

## **ANNUAL REPORT 2018 – 2019**

### **SECTION 1 - MEMBERSHIP, OFFICERS AND SECRETARIAT**

#### **1.1 MEMBERSHIP**

A total of 386 Associations were registered for affiliation in Season 2018-2019.

#### **1.2 THE CHAIRMAN**

John Martin has carried out the duties of Chairman of the English Schools` FA during the season with pride, diligence and great enthusiasm. He has led the Association with confidence and dignity and has represented the ESFA both at home and abroad with distinction.

John has been a very capable chair of Council meetings, ensuring positive debate and outcomes. He has championed the move towards structural change for representative football and laid secure foundations for further enhancement of this vital part of the ESFA's activities.

He has led the international delegations with dignity and pride. He has set a good example to the squads and has helped to continue the great traditions of exemplary behaviour and sportsmanship associated with our international players. From the trials through to the Under 18 preparation week in Milan, the Centenary Shield matches and the girls' programme, John has been an excellent ambassador for the ESFA and a firm advocate for the importance of having a platform for the best players to display their talents.

The schedule of national cup finals is an extremely demanding one and John has been an ever-present support to the Competitions Department at these showcase events, ensuring that they continue to provide lifelong memories for the youngsters who take part.

He can look back on his year as Chairman of the ESFA with great pride at a job well done.

#### **1.3 VICE-CHAIRMAN**

Throughout his year as Vice Chairman, Phil Harding has shown a very positive attitude, approaching all ESFA matters with a very enthusiastic, willing and reliable manner and approach. He has represented the Association at numerous ESFA events during the season, including the PlayStation National Finals at West Bromwich Albion plus Internationals. Phil led the U15 Girls International training week in Eindhoven, with Alan Johnston. This was extremely successful with the girls remaining unbeaten in their warm up games prior to the Salou Tournament.

Phil has been an integral part of the 'Girls Strategy' group which has tried to facilitate the future of Girls football within the ESFA structure. Phil has also recently chaired the Representative group within council. Phil has facilitated many changes to the International programme which has streamlined the trials structure and enabled both Boys and Girls squads to work within a budget determined by the Trustees.

Phil has been Secretary of Kent SFA for the many years and held many roles in District and County Football during his long involvement in Schools' Football. This will be an ideal foundation to serve yet again as ESFA Chairman during 2019 20.

#### **1.4 CHIEF EXECUTIVE**

The 2018-19 season saw the Association begin the modernisation of IT systems, a significant piece of work that has been carefully planned and researched. Our CEO has led both staff and Trustees through this process whilst coordinating this project with key partners.

Andrea has demonstrated professionalism and insight in her work and continues to be a hard-working and effective lead professional. The quality of work of the ESFA staff team is a testament to this. We thank Andrea for all she has done and continues to do as our CEO.

## **1.5 STAFFING**

The staff team at HQ has this season seen some changes, being the first full year of operation following Sue Gifford's retirement, and with the departure of Ed Mitchell, National Competitions Secretary, and David Ebberson, PLCF Project Co-ordinator. Both David and Ed are now enjoying new roles and contact with David will continue through his new employment with Pass4Soccer, the ESFA's US scholarships partner.

Before his departure, David finished the final year of the PLCF project with the U11 District Rep finals in Liverpool, a fitting culmination to the hard work of all involved over the life of the project. Darren, Ed and our national competitions interns, Jack and Chris, delivered a fantastic national finals season once again, with the highest levels of social media engagement ever seen, thanks to the terrific work of Sarah and our two marketing interns, Rob and Claire. Our interns finished their year by giving the Association some incredibly positive feedback about their experience and demonstrated their ongoing commitment by continuing to volunteer for specific projects over the summer. Our thanks go to them for being our HQ volunteers. The Association also welcomed back Ross Deakin, 17/18 intern, as a volunteer at our 18/19 national finals giving him added experience to support his successful application for his PGCE. We were then delighted to be able to offer our other 17/18 intern, Josh Thornton, the paid role vacated by Ed. Jack Evans, NCD intern in 18/19, also re-joins the competitions department in a paid capacity.

Elsewhere amongst the team, Andy and Kieren continued to rack up the miles, supporting SLA delivery and early restructure work, whilst directing development funding to enable more than 21,000 children to enjoy new football opportunities. The first pan-disability tournaments organised by the development team also proved to be successful, with the delight of the players clear for all to see.

Martin and Sarah continue to provide high levels of expert advice on safeguarding matters, with Sarah's expertise in the Safeguarding Operating Standard of The FA positioning the organisation well to respond to the likely implementation of the standard in our own Association. Martin's experience and advice in complex disciplinary cases has continued to be hugely valuable and his support to develop Josh in his new role has been gratefully received.

Lorna has continued to work hard to ensure that customers, members and colleagues in the office continue to enjoy the high levels of service they have come to expect, following Sue's departure. Dawn has continued to support the Trustees with detailed financial management and reporting and between them, routinely do a great job in staffing the office when others are out on ESFA business.

## **1.6 AUDITORS**

The ESFA's Honorary and Professional Auditors continue to provide the Association with advice and an independent, critical eye.

The Honorary Auditors, Neil Pont (Northumberland), Allan Reed (Durham) and Terry Pollard (Humberside) conducted their annual visit, which is reported on later. The role of the HAs as a critical friend has been an increasingly important and valuable one for the Association.

Mark Ashton, of Lancaster & Co, continues to perform his professional duties on behalf of the Association with due diligence. The long-standing relationship with the ESFA is greatly valued.

Council wishes to record its thanks to our Honorary and Professional Auditors for their work on behalf of the Association

## SECTION 2 – FINANCE AND SPONSORSHIP

### 2.1 FINANCE

The 2018-19 accounts presented to membership represent the second year of 12 months accounts based on a single playing season. The continued clarity provided by the accounts running alongside our activity cycle has enabled sound financial management during the past 12 months and given Trustees confidence in future planning.

The 2017-18 report projected a surplus budget approaching £19,000 for the 2018-19 playing season. This was in line with the actual outturn from the previous season, when long term financial planning was addressed with rigour by the Trustees – the restructuring of HQ staff, of the inter-County Competitions and the international programme again allowed the setting of a surplus budget. By the end of the year, the surplus exceeded that planned and the accounts now show that figure to be £91,000. This was achieved by:

- Securing additional income to support the international programme, after the budget was approved;
- Reducing operational costs such as Council outgoings;
- Reducing national competition costs;
- Some one-off accounting adjustments;
- Ongoing prudence and scrutiny.

As seen elsewhere in this report, the positive relationships with sponsors have secured the important continued support of ESFA national competitions. The discontinuation of PLCF income was very disappointing but the long-term financial planning undertaken in 2017-18 factored this loss in, so that the financial impact could be managed.

This surplus, on paper, is of course much higher than expected but a number of decisions taken by the Trustees in order to sustain the ESFA's effective operations are to be funded from this: essential replacement of the ESFA's portal is being undertaken, using the Association's reserves, and these costs will need to be repaid to those reserves from operating surpluses. The Association has made a short-term investment in a Commercial Director for the 19/20 season: his remit is to generate and diversify our income, with a specific ambition of creating funding for the representative game. This cost too is being underwritten by the 18/19 surplus. Finally, and operationally, the delay to confirmation of funding from The FA meant that the Association had to underwrite the costs of CSFA administration for a short period, also funded from the surplus. On this basis, the in-year accounts for 19/20 will show a deficit budget, with the deficit being covered by the 18/19 surplus.

Supporting activity at County and District level remains a commitment of the Association. The ESFA recognises the financial challenges faced by County and District Associations and has made the following support available during the 2018-19 seasons:

- Grants to support County Administrators - £154,666
- Cash grants to County Associations - £82,000 (this is data returns & SLA compliance)
- ESFA Development Funding - £47,230
- PFA Primary Festival Grants - £6,000 (*was Secondary last year*)
- Regional Associate Grants - £8,000 (*was £4,000 last year*)
- Inter County & Inter Association Travel & Accommodation payments - £26,483
- New this season was County Association Futsal Funding - £16,100

The Trustees again wish to place on record thanks to our Chief Executive, Andrea Chilton and the Association's Finance Officer, Dawn Howard, for administering the ESFA's finances with skill, foresight and professionalism. Their work on the Association's finances has enabled Trustees to make well informed decisions in times of financial challenge. Their insight, dedication and enthusiasm for the work of the ESFA are valued and much appreciated.

## **2.2 SPONSORSHIP**

2018/19 was an important year in terms of national competitions sponsorship, with PlayStation, the Association's biggest investment sponsor, due to review its partnership with the Association at the end of the season. Members will be aware that PlayStation confirmed their renewal in season, and the ESFA is delighted to have a further two years' partnership funding confirmed, following a hugely successful PlayStation Schools' Cup at West Bromwich Albion, which saw senior PlayStation personnel cancel their meetings to attend for a second day of excitement! DANONE were highly satisfied with the primary football finals, held at Birmingham City, and as ever, provided lots of support on the day. Their sponsorship continues. Whilst 2018/19 saw the final year of sponsorship of the U16 schools' cups by PLCF, thanks must also be offered to PLCF for their support and in the meantime, a new sponsor is being sought. The Association remains incredibly grateful to our sponsors who provide fantastic opportunities for children to enjoy a fantastic experience at national finals.

On the international programme, our long-term partners continued with their invaluable support. Once again, the pre-season training for both squads, courtesy of Inspire Sport, was a huge success and thoroughly enjoyed by all involved. Thanks must also go to Inspire for hosting the girls' international tournament, the Bob Docherty, in Salou. Pendle remain our preferred supplier of strip, covering the cost of kitting out both teams, their management teams and relevant ESFA personnel. Pass4Soccer continue as our official partner for US scholarships, providing opportunities for our best players (and not just our international trialists) to assess whether this route to University is suitable. UCFB, our HE partner, were very positive about the first year of our relationship and finished the season expressing their desire to continue. These long-term relationships are critical to the viability of our international programme and our grateful thanks are offered to our partners for their continued contribution to this activity.

Following the creation of the Association's Associate Charity scheme, UK Sepsis Trust joined the ranks of recognised charities and benefitted from ESFA expertise in creating a lesson plan based on spotting the signs of the condition. Almost 150 primary schools in the north west opted to receive the lesson plan and UKST are now evaluating its success.

Monster Trophies concluded their first year as our official medal supplier and sponsor of the U12 Indoor Football Fives, which culminated in a lively finals day at PlayFootball in Birmingham and Mark Harrod, official goalpost supplier, continued with their in-kind support of our activity.

The relationship with Panini continued to strengthen throughout the season, with an extended and expanded partnership arrangement spanning the duration of the 18/19 season and carrying forward into 19/20.

Adrian Stores, sponsorship broker in 2018/19, ceased to provide the Association with his services at the end of the season. Adrian's work generated a number of new potential leads with UCFB being the most successful.

## **SECTION 3 – COMMITTEE REPORTS**

### **3.1 REPRESENTATIVE FOOTBALL**

The Representative Football Committee began the year by carefully considering player eligibility and this included a survey of membership as a crucial aspect. Reference to Council throughout the season resulted in the provision of a clear policy statement, identifying eligibility, which is in force for the 2019/20 season.

The Committee have also been particularly mindful of sustaining District activity and continued with the responsibility of maintaining an oversight of the U11 District Representative football project as led by David Ebberson and made possible with funding courtesy of the PLCF. After another successful season it is disappointing that this funding is not to continue and the Committee, on behalf of full Council, would like to place on record our gratitude for David's drive and professionalism in delivering this highly successful programme.

Significant consideration has continued about the sustainability of the County representative offer and liaison with The FA has been maintained. Ongoing negotiations with The FA confirmed that the arrangements from the previous season would carry forward into 18/19, with County cup fixtures being given priority over RTC games.

The Committee has also continued to consider the sustainability of the international programme and have worked incredibly hard with Council Members, SAFIB officials, sponsors and staff to ensure that the programme remains not only viable but also befitting that of an elite pathway. This has remained one of the greatest challenges to this Committee and Council but one which we are committed to delivering not only appropriately but also responsibly. The committee and the Trustees have been pleased to see the programme deliver cost savings this season.

Related to this, a new trials format was delivered with fewer stages in order to reduce costs but without adversely impacting the quality of offer and experience to our two international squads for this largely unsponsored activity. Although ultimately successful, we recognise that the reduced number of stages is not ideal and so we are returning to the previous format but with a commitment to adhering strictly to the challenging budget.

Two further major challenges of note in relation to our international squads were addressed: firstly, the induction and support for our new volunteer International Programme Coordinator (IPC), a role that was introduced following the redundancy of a staff member previously responsible for administering the programme. Secondly, our commitment to providing equality of opportunity to our two squads in terms of playing programme. Unfortunately, despite relentless efforts to source appropriate fixtures we were somewhat frustrated by the lack of additions we were able to make to the girls' programme but are more hopeful for the upcoming season with one additional appropriate fixture already added and with a small number of other enquiries with the potential to come to fruition.

Nick Cuff performed superbly in the role of IPC in challenging circumstances but a promotion at work and the culmination of personal circumstances regrettably led to his resignation at the end of the season. The Committee, on behalf of full Council would again like to place on record our sincere gratitude for all that Nick achieved through his dedication and commitment during his short time with us. Having learnt from our first season of engaging an IPC we have attempted to split the role for future seasons in order to make it more realistic for a volunteer; one for the U15s and one for the U18s.

With regards such vacancies, due to resignations and individuals reaching the end of their agreed volunteer service, the Committee Chair with support from the staff, has sought to appoint to no less than seven vacancies for the coming season. At the time of writing, six appointments have been

made with just the U15 IPC role remaining vacant. If this remains unfilled, we acknowledge that it has the potential to create challenges for the Committee.

Further work undertaken towards the end of the 2018/19 season in preparation for 2019/20 includes the update of risk assessments for representative football as well as the international handbook. Also, all international team volunteers will be expected to adopt our Safeguarding Code of Conduct.

### **3.2 COMPETITIONS**

The ESFA successfully delivered an increased portfolio of 53 National Competitions during Season 2018-2019. This season showed a 1.46% decline in the number of teams participating in the ESFA National Secondary Schools' Cup programme to 6,608 in total.

The ESFA accepted an invitation from The FA to host the inaugural Futsal Schools' Cup which included six categories of competition - U11, U13 and U15 Cups for boys and girls. Nearly 1,000 teams registered to take part in the County Rounds of the competition which eventually progressed through to Regional Finals, National Semi-Finals and a National Final event which was hosted at St George's Park on Friday 3rd May 2019 as part of The FA Futsal Cup final weekend. Nearly £10k in grants were paid to County Schools' FAs to host feeder competitions across England.

The three Deaf Schools' Tournaments, hosted with support from staff at the Derby Royal School for the Deaf, were hosted on Tuesday 5th February 2019, at the Derby Powerleague. A month later, on Monday 4th March, the ESFA returned to PlayFootball Birmingham for a third successive season (previously the National Futsal Centre), for the National Finals of the ESFA U12 'Monster' Football Fives. Reported participation figures showed a decline for this format of the game as 542 teams registered for the boys' competition (compared to 955 last season) and 370 for the girls' category (compared to 622 in the previous season). However, this is almost certainly due to a data collection issue rather than a genuine decline in this format of the game.

The National Competitions Department continued its strategy of hosting as many Under 18 Finals as possible before the Easter break. However, this does present inevitable challenges in attempting to secure Football League stadia at a time of the year when inclement weather is customary in England.

The ESFA National Finals' roadshow started at Ewood Park, home to Blackburn Rovers FC, on Tuesday 26th March, to host the Under 18 Elite Schools' & Colleges' Cup for Boys between Astrea Academy (South Yorkshire CSFA) and Hartpury College (Gloucestershire CSFA). Thanks go to Ian Silvester (Club Secretary) and Sarah Logan (Assistant Club Secretary) for their expertise and professionalism in helping to organise the event. A special mention goes to University College of Football Business (UCFB) for hosting an insightful presentation after each of the five Under 18 Finals that were hosted in March.

AFC Fylde was the host venue for a celebration of girls' football on Monday 8th March. A number of local primary schools sent pupils along to enjoy the Girls' Under 18 Schools' Cup and Under 18 Colleges' Cup finals. Both finals were broadcast live on ESFA TV, which attracted over 6,000 views on YouTube. Thanks go to Jamie Roberts, Chief Executive at AFC Fylde, for his diligence in ensuring a successful day was hosted at Mill Farm.

The last of the finals to be hosted before the Easter break were the Under 18 Schools' Cup and Under 18 B Team Cup finals for boys, which took place at Shrewsbury Town FC on Tuesday 2nd

April. Two independent schools contested the U18 Schools' Cup final which saw Hampton School edge out Repton School on penalties in front of a large vociferous following from Richmond Upon Thames. The ESFA would like to place on record its thanks to Andrew Tretton, the Commercial Manager at Shrewsbury Town FC.

St Andrew's, home to Birmingham City FC, hosted the U11 Danone Nations Cup on Saturday 4th May. Nottingham Schools' FA were crowned Inter Association winners and Easington Primary Academy (Durham CSFA) won the girls' category. As a result, both teams were invited to represent Team England at the Danone Nations World Cup Finals, which were hosted in Barcelona in October 2019. The ESFA is also extremely grateful to Mark Harrod Ltd for donating four sets of age appropriate goalposts for the National Finals.

The four Premier League sponsored U16 Schools' Cup finals were all hosted on Wednesday 8th May at Manchester City Football Club's Academy Stadium. The 8 teams all received Nike kits courtesy of the Premier League and the day attracted over 48,000 views on ESFA TV.

The ESFA returned to Stoke City on Thursday 8th, Friday 9th and Saturday 10th May to host a further 12 national finals including our Inter County and Inter District Cup Final programme. The ESFA wishes to place on record its thanks to Gemma Hale (Commercial Manager), Ravi Sharma (Head of Operations) and Andy Jackson (groundsman) at Stoke City Football Club, for allowing us to use such fantastic facilities over the course of four days.

The sixth PlayStation Schools' Cup season was brought to a close with another fantastic PS Schools' Cup Final Festival, which was hosted for the first time at The Hawthorns, home to West Bromwich Albion Football Club, on Tuesday 21st to Thursday 23rd May. The partnership, supported by PlayStation's PR Company, HPS Jardine, continued its fantastic season-long work by once again showcasing 10 'Tie of the Round' events at schools across England, with appearances from Premier League footballers including Callum Wilson, John Stones, Luke Shaw, Wilfried Zaha and Kelechi Iheanacho. The second annual 'Schools' Football Week' was launched on Monday 4th February which saw hundreds of football activities and lessons hosted at schools across England, throughout the week. As part of the initiative, Sky Sports Presenter Chris Kamara, visited Lymm High School in Cheshire to put the pupils through some coaching drills and Harry Winks visited Simon Balle School in Hertfordshire. Once again, these events gained some fantastic coverage in a variety of National Press, not only in print but also through social media and television.

The ESFA would also like to place on record its thanks to Garry Griffiths of 353 Photography, Adrian Battersby at 247 TV, Charlotte Doughty and Alex Wint for providing their services as a qualified physiotherapists and the army of referees that have helped officiate at all ESFA fixtures and National Finals throughout the season.

### **3.3 ASSOCIATION DEVELOPMENT**

2018/19 was a significant year for the Association Development Committee, with the final proposals of the 'Structures Working Group' being approved by the AGM in November being the biggest change to the ESFA since its inception in 1904. Work has continued this area to develop criteria, devise templates and establish a panel to review County submissions. Thanks go to all members who attended the AGM and engaged with the debate.

The committee oversaw the Development Fund which shared £46,000 between 75 projects across 26 counties. This resulted in 2,375 new teams, including 214 new disability teams, and 20,890 players. The development of disability football continued through the year, with the ESFA running 5 pan-disability festivals in June. This was the first time that specific pan-disability events have been held and were well received by the schools who participated. Thanks to Manchester United Foundation, Burton Albion Community Trust, Exeter College, Surrey FA and St Neot's Town for hosting. We hope these festivals become a regular event in the ESFA calendar.

Additionally, The Muslim Schools' finals were held at St Georges Park in March and we sanctioned the running of the Catholic School's Association football tournament.

We were able to reward our volunteers in schools' football with tickets to 4 men's England internationals and 4 women's internationals thanks to The Football Association for providing the ESFA with free tickets.

Thanks are extended to the members and staff of the Association Development Committee and notably Ed Mitchell who left for pastures new in May.

## **SECTION 4 – LIAISON**

### **4.1 FOOTBALL ASSOCIATION**

Mike Spinks has continued to be the ESFA representative on The FA Council. In July 2018 Mike was selected by The FA Appointments Panel to serve on the following FA Committees – Disability, Women's Ambassadorial Panel, Youth Participation and Football Development. During the Season 2018-2019 Mike missed a couple of meetings when he was away with England Youth Teams playing in UEFA tournaments but, apart from those occasions, he had a 100% attendance record at the meetings he was required to attend.

#### **4.1.1 The National Game Board**

Mike Spinks completed his 3-year stint as the education spokesperson on the National Game Board at the end of last season. There is an allocated place on the National Game Board for a schools' representative which either the ESFA or the Independent Schools FA can fill. The ISFA agreed that Mike should continue as the education spokesperson for another term of office. He has regular meetings with the ISFA Chief Executive, Mark Dickson.

#### **4.1.2 FA Youth Participation and Football Development Committee**

In re-evaluating its committee structure The FA decided to combine the Youth Committee with the Football Development Committee from the start of the 2018-2019 season. Sadly, this resulted in very little discussion on any education matters. The quarterly updates from the ESFA, led by the ESFA Chief Executive, were no longer required.

#### **4.1.3 FA Disability Committee**

The Disability Committee has taken a particular interest in the Deaf Schools Festival which the ESFA has been very successfully staging in Derby for many years. The winners of the girls' competition in February 2019, however, were not invited to the FA Disability Cup Finals Day at St George's Park in June. There were issues over travel for the winning teams which could not be resolved. Mike Spinks was asked to represent The FA at the European Partially-sighted Championships in Georgia in December 2018 where the England team won the bronze medal behind Russia and the Ukraine.

#### **4.1.4 FA Women's Ambassadorial Panel**

Mike Spinks has continued to be the voice from the world of education to speak when girls' schools and youth football was being discussed. Mike was asked to be the Head of

Delegation when the Under 17 England Lionesses travelled to Moldova and Bulgaria for the preliminary round and championship final of the UEFA Championship Tournament. During the season several meetings took place involving the ESFA Chief Executive and Mike with senior FA staff for women's and girls' football, principally to discuss our Under 14 and Under 16 Inter-County Girls football leagues and cups. These will continue to be played on the 2<sup>nd</sup> Saturday of each month in Season 2019-2020.

#### **4.1.5 FA Futsal Committee**

Mike Spinks has been asked by The FA Appointments Panel to serve on the FA Futsal Committee from the start of the 2019-2020 season.

## **4.2 SCHOOLS' ASSOCIATION FOOTBALL INTERNATIONAL BOARD**

The Schools' Association Football International Board (more commonly referred to as SAFIB) is an organisation of affiliated countries from around the world that have an interest in promoting football in their schools. As well as representation from the United Kingdom and Ireland, many of the European countries are members as well as Australia and New Zealand and, for the first time last season, Gibraltar, classed by UEFA as an emerging nation. Gibraltar proved to be an excellent addition to SAFIB's affiliates. Mike Spinks is currently the SAFIB Secretary and Dave Woollaston the Assistant Secretary. During the 2018-2019 season Owen Aiston was nominated by the ESFA as the SAFIB Chairman and a first-class appointment he proved to be, presiding at all the SAFIB events.

Each season the ESFA National Competitions Department nominates a boys' school team to go to the Allen McKinstry Under 14 Cup Tournament and a girls' team from the same age group to attend the Rod Houston Cup for girls' school teams. These tournaments effectively create the Great Britain and Ireland Champions. In normal circumstances the ESFA will nominate, via the ESFA National Competitions Manager, its Champions from one of their Under 13 PlayStation Cup tournaments.

#### **4.2.1 SAFIB Centenary Shield**

The Under 18 Boys Centenary Shield is played for as a league by school national selects from England, Northern Ireland, the Republic of Ireland, Scotland and Wales. Each season the countries have two home and two away fixtures. The ESFA U18 lads prepared for the competition after some half-term training, arranged by "Inspiresport" in Milan. The side beat Scotland and the Republic of Ireland away but were not so fortunate at home, losing 0-1 to the Welsh Schools at Slough Town and drawing 0-0 with the eventual champions, Northern Ireland, at Redditch United. Council is greatly indebted to its colleagues Stuart Inger and Paul Rickard for masterminding these two home international matches for the ESFA.

#### **4.2.2 SAFIB Victory Shield**

The Under 16 Victory Shield for boys' national teams has continued (since the withdrawal of England in 2015) to be competed for by Northern Ireland, the Republic of Ireland, Scotland and Wales. In November 2018, Owen Aiston as SAFIB Chairman witnessed an excellent tournament staged by the Football Association of Ireland over one week in Tralee, County Kerry. 20,000 programmes were distributed to local residents and resulted in large crowds watching each of the games. Northern Ireland emerged as the tournament winners. The local Mayors from County Kerry were amongst the supporters of the week-long event as well as the President and Chief Executive of the Football Association of Ireland.

#### **4.2.3 SAFIB Under 15 Bob Docherty Cup for Girls National Teams**

This tournament is for the Girls Under 15 International Teams from Great Britain and Ireland – England, Northern Ireland, the Republic of Ireland, Scotland and Wales. The event in April 2019 was moved to Spain and run by SAFIB officers in conjunction with

travel company Inspiresport. A welcome addition to the competing countries was Gibraltar. The ESFA Under 15 team played for the John Read Trophy during the event but once again lost out to the Republic of Ireland, who also eventually won the whole tournament, for the second year running. The Travel Company “Inspiresport” again supported the ESFA squad by arranging a half-term training week abroad in February.

#### **4.2.4 SAFIB Under 14 Allen McKinstry Cup for Boys Schools Teams**

This tournament is for boys’ school teams from Great Britain and Ireland – the Champions from England, Northern Ireland, the Republic of Ireland, Scotland and Wales. The event in May 2019 was staged by the Northern Ireland Schools Football Association in Belfast. The ESFA nomination for the tournament, Cardinal Hume School from Gateshead, subsequently withdrew from the competition to be replaced by Henry Cort School from Gosport. Although they did not win the event, the Henry Cort players nevertheless proved to be outstanding ambassadors for their country in terms of their conduct and demeanour on and off the field of play. The tournament winners were St Columb’s College from the City of Derry.

#### **4.2.5 SAFIB Under 14 Rod Houston Cup for Girls School Teams**

This tournament, open to the Girls Champion School Teams from the United Kingdom and Ireland, took place at the Lilleshall National Sports Centre in Shropshire just before the half-term break in October 2018. England with two teams, the Republic of Ireland and Wales competed. The ESFA was represented by the girls from Bohunt School in Wokingham and St Ivo School in Huntingdon. The Bohunt girls excelled themselves by winning the competition and being crowned the British Isles Champions. A lovely touch at the end of the event was the presentation of the Nigel Brown Award for the outstanding player at the event. It was presented by Carol Brown, to Saffron Bowen, a player from the Welsh Champion School. The ESFA was grateful to Mark Warren, now an ESFA Council Member, for making the appointments of the match officials.

### **4.3 SARA**

The Sports and Recreation Alliance meets in London twice a year to discuss matters of interest and concern from a wide variety of sports, not just football. It also arranges an Annual Conference in September with a topical issue being discussed in the morning prior to the afternoon Annual General Meeting. Prince Edward chairs the AGM. This year, in June, Mike Spinks was invited to be part of a delegation that attended a meeting in the House of Commons, organised by Dame Tanni Grey-Thompson, where the Labour Party Deputy Leader, Tom Watson, was one of the speakers.

### **4.4 THE ESFA PREMIER LEAGUE PROGRAMME**

2018/19 was the final year of the PLCF District project, which supported significant numbers of teams its four-year life. Funding was used to support a range of elements such as kit, equipment, venue hire, referees, travel & support for school leagues:

#### **Overall engagement (2015-2019)**

<b>Season</b>	<b>Boys Teams Engaged</b>	<b>Girls Teams Engaged</b>	<b>Applied for both</b>
2015-16	33	4	32
2016-17	59	25	15
2017-18	46	36	N/A
2018-19	79	54	N/A
<b>Approximate # of players</b>	3,038	1,666	658

In addition to direct funding, the national 9v9 competition grew each season, especially within the girls' strand, which was started a year later than the boy's competition due to the high demand following initial funding to start representative teams. The National Finals of each event was hosted at a central Academy venue, allowing the teams to compete for the opportunity to become National Champions.

<b>Season</b>	<b>2015-16</b>	<b>2016-17</b>	<b>2017-18</b>	<b>2018-19</b>
Boys Entries	55	50	73	83
Girls Entries	X	25	40	48
<b>Team Total</b>	55	75	113	132
<b>Player Total</b>	770	1,050	1,582	1,848

Thanks again go to the PLCF for supporting representative football in this way.

#### **4.5 CHILD WELFARE**

Safeguarding Children is high on the FA agenda and the National Welfare Officers have worked closely with The FA to ensure Associations comply with FA policies and our legal obligations. ESFA affiliation policy states that every Association running representative teams must have an FA qualified Welfare Officer with an in date (within the last 3 years) FA Criminal Record Check (DBS) and every manager or coach with an Association representative team must also have an accepted FA DBS every 3 years. Those who are not practising teachers must also complete the FA Safeguarding training every 3 years.

The majority of Associations fulfilled this legal obligation and only a few were suspended from playing because they either did not have staff listed on the portal, teams were listed without coaching staff or their team staff were non-compliant. Once Associations complied, the suspensions were quickly lifted, however there continues to be a small number of Associations where there continue to be compliance issues. Council strongly asks local and County Associations with representative teams to keep this section of the portal up to date throughout the season and delete staff no longer involved with their representative teams in line with our GDPR obligations. Associations placed under suspension will now be listed on the ESFA website (Development) and Associations should check this information regularly to ensure their team and opposition teams are compliant to play.

A major overhaul to the online portal is currently taking place to make it more “user friendly” and to provide active links with the FA systems so that new DBS are actively updated when issued.

The Association has been involved in a number of safeguarding concerns and poor practice incidents, which have been managed by the National Welfare Officers working closely with Association Welfare Officers, the FA Management team and Statutory Agencies where appropriate. Some FA Suspensions have been issued, with supervision or additional training required for some coaches.

The Association continues to work closely with County FA's across the country ensuring that access to the appropriate training opportunities for Welfare Officers and staff are accessible locally. The National Welfare Officers continue to communicate regularly with Welfare Officers and Association Secretaries updating members with safeguarding updates on policies.

There is full access to many policy documents and guidelines on the ESFA website – these are reviewed annually and updated as required.

Associations should note that they must apply for sanctions if they are playing games against unaffiliated opposition and foreign opposition (this includes participation in tournaments). A risk assessment must also be completed and submitted with the Sanction Request.

Priorities for the 2019-20 season will include continued support for Associations to ensure all their representative team staff comply with ESFA affiliation requirements and adhere to ESFA/FA safeguarding policies. Further major changes are planned to the Portal. We will also continue to work with County and District Associations to make sure that all staff are fully compliant and continue to work with the FA to ensure that all referees appointed to representative matches are FA qualified and registered.

Council are grateful to our NCWOs for their expertise, their commitment and their determination to help us to make sure children are safe when playing under our auspices.

#### **4.6 NCSS 2017**

The ESFA continues to support the work of the National Council for Schools Sport and the ISF.

#### **4.7 MARKETING AND PR**

Throughout the 2018-19 season, the ESFA has continued to make improvements through the organisation's PR and Communications strategy, including the addition of two interns into the PR and Comms department, helping to sustain the work driven by the improving reach of the ESFA's profile. Our social media profile, which has increased year on year, with the addition of new channels to help diversify our offering, has seen significant growth thanks to the efforts of the expanded team. The considered and continual use of social media becomes more and more important each season when communicating with schools, sponsors and the general public. We have seen a number of improvements to existing initiatives as well as some exciting new developments.

**4.7.1 Twitter** - Followers have increased significantly from 16,644 to 19,434 and in the last three months alone we have shared 325 direct tweets, received over 57,000 profile visits and secured 1.6 million twitter impressions across the three month period. Twitter continues to be an integral part of both our public image and communication strategy and has become hugely effective in advertising/promoting events, sharing successes and interacting with member schools. The amount of interaction we have received via Twitter over the last season has been fantastic and really helps us to share both our own messages as well as those of our partners and sponsors to a key and strong audience.

**4.7.2 Facebook** – The ESFA Facebook is slightly less of a priority in terms of social media for the Association, however we have continued to utilise the page to share information and this has been successful. The number of 'likes' on the page has risen from 1,792 to 2,609 and posts appear to be well received by followers.

**4.7.3 Instagram** – The ESFA Instagram account, which was launched at the start of the 17-18 season, has seen over a 100% increase in the number of followers, thanks to a considered push on content for the 18-19 season. The account now boasts 2,323 followers. Instagram is a great way to reach new audiences and we have been really pleased with the uptake on the account over the last two seasons.

**4.7.4 YouTube** – Season 18-19 saw the ESFA stream every Schools' Cup National Final in great quality with full match commentary and on-screen graphics live and for free for the third consecutive year via our YouTube channel. Both home International matches were also streamed live online. We now have 4,102 YouTube subscribers, double the previous season. Live views and replays of the 18-19 match coverage for Competitions

and Internationals pulled a combined audience of 178,000 (over 114,000 up on last season).

**4.7.5 Website** – The beginning of the 2018-19 season saw the launch of the new look ESFA website. Since its launch, the website has enjoyed over 200,000 ‘hits’. This is lower than the number usually received by the former website, due to the new website not hosting the ‘portal’. However, the ‘live’ competition pages of the old website have also received 1.3 million views. The website is now much clearer and enhances the ESFA’s outward facing profile.

**4.7.6 International Squads** – The International squad coverage has continued to be a huge success across all social and media platforms, with some of the most highly performing social media posts being directly related to the teams. The boys’ squad this year enjoyed receiving digital Panini stickers of each member and the coverage of the International season was once again reviewed and enhanced to try and give the players a most memorable experience throughout the International season.

**4.7.7 353 Photography** – Garry Griffiths of 353 Photography has captured some excellent images from our cup finals and international fixtures as well as a host of other events. The relationship is a very strong one that has continued to grow over the past few seasons, providing the Association with a selection of images for promotional and press use.

**4.7.8 Brand Identity** – We have continued to work with Rich from 33 Creative to create all digital and print publications. Rich’s support of the ESFA’s work has been great and his skills have allowed us to have consistently on-brand products designed, including the new ESFA Super League branding and identity. The ESFA brand continues to become more recognisable in terms of logos, colours and fonts used across promotional materials.

**4.7.9 Head Teacher Toolkit** – The ESFA distributed a Head Teacher toolkit to Heads from all competing schools in the 18-19 Season, which was well received. The brochure, which also included a poster listing 15 benefits of schools’ football, had good feedback and spectator numbers for National Finals was improved for the season. This will be replicated for the 2019/20 season.

**4.7.10 Public Affairs Strategy** – The additional staff member in the Marketing Department allowed us to dedicate time to trial the ESFA’s public affairs strategy, in order to try and enhance the ESFA’s profile amongst MPs in England. This work meant some International squad members were lucky enough to receive letters of congratulations from their local MPs. We hope to continue to grow our presence within this area over coming seasons.

**4.7.10 Sponsors & Partners** – The ESFA has continued to strengthen its relationships with various sponsors and partners and has secured continued contracts with some organisations for the coming season. Relationships with major ESFA sponsors, PlayStation and Danone are at an all-time high and we are also now able to provide a lot of discounted products and services to our member schools and associations through various other partnership deals.

## **SECTION 5 – FESTIVALS**

### **5.1 45<sup>th</sup> JERSEY PRIMARY FOOTBALL FESTIVAL 15<sup>TH</sup> – 20<sup>th</sup> APRIL 2019: John Martin**

I was delighted to accept the offer to attend the Festival as Chairman of the ESFA this year. I thoroughly enjoyed my previous visit in 2017 and I knew the organisation and opportunities available for all players and staff were second to none.

After a trouble-free flight from Southampton I arrived on Wednesday 17<sup>th</sup> April in the late morning. Pat Cullinane, the Festival organiser, had booked all parties into the Mayfair Hotel, St Helier, Jersey. Parents and families are not allowed to book in at this hotel therefore allowing boys, who often have not travelled away before, the opportunity for some independence. This was a very accommodating 3-star hotel with excellent facilities for the boys, Association staff and other guests. They did everything they could with good meals, excellent service and positive support for all. It was nice to meet staff I had encountered on my first visit.

The event takes place at the FB Fields (named after Florence Boot, founder of the chemist chain) about 10 minutes from the hotel, where 5 pitches had been marked and prepared excellently for the morning games. Pat organises a fleet of mini buses for the teams to use during their stay. A good number of Primary District Associations, from mostly the south of England attended this year with a few Districts bringing 2 teams. Pat splits the teams into groups, trying to ensure they play Districts they would not play normally in their local league season. All teams play 1 game per morning for the duration of their visit. Staff plan excursions around the island during the afternoons. On the Friday he has play-off matches where he alone decides the format. There are no trophies or league placings at the end. Results are published on the hotel noticeboard but not in any particular order.

Pat Cullinane has single-handedly organised, produced and directed this Festival for 45 years in his rather laid back, calm but very admirable style. He has very little presence at the Football, keeping out of the limelight, but every day runs incredibly smoothly with the help of Jersey Referees, catering from the local W.I and assistance from local teaching staff. Pat has formulated a superb model of good practice and I was very impressed with the atmosphere throughout each session of play. A fantastic example of Schools Football at its very best with teachers demanding high standards of sportsmanship and respect from their players. Words can't adequately describe how Pat has cultivated the generosity and enthusiasm that all Festival members shower upon him.

There is a special dinner on the Friday night with everybody, boys and staff in collar and tie to celebrate the Festival, sponsored by PWC Ltd from Jersey. Every boy and teacher receive a certificate and pin badge from the sponsors. I presented awards to all the referees and to a teacher who had attended the Festival for 25 years. This small presentation is indicative of the Jersey Festival. Everybody who goes loves the experience and comes back again and again to provide opportunities for thousands of boys over many years. The good and the great have played here and were richer for the experience. Pat Cullinane deserves the very highest accolade for what he has continued to create without fuss or grandeur. A pleasure to visit Jersey and be initiated into the Jersey Way.

## **5.2 THE ESFA SOMERSET FESTIVAL**

The Somerset Festival ran over the Easter holidays at Millfield School Street. 14 Districts from the South West ranging from the Vale of White Horse to West Cornwall competed in the U.14 and U.13 age groups.

The festival was as ever played at a competitively high standard with many academy players representing their Districts. Each team played 5 games over the course of the 4 days playing at Millfield school pitches, which are excellent quality, in the morning and afternoon: the teams also stayed here over the course of the festival.

The festival also worked with the local Referees' Association as well as the Welsh Referees' Association to bring on younger officials in a controlled environment, allowing managers to watch

the games without worrying about officiating. There were trainee physios and qualified first aiders in attendance to all games in case of unfortunate injuries.

The first evening all the travelling Associations went ten pin bowling after an evening meal at two local restaurants which were keen to support the District schools' festival. The second night was a free night for the players and managers to relax.

The final night was the closing ceremony which was held at Westland Sports and Social club. Over 400 players and parents attended. The guest speaker was Ryan Seager of Southampton FC and Yeovil Town FC and ex Yeovil and District School boys, who attended the festival and gave an inspirational speech about his life and how District schools football helped his career as a player.

After the final games in the mornings there was very positive feedback from players, coaches and parents. There is already interest from other associations for next year, so the Festival is likely to grow even further.

In conclusion, the fourth Somerset festival was yet again a huge success. The festival hopes as many players go on to make it professionally but more importantly create that social and team cohesion which is the main reason it is run.

### 5.3 PFA-SUPPORTED FESTIVALS

With the support of the Professional Footballers Association (the PFA), the ESFA hosted two festivals prior to the U18 boys' home international fixtures at Slough Town and at Redditch United. Local primary schools in Slough, and middle schools in Redditch, each enjoyed an inspiring and aspirational festival prior to kick off on both occasions, with many staying on to watch the fixture. In Kent, a girls U11 District cup saw Wokingham PSFA defeat Croydon PSFA 3-0 in the final. Congratulations to Stuart Inger, Paul Rickard and Phil Harding respectively for organising these great experiences for younger players.

## SECTION 6 – COMPETITION RESULTS

### U11 Schools' Cup for School Teams Final

Sponsored By Danone UK

Saturday 4 May 2019

St Andrew's Stadium, Birmingham City FC

Gerrards Cross Church of England School (Buckinghamshire CSFA)	0	4 (p)
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Fair Oak Junior School (Hampshire CSFA)	0	3 (p)
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### U11 Small Schools' Cup Final

Sponsored By Danone UK

Saturday 4 May 2019

St Andrew's Stadium, Birmingham City FC

English Martyrs Catholic Primary School (Sussex CSFA)	3
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Newcastle School for Boys (Hampshire CSFA)	2
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### U11 Inter Association Trophy Final

Sponsored By Danone UK

Saturday 4 May 2019

St Andrew's Stadium, Birmingham City FC

Nottingham SFA (Nottinghamshire CSFA)	2
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Wirral SFA (Merseyside CSFA)	1
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U11 Schools' Cup for Girls Sponsored By Danone UK Saturday 4 May 2019 St Andrew's Stadium, Birmingham City FC	
Easington Colliery Primary School (Durham CSFA)	1
Canonbury Primary School (Inner London CSFA)	0
U12 Boys Indoor 5-A-Side Cup Final Sponsored By Trophy Monster Monday 4 March 2019 PlayFootball Centre, Birmingham	
Sandwell Academy (Sandwell SFA)	5
John Hanson Community School (Eastleigh & Winchester SFA)	1
U12 Girls Indoor 5-A-Side Cup Final Sponsored By Trophy Monster Monday 4 March 2019 PlayFootball Centre, Birmingham	
The Cherwell School (Oxford City SFA)	2
St Augustine's RC High School (Hyndburn & Ribble Valley SFA)	1
U12 Boys Schools Cup Final Sponsored By PlayStation Thursday 9 May 2019 Bet365 Stadium, Stoke City FC	
Dorothy Stringer School (Brighton & Hove SFA)	1
Sandwell Academy (Sandwell SFA)	2
U12 Boys Elite Schools Cup Final Sponsored By PlayStation Wednesday 22 May 2019 The Hawthorns Stadium, West Bromwich Albion FC	
Sandwell Academy (Sandwell SFA)	3
Shenfield High School (Chelmsford & Mid Essex SFA)	0
U12 Boys Schools Cup for B Teams Final Sponsored By PlayStation Thursday 9 May 2019 Bet365 Stadium, Stoke City FC	
Cardinal Heenan Catholic High School (Liverpool SFA)	1
Kingsdale Foundation School (South London SFA)	0
U12 9 a side Schools Cup for Girls Sponsored By PlayStation Tuesday 9 July 2019 The Trico Stadium, Redditch United FC	
The Priory School (Shrewsbury & District SFA)	3
The Cherwell School (Oxford City SFA)	1
U12 9 a side Small Schools Cup Sponsored By PlayStation Wednesday 22 May 2019 The Hawthorns Stadium, West Bromwich Albion FC	
St Bede's College (Manchester SFA)	3

The Greneway School (North Hertfordshire SFA)	0	
U13 Boys Schools Cup Final Sponsored By PlayStation Tuesday 21 May 2019 The Hawthorns Stadium, West Bromwich Albion FC		
Wright Robinson College (Manchester SFA)	5	
Carshalton Boys Sports College (Sutton SFA)	1	
U13 Boys Elite Schools Cup Final Sponsored By PlayStation Thursday 23 May 2019 The Hawthorns Stadium, West Bromwich Albion FC		
Whitgift School (Croydon SFA)	5	
Wright Robinson College (Manchester SFA)	2	
U13 Boys Schools Cup for B Teams Final Sponsored By PlayStation Thursday 23 May 2019 The Hawthorns Stadium, West Bromwich Albion FC		
Thomas Telford School (Telford & Wrekin SFA)	4	
Tunbridge Wells Grammar School for Boys (West Kent SFA)	3	
U13 Girls Schools Cup Final Sponsored By PlayStation Wednesday 22 May 2019 The Hawthorns Stadium, West Bromwich Albion FC		
Shenfield High School (Chelmsford & Mid Essex SFA)	4	
The Crompton House CofE Academy (Oldham SFA)	1	
U13 Boys Small Schools Cup Final Sponsored By PlayStation Wednesday 22 May 2019 The Hawthorns Stadium, West Bromwich Albion FC		
Claremont School (South East Sussex SFA)	7	
Boroughbridge High School (Harrogate & Craven SFA)	0	
U13 Inter Association Trophy Final Sponsored By PlayStation Friday 10 May 2019 Bet365 Stadium, Stoke City FC		
Chester Le Street, Washington & Derwentside (Durham CSFA)	2	
South East Sussex (Sussex CSFA)	1	
U14 Boys Inter County Trophy Final Sponsored By PlayStation Saturday 11 May 2019 Bet365 Stadium, Stoke City FC		
Kent CSFA	2	3 (p)
Merseyside CSFA	2	4 (p)
U14 Girls Inter County Trophy Final Sponsored By PlayStation Friday 10 May 2019 Bet365 Stadium, Stoke City FC		
Kent CSFA	3	4 (p)

Lancashire CSFA	3	3 (p)
U14 Boys Schools Cup Final		
Sponsored By PlayStation		
Thursday 9 May 2019		
Bet365 Stadium, Stoke City FC		
Thomas Telford School (Telford & Wrekin SFA)	1	4 (p)
Riddlesdown Collegiate (Croydon SFA)	1	5 (p)
U14 Boys Schools Cup for B Teams Final		
Sponsored By PlayStation		
Tuesday 21 May 2019		
The Hawthorns Stadium, West Bromwich Albion FC		
Cardinal Heenan Catholic High School (Liverpool SFA)	2	
Hurstmere School (North Kent SFA)	1	
U14 Boys Small Schools Cup Final		
Sponsored By PlayStation		
Thursday 23 May 2019		
The Hawthorns Stadium, West Bromwich Albion FC		
Repton School (Derby & District SFA)	6	
Haileybury Turnford (Lea Valley SFA)	1	
U14 Boys Elite Schools Cup Final		
Sponsored By PlayStation		
Thursday 23 May 2019		
The Hawthorns Stadium, West Bromwich Albion FC		
Thomas Telford School (Telford & Wrekin SFA)	4	
Verulam School (St Albans SFA)	3	
U14 Girls Schools Cup Final		
Sponsored By PlayStation		
Thursday 9 May 2019		
Bet365 Stadium, Stoke City FC		
Shenfield High School (Chelmsford & Mid Essex SFA)	1	2 (p)
Thomas Telford School (Telford & Wrekin SFA)	1	4 (p)
U15 Inter Association Trophy Final		
Sponsored By PlayStation		
Friday 10 May 2019		
Bet 365 Stadium, Stoke City FC		
Aldershot & Farnborough SFA (Hampshire SFA)	2	
Sunderland (Durham CSFA)	3	
U15 Boys Schools Cup Final		
Sponsored By PlayStation		
Tuesday 21 May 2019		
The Hawthorns Stadium, West Bromwich Albion FC		
Thomas Telford School (Telford & Wrekin SFA)	0	5 (p)
All Hallows Catholic School (Aldershot & Farnborough SFA)	0	4 (p)
U15 Boys Small Schools Cup Final		
Sponsored By PlayStation		
Wednesday 22 May 2019		
The Hawthorns Stadium, West Bromwich Albion FC		

The De La Salle Academy (Liverpool SFA)	2	4 (p)
Langley School (Norwich SFA)	2	5 (p)
U15 Boys Elite Schools Cup Final		
Sponsored By PlayStation		
Thursday 23 May 2019		
The Hawthorns Stadium, West Bromwich Albion FC		
Thomas Telford School (Telford & Wrekin SFA)	5	
Northampton School for Boys (Northampton SFA)	0	
U15 Boys Schools Cup for B Teams Final		
Sponsored By PlayStation		
Tuesday 21 May 2019		
The Hawthorns Stadium, West Bromwich Albion FC		
Hampton School (Richmond SFA)	0	
Sandbach School (South Cheshire SFA)	4	
U15 Girls Schools Cup Final		
Sponsored By PlayStation		
Tuesday 21 May 2019		
The Hawthorns Stadium, West Bromwich Albion FC		
St Ivo School (Huntingdon SFA)	2	5 (p)
Blenheim High School (Kingston SFA)	2	6 (p)
U16 Inter County Boys Trophy Final		
Saturday 11 May 2019		
Bet365 Stadium, Stoke City FC		
Merseyside CSFA	2	
Sussex CSFA	4	
U16 Inter County Girls Trophy Final		
Saturday 11 May 2019		
Bet365 Stadium, Stoke City FC		
Lancashire CSFA	0	4 (p)
Kent CSFA	0	1 (p)
U16 Boys Schools Cup Final		
Sponsored By The Premier League		
Wednesday 8 May 2019		
Manchester City Academy Stadium		
Thomas Estley Community College (South Leicestershire SFA)	1	
John Spence Community High School (North Tyneside SFA)	2	
U16 Boys Small Schools Cup Final		
Sponsored By The Premier League		
Wednesday 8 May 2019		
Manchester City Academy Stadium		
Brooke House College (South Leicestershire SFA)	4	
Our Lady's RC High School (Manchester SFA)	2	
U16 Boys Elite Schools Cup Final		
Sponsored By The Premier League		
Wednesday 8 May 2019		
Manchester City Academy Stadium		
Carre's Grammar School (Kesteven SFA)	1	5 (p)

Thomas Telford School (Telford & Wrekin SFA)	1	4 (p)
U16 Girls Schools Cup Final		
Sponsored By The Premier League		
Wednesday 8 May 2019		
Manchester City Academy Stadium		
St Ivo School (Huntingdon SFA)	12	
Horizon Community College (Barnsley SFA)	1	
U18 Boys Elite Schools & Colleges Trophy Final		
Tuesday 26 March 2018		
Ewood Park, Blackburn Rovers FC		
Astrea Academy Woodfields (Doncaster SFA)	0	
Hartpury College (West Gloucestershire SFA)	5	
U18 Boys Inter County Trophy Final		
Saturday 11 May 2019		
Bet365 Stadium, Stoke City FC		
Sussex CSFA	1	
Lancashire CSFA	2	
U18 Girls Schools Trophy Final		
Wednesday 27 March 2019		
Mill Farm, AFC Fylde FC		
Thomas Telford School (Telford & Wrekin SFA)	2	
Barking Abbey School (Barking & Dagenham SFA)	0	
U18 Boys Schools Trophy Final		
Tuesday 2 April 2019		
Montgomery Waters Meadow, Shrewsbury Town FC		
Repton School (Derby & District SFA)	1	0 (p)
Hampton School (Richmond SFA)	1	3 (p)
U18 Boys Schools Trophy for B Teams Final		
Tuesday 2 April 2019		
Montgomery Waters Meadow, Shrewsbury Town FC		
John Madejski Academy (Reading SFA)	2	
Thomas Telford School (Telford & Wrekin SFA)	0	
U18 Boys Colleges Trophy Final		
Friday 10 May 2019		
Bet 365 Stadium, Stoke City FC		
Newcastle & Stafford Colleges Group (Newcastle Under Lyme SFA)	3	
Godalming College (Guildford & District SFA)	0	
U18 Girls Colleges Trophy Final		
Wednesday 27 March 2019		
Mill Farm, AFC Fylde FC		
SEEVIC College (South East Essex SFA)	1	
Tyne Coast College (South Tyneside SFA)	7	
ESFA / NDCSA Senior Boys 5-a-side Cup		
Tuesday 05 February 2019		
Powerleague, Derby		
Oak Lodge	0	2 (p)

Knightsfield	0	0 (p)
ESFA / NDCSA Junior Boys 5-a-side Cup Tuesday 05 February 2019 Powerleague, Derby Oak Lodge	1	
Hanson	2	
ESFA / NDCSA Girls 5-a-side Cup Tuesday 05 February 2019 Powerleague, Derby Heathlands B	0	
RSDD	1	

### SAFIB UNDER 18 CENTENARY SHIELD RESULTS 2019

Northern Ireland 1-0 Scotland  
Thursday 7 March 2019  
Crusaders FC

England 0-1 Wales  
Friday 8 March 2019  
Slough Town FC

Wales 0-1 Northern Ireland  
Thursday 14 March 2019  
Aberystwyth Town FC

Scotland 0-2 England  
Friday 22 March 2019  
Inverurie Loco Works FC

Scotland 1-1 Republic of Ireland  
Thursday 28 March 2019  
Ayr United FC

England 0-0 Northern Ireland  
Friday 5 April 2019  
Redditch United FC

Wales 1-2 Scotland  
Thursday 11 April 2019  
Cefn Druids FC

Republic of Ireland 0-2 England  
Friday 12 April 2019  
Bohemians FC, Dublin

Northern Ireland 3-1 Republic of Ireland  
Thursday 18 April 2019  
Queen Uni Belfast

Republic of Ireland 5-3 Wales  
Thursday 25 April 2019

## SECTION 7

### HONORARY AUDITORS' REPORT 2018/19

#### Introduction

The Honorary Auditors visited the ESFA offices together on June 7<sup>th</sup>, 2019. In addition, Honorary Auditors have, as individuals, attended various ESFA functions, including competition finals, and have been available for telephone consultations with the Chief Executive. The Honorary Auditors have received regular updates on activities - including Trustees' and Council Minutes and budget reports.

#### Annual Visit

The annual visit comprised two elements:

- interviews with individual members of staff
- a meeting attended by the Chief Executive, the Finance Officer, the Chairman of ESFA and the Chairman of Trustees

Topics covered included:

- staffing
- finance
- governance
- communications

#### Staff interviews

It was clear to the Honorary Auditors that the staff are well led and managed. Performance management targets are in place and performance is reviewed both formally and informally through the year. There is a supportive and collaborative climate where each member of staff is willing (and able) to provide help to colleagues when such help is needed - for example at times when particular pressure comes upon one aspect of the Association's work.

Particularly pleasing was the enthusiastic response from the Intern who was interviewed. He was very clear about how his placement has enhanced his skill set and his job prospects. Permanent members of staff also acknowledged the positive impact the Interns have on their work. The CEO was able to provide evidence of how previous Interns had successfully moved into the world of work.

#### Finance

A large part of the Honorary Auditors' discussions with the officers of the Association centred on the financial position and on relationships with The FA.

The budget set for 2018-19 had forecast a surplus of £19k. This will be met and will, indeed, be exceeded. Clear explanations were given about how this had been achieved - a prudent approach and careful scrutiny of operational practices had been important.

It was noted, in light of detailed discussions in the previous year about its future, that the international programme was delivered well within budget.

Although a paper figure would show an excess of c. £80k, various commitments (e.g. the underwriting of a new role of Commercial Director and the intent to repay to reserves the £95k

invested in IT developments) meant that this excess would be accounted for in future budget setting - and so was not available for new spend.

The Honorary Auditors asked for advice on how much had been 'saved' in the current budget by the adjustment to the way expenses were paid to Counties participating in national competitions. The Finance Officer researched her figures and then reported that the arrangement used in previous seasons would have cost the Association very close to £50k in this financial year.

The Honorary Auditors were confident that the Trustees had taken a measured and responsible approach to the financial situation that confronted them and that investment in the post of Commercial Director and the development of a superior IT infrastructure would be beneficial to the Association.

### **Business Plan, FA Grant and IT Systems**

The Honorary Auditors heard, in detail, about the discussion that had taken place between the Association and The FA in relation to the Association's Business Plan and the paying of the grant from The FA. The delay in receiving assurances about the grant had put undue pressure on the Officers when considering the future viability of the Association. Matters had only just been resolved (at the time of the Auditors' visit) but at least there is some clarity now - although only for one year.

Much of the debate with The FA had focussed on ESFA's need to update and improve its IT infrastructure. Systems used, and offered, by The FA were not fit for ESFA's purpose and so Council took the decision to tender for its own supplier. This process had taken place and work is well underway. Council will be happy to align itself with The FA's systems if, and when, they suit ESFA's purposes.

The Honorary Auditors were confident that Trustees and Council had conducted themselves very properly in this time of some conflict and were acting in the best interests of the Association.

### **Staffing**

The Honorary Auditors were kept apprised of staff changes - through staff finding new employment and through voluntary redundancy. The Honorary Auditors supported the placement of 4 new Interns and the decision to appoint a Commercial Director. The latter post is a positive investment that supports Council's desire to make the Association more financially self-sufficient. The Honorary Auditors were also pleased to acknowledge the appointment of a co-opted member of Council with responsibility for Disability.

### **Communication**

The Honorary Auditors were still concerned about the lack of ease in accessing some information via the website. They acknowledged the success of various social media outputs but stressed their belief that the Association's communications must cater for a wide variety of audiences.

Clarification was sought about a range of detail that the Honorary Auditors had identified from their scrutiny of Council and Trustee minutes, the website and Membership Matters.

In their role as 'critical friends' to the Association the Honorary Auditors are keen to reaffirm their wish that members assist them, by raising with them any issues members feel deserving of scrutiny. Of course, members should always contact their local Council member if they have concerns or need clarification, but the Honorary Auditors are always keen to hear from members - especially if members feel that their views are not being properly aired.

### **Conclusion**

The Honorary Auditors would like to thank all staff and officers who made their visit a profitable and positive one. Council and Trustees have faced some difficult decisions but, with the support of the

CEO and her staff, have shown great resilience in working for the good of the Association. Members can be assured that those who govern the Association on their behalf are aware of the difficulties faced in maintaining the status of school football at a local level. Council will strive to develop football activity, at a time when some partners are withdrawing their support and will continue to explore all avenues that lead to financial self-sufficiency. However, members should not hope that such financial perspicacity will lead to handsome hand-outs. At all levels a degree of autonomy will be needed - albeit within a supportive structure from the centre.

Neil Pont  
Allan Reed  
Terry Pollard

June 2019