and HE sectors in the West and East Midlands as well as in East Anglia, and in the government’s FE funding Quango’s regional offices throughout the Midlands. My role immediately prior to my appointment at the ESFA was as Deputy Principal/Chief Executive in a large College with a £50million+ turnover and more than 20,000 enrolments in all subject areas other than agriculture, and for age groups ranging from 14 through to 100+. I was responsible for curriculum and quality across all 5 campuses where both academic and vocational curricula were offered to full and part time students, distance learners, school excluders, HE students and apprentices. I was the Inspection Nominee at the College, having been the VP for Quality (and inspection nominee) in my previous outstanding College. I continue to be involved with FE as the quality improvement and inspection link Governor at my local college, which has just enjoyed an improved Grade 2 (good) inspection outcome. OfSTED inspection is the thing I miss most about FE – my last engagement saw me managing 14 inspectors covering 7 curriculum areas over 5 days across 5 campuses which, apart from the logistics, was another fantastic professional experience. Yes, I know, some of you may think that is a bit odd...



My role here at the ESFA has both similarities and differences to previous roles. The ESFA and the FE sector are both of course educational charities, and both require me to support and report to the Board. Both have significant day to day financial and safeguarding duties, and both require the ability to account to a regulator or funder, with “customers” at the heart of the service. However, here the similarities end: in FE, the year has a cycle which is, to a degree, predictable and there are teams of experts in every field to support the delivery of the business plan. At the ESFA, whilst we too operate on a season by season cycle, the work of the CEO can be varied and unpredictable. There’s no “typical” week for me to describe to you, so here’s some of the priorities to be addressed in September:

- The FA KPIs for the season: the budget is agreed, but KPIs remain in negotiation

Spotlight on: Andrea Chilton, Chief Executive Officer

- The checking of legal terms in new sponsorship contracts with Pokémon and for a further partner to support our primary age football, to make sure that the terms are as advantageous to the ESFA as possible, and that delivery plans are likely to satisfy and therefore retain the new partners.
- Redrafting staff employment contracts so that we remain up to date with current employment legislation.
- Proposing a structure to increase the efficiency and effectiveness of international operations
- Writing job descriptions for new posts, both paid and voluntary, and interviewing
- Conducting staff appraisal and target setting
- Preparing for Council and Committees, including providing papers on U12 heading trials, the draft development fund plan and a proposal to support the development of referees
- Supporting the Finance Manager to finalise the accounts in preparation for the forthcoming audit
- Checking that we remain compliant with health and safety laws, including legionella testing, fire drills and other workplace safety assessments
- Preparing for mock job interviews for undergraduates at UCFB, as part of our commitment to their employability programme and our sponsorship contract with them
- Identifying a partner to support the ESFA with traditional media (TV, newspapers) management with a view to further improving our profile, and attracting new investors
- Reinvigorating our brand strategy work, with the support of a partner identified by our Independent Council Member, for the same reason
- Preparing for the forthcoming Safeguarding 365 assessment
- Supporting the Representative Committee's "International Working Group" to oversee the implementation of the international programme.

Occasionally, I even make a coffee! Although I'm pretty sure I haven't done that one yet this month.

So, busy times! I have always been, and continue to be, grateful to the ESFA's Council and its Committees for their instruction and guidance on schools' football, and to our Trustees who routinely plough through a business report of 100+ pages on the subject of running the charity, some of which is referenced above. But we are no busier, I am sure, than those of you who give hours and hours of your time, year after year, to make sure that children in your area enjoy the opportunity to play football. So, thank you all for your work and I hope you enjoy another tremendous season of schools' football.

ESFA Council - New Member Introduction

Paul Jackson (Kent)

I first looked after a school team in my first year of teaching in 1989. Although a primary school teacher, I started coaching and managing secondary district teams for Gravesham Secondary Schools' FA in 1991. I was fortunate to be able to participate in several ESFA festivals in both Durham and the Isle of Wight with Gravesham, which were fantastic events. I still manage a district side and have also been Association Secretary for approaching 20 years.

I have been involved with Kent Schools' FA, having managed both boys' and girls' county teams and serving as the Inter-Association Competition Secretary.

I have been privileged to see the huge benefits of schools' football at school, District and County level and am passionate that those opportunities should continue for future generations. I believe my role as a Council Member is to uphold the values and ethos of the ESFA but also look forward to playing a part in the development of schools' football by working with colleagues across the country.



Richy Alderson (Cleveland)

I have worked at Northfield School and Sports College in Cleveland for nearly 19 years as a full time PE teacher. Within that time I volunteered to manage Cleveland County Schools U18's team and I enjoyed some successes within the 8 years involved. Since 2005, I have coached at the ESFA summer coaching courses held at Keele University and later at Repton school. In 2017, I was Assistant Manager of the ESFA U18 international team and then I became manager from 2019-22. I really enjoyed my time working with the management teams, developing talented and educated players and traveling to different places in Europe to play football.

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ESFA New Council Introduction (Continued)

I now continue my passion and pride in working for the ESFA by representing the North on Council. I hope to continue the great work by current and former members by offering football for all, to the highest standard by organising local and regional festivals and representing the Football Development Committee. I also aim to offer my knowledge and experience to the Representative Committee to ensure that District, County and International football is delivered to the high standard for all girls and boys in full time education within England.

Personally, my free time is spent with my young family, trying to keep myself fit, and travelling to different places within the world.

I look forward to my new role within the ESFA.

ESFA Welfare Officer Briefing

With the football season well under way, ESFA Associations are now looking forward to the season's fixtures and start of competition. We want to make sure that all our Association Welfare Officers understand all the affiliation requirements and your role in compliance and to update you on changes in safeguarding training delivery across the FA.

We want to make sure that Association Welfare Officers fully understand the expectations of your role in schools' football, your individual responsibilities and how we can support you.

We would like to invite all Association welfare officers and Association secretaries to a welfare officer briefing. The Briefing will be hosted via Microsoft teams and you will have the opportunity to ask questions and hopefully will find it useful.

Please contact sarah.dacosta@schoolsfa.com for more information and an invite to the meeting.



ESFA Council's Committees

As we begin the new season and welcome new Chair of Council, Stuart Botham, as well as new Council Members, some changes have been made to ESFA Council's Committee Membership. These will appear in the Handbook as usual, but in the meantime you might be interested to hear about the remit of each Committee and how each is constituted.

For each of the following, the intention is to arrange membership so that each region has at least one rep per Committee, that each Committee has a practicing teacher serving on it, each Committee has at least one independent/co-opted Member and that no Committee is chaired by a Trustee, although these criteria are clearly dependent upon the constituency of Council. Where possible, Members' areas of interest and skill are accommodated, and all Council Members serve on two of the four Committees. The Chair of Council and the CEO both have a roving remit across all Committees.

Competitions Committee

Under delegated authority from Council, to direct and support matters relating to managing, running and delivering of National Competitions. This includes, but is not restricted to the responsibility:

- To determine the ESFA's National Competitions' structures and to recommend such to Council;
- To enact competitions regulations as warranted by competition rules (e.g. appeals);
- To consult with and evaluate the experience of those participating in National Competitions;
- To identify and plan to mitigate risks or capitalise on opportunities within the Committee's remit;

Chair and region	Tony James, North
North	Tony James
Mids	Nick Loftus, Mark Warren
SE	Dave Woollaston, Matt Hughes, Paul Jackson
SW	Mike Coyne, Ray Brown
Independent	Sion Portman
Staff support	Darren Alcock, Sarah Kearney

Governance Committee

Under delegated authority from Council, to direct and support matters under the ESFA and FA's regulatory frameworks. This includes, but is not restricted to the responsibility:

- To take oversight of safeguarding, discipline, affiliation, player registration, insurance and officiating as applied to Schools' Football;
- To propose strategies to improve the governance of the Association with a view to facilitating safe, well managed football, and recommend such to Council;
- To oversee and evaluate ESFA governance practice to ensure that activity is on track to reach conditions of funding;
- To identify and plan to mitigate risks or capitalise on opportunities within the Committee's remit;

Chair and region	Peter Clayton, Independent (The FA)
North	Alan Johnston
Mids	Jon Foot, Nick Loftus, Mark Hignett
SE	Phil Harding
SW	Matt Hughes
Independent	Marvin Robinson, John Duncan
Staff support	Andrea Chilton and Governance Manager

Football Development Committee

Under delegated authority from Council, to direct and support matters relating to increasing, sustaining and developing high quality footballing opportunities. This includes, but is not restricted to the responsibility:

- To propose plans for sustaining and increasing participation, and recommend such to Council, paying particular regard to providing football for under-represented groups;
- To oversee and evaluate the use of development funding, including leadership, curriculum and volunteering as granted by the FA, to ensure that activity is on track to reach KPIs
- To oversee and evaluate the use of other 3rd party development funding (eg PLCF) to ensure that activity is on track to reach KPIs
- To identify and plan to mitigate risks or capitalise on opportunities within the Committee's remit;

Chair and region	Gavin Rusling, SW
North	Tony James, Richy Alderson
Mids	Mark Warren
SE	Dave Woollaston, Paul Jackson
SW	Gavin Rusling, Mike Coyne, Ray Brown
Independent	Sion Portman
Staff support	Dan Smith, Darren Alcock

Representative Football Committee

Representative Football Committee (supported by the International Steering Group, comprising selected staff and Council Members to oversee implementation):

- Under delegated authority from Council, to direct and support matters relating to managing, running and delivering representative football. This includes, but is not restricted to the responsibility:
- To develop policy and guidance for the ESFA's representative football programme, including for CSFA and DSFA representative football, and to recommend such to Council;

In so doing, to take responsibility for the ESFA's talent pathway and to recommend such to Council;

- To determine the ESFA's international programme of Schools' Football and competitions and to recommend such to Council;
- To monitor and evaluate the Association's child welfare policy and practice for the purpose compliance and suspension, subject to approval by Council;

Chair and region	Alan Johnston, North
North	Richy Alderson, Alan Johnston
Mids	Jon Foot, Mark Hignett
SE	Phil Harding
SW	Gavin Rusling
Independent	John Duncan, Marvin Robinson, Peter Clayton
Staff support	Dawn Howard, Ian Laithwaite

Council Member Representation

The table below shows the representation of ESFA council members across the country. Please feel free to contact your ESFA Council representative and introduce yourself ahead of the 2022/23 season -

County	Council Member	County	Council Member
Cumbria	Alan Johnston	Derbyshire	Nick Loftus
Durham	Alan Johnston	Bedfordshire	Dave Wollaston
Northumberland	Alan Johnston	Hertfordshire	Dave Wollaston
North Yorkshire	Alan Johnston	Buckinghamshire	Dave Wollaston
West Yorkshire	Alan Johnston	Kent	Phil Harding
Cheshire	Richy Alderson	Surrey	Phil Harding
Cleveland	Richy Alderson	Suffolk	Phil Harding
South Yorkshire	Richy Alderson	Norfolk	Paul Jackson
Humberside	Jon Foot	Surrey	Paul Jackson
Leicestershire & Rutland	Jon Foot	Inner London	Paul Jackson
Lincolnshire	Jon Foot	Essex	Stuart Botham
Shropshire	Mark Hignett	Middlesex	Stuart Botham
Herefordshire	Mark Hignett	Cambridgeshire	Stuart Botham
Staffordshire	Mark Warren	Dorset	Gavin Rusling
West Midlands	Nick Loftus	Hampshire	Gavin Rusling
Berkshire	Mike Coyne	Devon	Matt Hughes
Gloucestershire	Mike Coyne	Somerset	Matt Hughes
Channel Islands	Ray Brown	Cornwall	Ray Brown
Oxfordshire	Ray Brown	Warwickshire	TBC
Worcestershire	TBC	Northamptonshire	TBC
Nottinghamshire	TBC	Wiltshire	TBC
Lancashire	TBC		

Schools' Football Week

Save the date - Schools' Football Week is returning for 2023!

The nationwide campaign, which saw over 142,000 children taking part in Schools' Football activity in 2022, will return from the 6th – 12th February 2023. The campaign doesn't just encourage and promote the fantastic benefits of schools' football, it also provides an opportunity for activity to take place across the country in a dedicated week so we can share amazing experiences, opportunities and feedback from our Members, schools and players. More information will be shared with Membership in the coming weeks so you can also plan some activity in your diary for SFW 2023.

Reward & Recognition

The ESFA has been delighted with the uptake seen in volunteer registrations for the new Reward & Recognition campaign. By building a bank of volunteer information, we hope that we will be able to better understand the motivations and barriers for volunteers and find new ways to reward them for the incredible work they do to create Schools' Football activity across England. We will be rewarding 40 volunteers from across the ESFA's 4 regions with Pro:Direct gift vouchers in the next week as a 'thank you' for registering their activity. If you haven't yet signed up to let us know the work you undertake in your areas, then please feel free to do so, [click here](#)



Schools' Football WEEK



Stay Safe in Schools' Football

"Stay Safe in Schools' Football" is the English Schools' FA's safeguarding campaign, aimed at raising awareness of the actions that players, teachers and volunteers can take to keep themselves safe when playing Schools' Football. The campaign, which was launched in 2021, has focused on creating and sharing content specifically for players, to help educate them on the actions they can take and to give them a guide to help them understand the safeguarding processes in place.

In 2022/23 the ESFA are looking to push these messages to a wider audience and ensure they make schools' football a safe and enjoyable environment for everyone. The ESFA is encouraging participants to stay up to date with the campaign messaging on their social media channels (@schoolsfootball) and help share this messaging with everyone involved in schools' football activity.

To kick off the campaign for the 2022/23 season, the Association is asking schools and Associations across the country to challenge their students to create some "Stay Safe In Schools' Football" videos, to help educate their peers on the actions they can take to 'stay safe'. These videos will be shared on the ESFA's social media channels and via their website, helping to spread the message far and wide.

For more information and some downloadable resources to help support the activity, follow this link. <https://schoolsfootball.org/for-players/>



Football Development Update

We are delighted to announce that both Hotshots and our Regional Disability Festivals are back for the 22/23 season. You can find out more below -

ESFA Hotshots

Launching on the 30th of September, this campaign is all about getting as many young people playing schools' football as possible in the 22/23 season. Last season, 31,364 young people took part in the Hotshots campaign and we are aiming even higher this year! Keep an eye on our social media channels and check your emails for more details on how to take part. All you need to do once your intra-school football activity is complete, is to fill in our data return survey to tell us how many young people have taken part and send us some pictures for an opportunity to win £1,500 cash for your school. To find out more [click here](#)



ESFA Disability Festivals

Our Regional Disability Festivals are back again for the 22/23 season. We are currently in the process of booking venues, organising referees, and making the final preparations and we can't wait to announce dates to you ASAP. Keep an eye on our social media channels for more details.

Checkout the next edition of Membership Matters for further announcements, bringing you even more fantastic football development projects

ESFA National Finals - Team Manager Feedback

Following the 2021/22 National final events, the ESFA created 4 surveys designed specifically to capture the feedback of Team Managers within this season's National Finals.

1. Stoke City – Schools' Cup Team Managers
2. Stoke City – Rep Team Cup Team Managers
3. PlayStation F.C. Schools' Cup Team Managers
4. Primary Finals Team Managers

The ESFA received 49 responses to these surveys. 42 of the respondents were team managers from schools' teams. 7 respondents were Team Managers for Rep teams.

See below some highlights from the feedback that these respondents provided:

- 100% of team managers rated the quality of information provided by the ESFA as “Good or Very Good”
- 71% of team managers rated the quality of event planning as “very good” with the other 29% rating it as “good”
- Respondents were asked to rate West Bromwich Albion as a National Final venue on a 5 star rating scale (where 1 star was “Very Poor” and 5 stars was “Very Good”). The average rating was 4.7 stars.
- Respondents were asked to rate Stoke City FC as a National Final venue on a 5-star rating scale (where 1 star was “Very Poor” and 5 stars was “Very Good”). The average response was 4.85 stars
- 96% of respondents said they had no safeguarding concerns whilst at WBA with one respondent stating: “One of our players suffers anxiety/OCD Compulsions. He had to leave field of play during game to wash hands. He tried at one point to get out but was unable to and one of the ESFA staff notified our teacher so thank you for the support.”
- 100% of respondents said they had no safeguarding concerns whilst at Stoke City FC.
- The overall rating given across all National Finals at WBA and Stoke City this season was 4.7 stars out of 5.
- The overall rating given for the National Primary Finals was 4.9 stars out of 5





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