



# ECFA Football Investment Model Criteria

'Investing into FE Colleges to develop football communities'



## **THE OFFER:**

English Colleges FA (ECFA) represents AoC Sport's football development arm of the organisation. Through The ECFA Football Investment Model

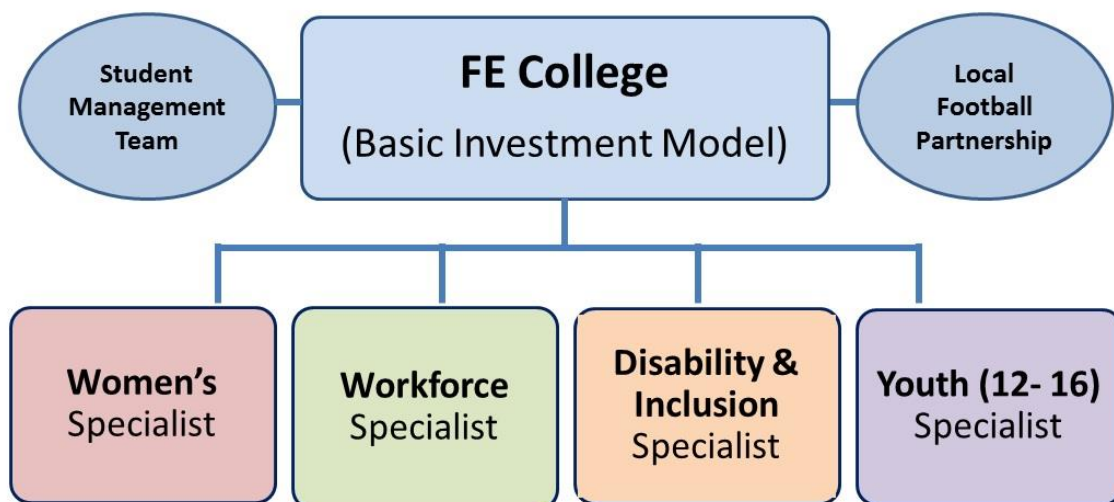
We will invest in 30 colleges over the next 2 years.

Through a commissioned partnership approach, we will provide an initial revenue grant for member colleges of up to £3,500 with an additional funding opportunity with The FA of £500 per football satellite club delivered. The deadline for applications is 5pm on 30<sup>th</sup> September 2015 please see below for investment criteria and submit applications to [Nick.Hawkins@AoC.co.uk](mailto:Nick.Hawkins@AoC.co.uk).

Colleges can apply for £1,500 as part of the basic investment model, and in addition can apply for funding in one or more specialist areas (please see Figure 1 below). The model is flexible and revenue grants can be adapted where greater outcomes in one specialism can be achieved. These areas are:

- Women's Football Specialist
- Football Workforce Specialist
- Disability and Inclusion Football Specialist
- Youth Football Specialist

**Figure 1: ECFA Football Investment Model**



Please see below for detailed criteria.

## Basic ECFA Football Investment Synopsis

kick start grant of £1500 targeting 20 colleges in year one

### Minimum Criteria

- Increase regular participation by 100 new 12-25 year olds (30% female, 10% BAME) targeting semi active young people.
- Support FA affiliated club development by opening college sports facilities to local clubs and supporting club workforce development, backed up by a Service Level Agreement and Service of Tenure.
- Demonstrate a commitment to asset sharing (facilities and workforce) to impact upon local grassroots football.
- Demonstrate a collaborative approach to delivery through the creation of a local football partnership with engagement from key local stakeholders who can support corporate college and football objectives.
- Promote and deliver a football pathway from youth to adult, supporting key transitions.
- Implement the Football Development Quality Framework to raise standards across all football delivery and evidence the impact of college football on corporate objectives and new Ofsted criteria
- Develop a 12 month football development plan, linked to improvement areas identified through the Football Development Quality Framework benchmark and action planning process.
- Create one best practice case study per year for AoC Sport to promote nationally to principals, partners and through our ECFA website and conferences

### What this could look like

- Quarterly local football partnership meetings held at the college with key stakeholders
- FA Affiliated charter standard clubs based at the college using facilities for training and playing
- A club link programme to support male and female player transition
- School pupils transported to the college for weekly coaching.
- An ECFA Category 4 League / FA 11's league for college and community players
- An ECFA Category 4 League FA fives Futsal league for college and community players
- FA Adult Just Play for college and community players
- The creation and development of a Student Management Team to drive football delivery (e.g. Team Nineteen / Just Play)
- Soccercise embedded into college gym timetable to get more female students active
- National promotion of your college through the ECFA Football Development Quality Framework website (<http://www.ecfa-quality.org.uk>)

## Women's Football Investment Synopsis

Additional investment of up to £750 targeting 10 colleges in year one

### Minimum Criteria

- Increase regular participation by 50 new 12-25 year olds female players (this will replace 30% participation target in the basic synopsis).
- Develop a women's football pathway from youth to adult with links into grassroots football (e.g. through local Charter Standard clubs)
- Internally within the college, create a player pathway from recreational (e.g. Just Play) to competitive (e.g. ECFA 11v11 Leagues)
- Signpost a minimum of 8 new players per annum (15% participation target) into grassroots community football i.e. (FA Charter Standard Clubs).
- Develop a relationship with the local partners (e.g. Women's County League, Charter Standard Clubs, Women's Super League Clubs) to promote playing, volunteering and career opportunities to female students
- Develop 10 female student volunteers to support programme delivery.
- Increase participation targeting young people from underrepresented groups.
- Share best practice through the Football Development Quality Framework, providing at least one case study.
- Add actions for Women's Football Delivery to your 12 month football development plan

### What this could look like

- Recruit a female Football Activator(s) to deliver weekly football participation sessions (e.g. Just Play or Team Nineteen)
- Create a new Women's 11v11 team playing in ECFA Category 4 (flexible format) or Category 3 (Wednesday afternoon) Leagues
- Curriculum targeted sessions working with health and social care departments
- Work with local schools to deliver a girls satellite club run by college student leaders
- Bespoke Just Play sessions for female student groups, delivered by female student leaders
- Creation of a women's football campaign by media students following Sport England 'This Girl Can' and FA 'We Can Play' campaigns
- Link with Women's Super League (WSL) Club promoting match day leadership and volunteering opportunities to students / Football Activators
- Links with WSL or Women's Premier League Clubs to access community coaches to deliver football to female students / support female activators

## Student Workforce Investment Synopsis

Additional investment up to £500 targeting 15 colleges in year one

### Minimum Criteria

- Increase the number of volunteers aged 14-25 supporting grassroots football. Target 30 new leaders per annum (30% female, 10% BAME).
- Signpost a minimum of 25 young leaders per annum into grassroots community football (e.g. FA Charter Standard Clubs).
- Develop student volunteers to support programme delivery and act as an advisory group through a Student Management Team and/or Football Activator approach.
- Support students to complete FA Coaching, Refereeing and/or Leadership courses as part of their CPD.
- Promote the FA Football Futures programme and support the annual awards by nominating student leaders.
- Share best practice through the Football Development Quality Framework, providing at least one case study.
- Add actions for Workforce Delivery to your 12 month football development plan

### What this could look like

- An FA Football Futures Leadership programme to recruit, train and deploy young volunteers into meaningful roles within college and grassroots football.
- Recruitment of a male and a female Football Activator to promote, deliver and consult on participation programmes
- Creation of a Football Futures Partnership with the County Football Association to support the continued professional development of student leaders
- A Referee Hub supporting students to become qualified referees and providing mentoring to support their progression
- A coach Development Centre developing qualified student coaches
- Links with grassroots Charter Standard Clubs to provide volunteering opportunities in the community
- Devise a cross college strategy to engage students in volunteers as part of their study programme (e.g. construction students supporting facility maintenance,
- Links with local secondary schools to develop a leadership and volunteering pathway from youth to adult
- The FA Skills team mentoring student coaches

## Disability and Inclusion Investment Synopsis

Additional investment up to £500 targeting 5 colleges in in year one

### Minimum Criteria

- Increase weekly participation by 30 new 12-25 year olds players through bespoke sessions to targeted underrepresented groups
- Create a new disability football team playing in ECFA category3, ECFA Category 4 and/or local CFA ability counts league.
- Develop a disability football pathway from recreational (e.g. Team Nineteen / Just Play) to elite (ECFA Category 3 / Ability Counts League).
- Signpost a minimum of 6 new players per annum (20% participation target) into grassroots community football i.e. (FA Charter Standard Clubs).
- Share best practice through the Football Development Quality Framework, providing at least one case study.
- Add actions for Disability and Inclusion Football Delivery to your 12 month football development plan

### What this could look like

- Disability's Category 4 League
- Bespoke Just Play or futsal sessions for underrepresented student groups
- Work with local schools to deliver a satellite club in a disadvantaged area run by college student leaders
- Creation of a football campaign by media students
- Work with County Football Association to develop the student workforce
- Providing football sessions for NEETs, engaging with the local community

## Youth (12-16) Football Investment Synopsis

Additional investment up to £500 targeting 10 colleges in in year one

### Minimum Criteria

- Increase weekly participation by 40 new 12-16 year olds (30% female, high pupil premium) through implementation of FA secondary schools programme working with local feeder schools.
  - Develop local partnerships to support the delivery of a community satellite club (Football Mash Up centre). Each centre to engage a minimum of 20 regular players for 26 weeks.
  - Support the transition of players into FA Charter Standard Clubs.
  - Provide flexible innovative football solutions to engage 12-16 year olds in football.
  - Develop links with primary feeder schools.
  - Develop a strategy to support the transition of players from school into regular football i.e. FA Charter Standard Clubs.
  - Meet current FA safeguarding children policy.
  - Share best practice through the Football Development Quality Framework, providing at least one case study.
  - Add actions for Youth Football Delivery to your 12 month football development plan
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- Plus, opportunity to apply for funding to deliver FA Football Mash Up (FMU) sessions to the local community targeting 20 regular players for 26 weeks (£500 per FMU)

### What this could look like

- Deliver intramural school leagues delivered by student volunteers targeting prospective students
- Deploy student workforce into local secondary feeder schools to implement The FA Secondary Schools Programme
- Support local partner secondary schools to sign up to The FA Secondary Schools Programme
- After school satellite centres at the college for 12-16 year olds delivered by student leaders
- Breakfast clubs for females using a Soccercise theme.
- School football festivals on college facilities.