

The Football Association

Website address: www.thefa.com

Chair: Lord Triesman

CEO: Ian Watmore

Main Contact: Kelly Simmons/ Helen Croft

Investment- 2009-2013

Capital: £7,575,824

Revenue: £18,060,176 (including £800,000 PESSYP)

Total: £25,635,000

Four-year outcomes	Baseline	Four Year Target
Grow	2,144,700	150,000
Sustain	78.2	
Excel		<ul style="list-style-type: none"> - Increase the number of female players in FA Centres of Excellence by 1,710 from a base of 3,000 - Increase the number of disabled players in FA Centres of Excellence by 750 from a base of 510
PESSYP		75,840 more young people in accredited clubs 4,000 more young people volunteering in football

Sport England Funded Interventions

Grow and Sustain

Increasing Adult Participation

The FA will aim to increase adult participation through an increased investment and focus on Commercial small-sided providers, the FE and HE sector, more flexible football leagues and competitions and a 'Get into Football' marketing campaign. The FA will have a specific focus on areas with significantly low levels of participation to develop and deliver local area plans. These plans will aim to deliver the facilities and programmes required to grow participation.

School and Club Links

The FA will continue to work in partnership with Sport England to develop a greater number of school to club links and youth volunteering opportunities. The new four year programme will develop an increased number of new school and club teams and deploy a greater number of young volunteers into FA Charter Standard Clubs.

Community Clubs

The FA will use capital investment to transform the current facilities available to priority groups in order to sustain and increase participation. A particular focus of Sport England's investment will be on the growth of The FA's Community Clubs, however the FA will investigate the potential of sports-led regeneration of critical multi-sport Local Authority facilities in areas of low participation through the Sports Village/Community Sports Hubs concept. The FA's National Game Strategy highlights the need and the FA's facility investment is therefore inherent in the overall objectives of this document.

Clubs, Leagues and Coaches

The FA will significantly improve its services to clubs, leagues, coaches, referees and volunteers, with a specific focus on The FA's quality accreditation programmes - FA Charter Standard Leagues and FA Charter Standard Clubs. The FA Charter Standard Programme raises standards across the game and is recognised as a measure of quality in grassroots football. The FA will provide a network of high-quality clubs and leagues to drive the outcomes in the National Game Strategy and will provide accessible courses and support services for volunteers, coaches and referees.

FA Skills Programme

The FA Skills Programme is an existing programme that works with 5-11 year old children through the vehicle of football. A number of coaches have been employed and trained with specialist subject knowledge of football and wider learning to develop age related social, emotional, physical, technical and creative skills to become better rounded individuals within the community with improved football skills. Delivery of the programme will continue to take place across three main areas:

- To support Primary School teachers that have the responsibility to deliver PE by delivering football lessons alongside them.
- To run FA Skills Centres offering 5-11's the opportunity for a regular football coaching opportunity and focusing on long term player development.
- To work with volunteer coaches in FA Charter Standard Clubs to up-skill their understanding and knowledge when working with this age group of children.

Post 16 Drop Off

The FA will work in partnership with Sport England and the other 8 retention sports to reduce the drop out rate of 16-18 year olds. The FA will look to roll out a range of solutions including:

- support to existing and develop new football competitions in partnership with British Colleges Sport and the FESCO network.
- deliver a national FE plan through British College Sport that aligns specifically to the National Game Strategy, through County Football Associations.
- develop a minimum of 43 sustainable Club Links programmes for 16-19 year olds annually.
- produce a toolkit to support the implementation of flexible formats of football throughout the country.
- Promote a 'Find a Club' service on TheFA.com and introduce a trial text-based service to use mobile phones find a local team.

Excel

Club and Coach – Disability (Excel)

In partnership with the Playground to Podium framework The FA will work to ensure that there are pathways for all disabled footballers from participation to excellence across all regions of the country. This intervention will continue funding in this area and will provide a crucial funding stream for the development of this pathway. Primarily the investment will be used to extend the Disability Centres of Excellence Programme, the Centre of Excellence fixture programmes, the development of new County Leagues and investment into the coach education of the disability football workforce.

Club and Coach – Women (Excel)

This intervention will support the FA Centre of Excellence concept, providing the very best environment possible, with the highest quality coaching. These centres are responsible for developing a talent pool of female players aged between 8-16 years of age. These players train twice weekly, receive fitness, nutritional and medical support and will be involved in a weekly fixture programme that is based on skill development. Over 450 coaches will be involved in the programme and will be mentored and supported to develop further in the coaching pathway.