

Hotshots was a new initiative created by the ESFA and introduced towards the end of the 2021/22 season all about intra-school football.

The project's aim is to encourage as many young people as possible into organised team sport, regardless of ability.

The ESFA were able to incentivise the activity; so that each school that signed up and organised intra-schools' football activity were entered into a prize draw with the possibility of winning a £3,000 cash prize for their school from the relevant category





Hotshots:

The Hotshots campaign was well received across the country with over 200 schools registering their interest in organising intra-school football. The participating schools were spread across the entire country with schools from Cornwall all the way to Northumberland and everywhere in between taking part. Hotshots truly got young people from the entire country playing football.

One participating school contacted the ESFA to say that "thanks to the Hotshots campaign we have been inundated with requests to have an girls' year 5 and year 6 football team next season. This will be the first time we have had enough interest to make this a reality and we can't wait to see them in action in September".

Football for all:

Hotshots gave everyone an opportunity to enjoy the beautiful game whether this was playing on a playground, on a field with jumpers for goal posts, or a 3G pitch. If they organised football activity, they were part of the Hotshots campaign! The prize draw categories meant that regardless of the type or size of school, everyone could be part of the action. With prizes available in the following categories: boys' primary school, girls' primary school, boys' secondary school, girls' secondary school, boys' further education, girls' further education, boys' small school, girls' small school and mixed SEND schools, this campaign catered for all.

The Birley Academy:

One of the lucky winners; The Birley Academy in Sheffield explained how excited they were to participate in the Hotshots Competition as soon as it was advertised.

Abigail Reed, teacher at The Birley Academy said "We were so keen to enter the competition as we felt it would make a significant difference to the number of students who enjoy participating in Football and Interform competitions. As soon as we advertised the interform competition within school many of the students began taking an interest and expressed their excitement for the competition". When we asked what difference, Hotshots had made to the students Abigail said "When completing the interform competition and all sporting activities since, students have developed a sense of teamwork and communication skills and have taken pride in representing their form in various competitions. This has allowed them to demonstrate fantastic sportsmanship skills and develop friendships that otherwise would not have been formed. In addition to this, as a school we have seen an increase in the number of students who attend afterschool Football Clubs".

The ESFA is delighted to see such a positive outcome from this wonderful project and look forward to continuing the fantastic progress in the coming 2022/23 season. Keep an eye on the ESFA website for further updates.



The Birley Academy

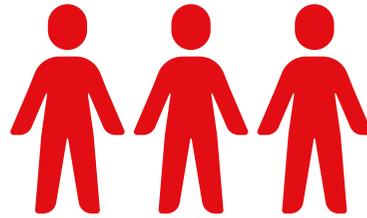
A L.E.A.D. Academy





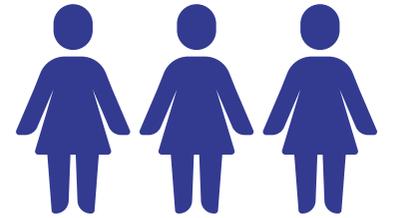
31,364

TOTAL PARTICIPANTS



56%

BOYS



44%

GIRLS

1,044

**PLAYERS
WITH
ADDITIONAL
NEEDS**



201

**SCHOOLS
PARTICIPATING**

ESFA



HOTSHOTS

THE ESFA INTRA-SCHOOL CAMPAIGN®

This is to certify that _____

From class _____

Took part in the ESFA's Hotshots Campaign 2022

Congratulations on your achievement!

Mark Hignett

ESFA Chairman 2021/22

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 www.facebook.com/SchoolsFootball

 www.youtube.com/ESFATV

 www.schoolsfootball.org

Every participating player received a certificate of achievement!