



HOTSHOTS

THE ESFA INTRA-SCHOOL CAMPAIGN®

Campaign Guide

2023 / 2024



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The English Schools' FA

The English Schools' Football Association (ESFA), founded in 1904, is the National Governing Body for Schools' Football in England. Our mission statement is to support young people, who are in education, to develop self-discipline, loyalty, resilience, and respect for those around them. Our activities also provide children with the opportunity to develop positive decision making, adopt a healthy lifestyle and enhance their physical skills through enjoyment and achievement. Each season, we create opportunities for hundreds of thousands of children to take part in schools' football related activities, from our National Cup competitions and our International Programme to our Schools' Football Week campaign. The Association is dedicated to providing a rich footballing provision, both on and off the pitch for school children in England.

The ESFA Hotshots Intra-School Campaign

Hotshots is all about intra-school football. The project's aim is to get as many young people as possible playing schools' football and to build on the success of the campaign over the first two season which has seen over 80,000 young people taking part in schools' football. Each school that signs up and organises intra-school football during the 23/24 season will be entered into a prize draw, with the possibility of winning a £1,500 cash prize from their relevant category.



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This guide

We have put together a short guide for you, providing some helpful information on how to plan your intra-school football activity – whether you're playing on a playground, on a field with jumpers for goal posts, or a 3G pitch.

● Taking part

We've included some ideas on how you can structure your Hotshots campaign within school below



Intra-school football activity

Any school can take part in the ESFA Hotshots campaign, and your intra-school activity could be hosted at lunchtime, after school or during PE lessons and could take any format that you wish. For example, a group phase followed by a final, or just some straight forward, fun football activity.



Football formats

You can choose to use whichever format of football to best suit 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 of Hotshots 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: children should only play in 2-year age bands in accordance with FA rules.

● Date Structure



18th September 2023	Registration Opens
18th September 2023	Intra-school Activity Start
31st May 2024	Intra-school Activity Deadline
7th June 2024	Schools' Data-Return Deadline
10th June 2024	Prize Draw



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● How Hotshots can help you

Each school that registers Hotshots activity can be in with a chance of winning a £1,500 cash prize – there are 1st, 2nd and 3rd place prizes available in each of the ESFA's 5 prize draw categories.

● How will the Hotshots prize draw work?



Schools will register their intention to take part in the ESFA Hotshots campaign by completing an online questionnaire in which they must state their total number of pupils on roll and then select the categories in which they plan to create activity



Schools organise intra-school football activity in the categories relevant to their school



On completion of activity, schools will complete a short online data capture form, on which they will record how many young people took part in their Hotshots activity and then send this back to the ESFA, along with some fantastic photos of young people playing football



Based on this information, the ESFA will allocate how many entries each school will have in each category using the banding structure below and the schools will be entered into a prize draw for the relevant category



The ESFA will hold the prize draw and inform all participating schools about the winners



Prizes will then be presented to those drawn in 1st, 2nd, and 3rd place in each category

● What's on offer



1st Prize = £1,500



2nd Prize = £150



3rd Prize = Bag of footballs

● Prize Draw Categories

1) Primary School 2) Secondary School 3) Further Education 4) Small School* 5) SEND School

(*Small School eligibility will be in line with ESFA National Competition rules. Primary: To be eligible to enter the small schools' prize draw, the school must have fewer than 65 pupils in total in years 5 and 6. Secondary: To be eligible for the small schools' prize draw, the school must have fewer than 650 pupils on roll in years 7-11)

Full terms of the giveaway can be found here <https://schoolsfootball.org/esfa-hotshots-intra-school-football/>



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Safeguarding

As this activity is run internally by participating school(s), safeguarding will be the responsibility of the participating school(s). Although if you have any queries or require support from the ESFA safeguarding team, please don't hesitate to contact them using the details below:

Martin Duffield - Martin.duffield@schoolsfa.com

Sarah DaCosta - Sarah.dacosta@schoolsfa.com

Social Media

We have created some social media assets for you to use to help promote this new campaign, click here to download them. Make sure that you tag @SchoolsFootball on Twitter, Instagram and Facebook using the hashtag #ESFAHotshots, whenever you share any content – we love to see activity taking place! Feel free to use the images we've created for you – or share photos and videos of your pupils in action, in accordance with your school's recorded images / social media policy.

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