



Schools'
Football
Week

3rd - 7th
February
2020

Campaign guide

An introduction to Schools' Football Week

Running for the third season, Schools' Football Week (3rd – 7th February 2020), an ESFA initiative, is a campaign to not only highlight the huge scale of Schools' Football in England, but also an opportunity for schools across the country to showcase the talent, dedication and benefits of schools' football using your own experiences.

The English Schools' FA want to use this opportunity to really promote how important Schools' Football is for children in England as well as all the related benefits of taking part in this type of physical activity. We are keen to draw attention to the wonderful world of Schools' Football in as many ways as possible and from as many different perspectives as we can, with a view to continuing to raise awareness of the English Schools' FA and what we are able to provide for school children across the country.



@SchoolsFootball



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#SchoolsFootballWeek



www.schoolsfootball.org



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How you can get involved

Intra-school tournaments

Any school can run an inter-house (form) football tournament for boys and/or girls. This could be hosted at lunch time, after school or during PE lessons and yours could take any format you wish – for example, a group phase followed by a final or just a straight forward knockout competition. You could get other pupils involved by making banners to support teams, or even writing supporter songs...maybe you could dedicate one day during Schools' Football Week to football matches and tailor other lessons around football-related topics?

Inter-school matches / tournaments

For those of you who are no longer taking part in ESFA National Cup or County Cup competitions at this stage of the season, or those of you that were unable to compete this year, this could be a great opportunity to line up a match against a local school – is there a friendly long-standing local rivalry between your school and another in the area? Why not promote a match between the two schools in the name of Schools' Football Week? Perhaps present a small trophy for the winners.

Football formats

You can decide to use any format of football depending what is most suitable for your requirements: 11-a-side, 9-a-side, 7-a-side, 6-a-side, indoor 5-a-side or even Futsal if you have the facilities available. The objective is to get as many children playing football as possible and enjoying the game in a safe and secure environment, regardless of their ability. Remember that children should only play in 2 year age bands in accord with FA rules.

PlayStation F.C. Schools' Cup

For secondary pupils, the PlayStation F.C. Schools' Cup has kicked up a gear, with a mission to champion the best of youth talent and creativity through football, in the belief that, through football, children can aspire to something beyond their wildest dreams. Take a look at the PlayStation F.C. website to see if you can get involved with some of their activities ahead of this season's Schools' Football Week (www.playstationschoolscup.com)



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Other activities that could be offered

- Coaching sessions for pupils
- Crossbar challenge competition – pupils v teachers?
- Teacher football match
- Football-themed lessons
- Invite a former pupil who has progressed onto the professional game to come back to the school for a visit (perhaps have a Q&A session with the pupils and some photos)

Share your experiences

Schools' Football Week is all about you! We aim to use this week to highlight the widespread joy that schools' football brings to children of all ages, whether they play in a school team, representative team, enjoy freestyling and tricks or just play for fun – and we really want to hear about it!

We will send you a link to register to say your school is taking part in Schools' Football Week and will send on further information of activities you can enjoy as a direct result. We are hoping to run competitions, send out a pupil survey to get their thoughts on current football affairs and much more. Make sure you let us know that you are taking part! Schools will also be able to download resource packs that include posters and logos so you can post on social media and show that you are proud to be supporting Schools' Football Week...because it's just to celebrate you and your achievements. This is only the start. Once you're registered, look out for updates, ideas and opportunities direct to you, via email.

#SchoolsFootballWeek

Fun Facts



Schools'
Football
Week

**500
Schools**

from across England
registered their
participation over
two previous years

**6500
Teams**

Over 6,500 teams
taking part in ESFA
Schools' Cup
secondary school
age competitions
this season

**2000
Pupils**

2000 pupils took part in a
children's football survey in year
1 which gave children the
chance to voice their opinions
on important football
developments such as VAR,
which was announced on
Sky Sports

**73,282
Teams**

ESFA provides
schools' football
opportunities for over
73,282 teams each year
across England

In previous years

- Schools' Football Week has seen visits to schools from professional footballers and ex-players
- Social media coverage from schools taking part
- Photo and video content of schools staging various activities to engage their pupils further within schools' football
- ESFA events to tie in with the week, such as National Cup draws and Area Finals



Benefits of Playing Schools' Football



Improves cognitive, social, emotional & intellectual skills



Provides opportunities to develop positive relationships



Activity improves brain function



Positive impact on pupil behaviour & truancy



Helps children to feel that they are part of a team



Can enhance academic achievement



Teaches respect



Encourages teamwork



Enhances positive decision making



Improves communication skills



Improves problem solving



Reduces anxiety & stress



Helps build resilience



Reduces obesity



Provides a sense of pride to represent their school

PR & Communications Executive: Sarah Kearney

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