

Further Education Football Activators



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English Colleges FA (ECFA) is delighted to introduce the role of Further Education Football Activator (FEFA) for up to 80 general further education colleges. The role will come with support, training, guidance and funding of £600 which can also be split across two Activators within one institution. This document provides all the information you will require.

Key notes

Lauren O’Sullivan (National Football Development Manager, AoC Sport)

AoC Sport are delighted to be launching the Further Education Football Activator programme in partnership with The Football Association as part of our new four year strategy for college football.

Our inaugural Football Activator workforce will play a fundamental role in growing and developing football at college and in the wider community. The programme aims to a) get more young people playing football more often and b) invest in the development of our future paid and volunteer workforce.

Our AoC Sport vision is for every college student to participate regularly in sport or physical activity. We recognise that student lead provision is essential in getting more students active and we believe this programme supports this goal whilst also providing a wealth of wider opportunities for both colleges and students: increase student employability, unite students cross college, enhance the student experience, drive community partnerships and support the recruitment of prospective students.

We look forward to working with The FA, our network of selected colleges and our Football Activators as they embark on their football leadership journeys.

Oliver Selfe (National Football Development Officer, 16-19+, The Football Association)

The Further Education Football Activator programme represents an exciting opportunity for The Football Association to deliver core objectives of the National Game Strategy whilst supporting Further Education institutions to enhance their football offer for students.

We see this as not only a fundamental means to drive an increase in participation but also a fantastic opportunity to develop young people as future leaders of the game, helping them to enhance social and employability skills whilst gaining valuable Football Development experience. We look forward to working in partnership with AoC Sport to make the College Football Activator programme a huge success within the sector.

Programme Overview

The Further Education Football Activator is an exciting new football leadership position that aims to give young people realistic experience of working in a football development role. The Activator will develop employability skills whilst inspiring more young people (14-19) to take part in football in whatever capacity suits them.

The role will have a focus on increasing participation and increasing student activity, with specific targets around the number of new female players and will clearly impact on student leadership and skill development outcomes.

A training and development programme will be in place from ECFA and should be complemented by the college. The college should also provide regular line management and support via additional partnerships, such as a county FA to ensure success. A regular communication stream between all partners will also be required.



The activator will need to apply for the role (guidance and resource to support this are provided) and will need to meet some of the skills and characteristics outlined, including being confident, approachable and motivated. Some of the competencies required will be organisation, communication and knowledge of football and the further education institution they are operating in.

It will be the colleges' responsibility to ensure that this is not a one-off impact programme and the Activator role is sustained and embedded within the college. The recommendation from the sector to enable this is to recruit two Activators; one more senior who can support the younger Activator throughout year one.

Consultation with the sector suggested a 19 year old would be more effective than a 16 year old and thus potentially a higher education or alumni student may be good to take on the main role, supporting a younger, further education student in year one. The majority also suggested a current student would be more effective than a former student.

It was also suggested that the characteristics and skills should be the most important consideration when selecting an Activator, and that there should be no preference in selecting a student studying sport rather than a student on any other course.

Programme benefits

English Colleges FA is investing in FEFA's to address, grow new and retain current players and leaders in football. By having a FEFA you could:

- Impact on health agendas and ensure you have more active students.
- Provide industry realistic experience and key employability skills for students.
- Enhance the capacity of workforce and increase enrichment provision.
- Support recruitment by developing relationships with prospective students in attractive, enjoyable football activity.
- Access £600 funding to support.
- Develop new, mutually beneficial partnerships and work in collaboration.
- Build your reputation as a college at the forefront of developing football and providing industry experience in a unique way.

Criteria and commitments

We have put in place some basic terms and conditions to access funding for the Activator. These act as a safeguard to ensure that English Colleges FA, the 'host college' and the Activator receive maximum value for the time, money and resource invested.

Criteria to apply for an Activator:

Compulsory:

- General further education colleges only can apply for a FEFA.
- Potential to increase participation - the activator must increase participation by 40 new players; ie, those not already participating in football - as assessed by the Active People Survey.
- 25% of the 40 new players must be female.
- 12 new young leaders must also be recruited.



Desirable:

- To recruit x2 Activators, one more senior than the other to create a succession planning.
- To have support from your local county football association
- To provide opportunities for students aged 14-16 to engage in football

College commitment:

- Must commit to attending x2 training days (*dates will be specified at approval stage, provisionally October and February*).
- The college must provide a minimum of two hours per week facility access.
- Undergo a clear, fair and industry relevant recruitment and induction process that includes an interview.
- A specified member of staff to act as a line manager / mentor
- A minimum of x3 marketing materials must be created per year and shared with ECFA.
- Must return data at three points throughout the year (this will be a simple form, can be viewed below). Dates to be confirmed at approval stage (likely December, March and June).
- Succession plan year on year to sustain the FEFA role.

THE FEFA commitment:

- Commit to two hours per week to the role as a minimum.
- Agree to the timelines for submitting data and a Personal Development Document (three times per year).
- Work with the marketing team to produce three articles to promote the work being undertaken and submit to ECFA (in line with data submission).
Follow all relevant college rules and regulations, and be an ambassador for the college.

The English Colleges FA commitment:

- Host two training events for the Activator(s) and staff throughout the year.
- Provide £600 funding to be used for the benefit of the Activator and their role.
- Provide Activator kit at the first training day.
- Provide ongoing support through remote channels, such as the website, social media and other relevant channels.

A suggestion - commitment from other partners:

You may want to establish some other commitments, lift from the above and create a Service Level Agreement for all relevant parties to sign and adhere to.



The Further Education Football Activator or funding must not be used as follows:

- As an additional resource where activity is already running.
 - To prioritise activity for adults (20+) without a focused 16-19 or 14-16 strategy.
 - For facilities (without a succession plan to sustain the activity).
 - For transport (without a succession plan to ensure participation in the activity continues).
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Timeline:

May 14	Programme launch
June 18	Activator workshop at Conference
June 26	Application deadline
June 29	Application assessments
July 6	Applicants informed of decision
August 24	Communications from ECFA ahead of new academic year
September - October	Activators recruited
October 5	Activators begin role
October 12-23	1st Training day (regional dependent, date TBC)
December 10	1st data and marketing submission
February	National training day (date TBC)
March 17	2nd data and marketing submission
June 9	3 rd data and marketing submission

The following resources have been created and are available separately:

- How to recruit your Activator
- Role description
- Interview suggestions and questions
- [Application form \(online\)](#) to apply for an Activator
- Monitoring and evaluation
- Template development plan

Contacts

For further information on the Further Education Football Activator Programme:

See the quality indicators for leadership and volunteering on our Quality Framework.

Speak to:

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