**ESFA NATIONAL FINALS 2023**

**TEAM MANAGER FEEDBACK OVERVIEW**

The ESFA created four surveys designed specifically to capture the feedback of Team Managers within this season’s National Finals:

1. Stoke City – Schools’ Cup Team Managers
2. Stoke City – Rep Team Cup Team Managers
3. PlayStation F.C. Schools’ Cup Team Managers
4. Pokémon Primary Schools’ Cup Team Managers

Please find below an overview of the responses to these surveys:

1. **RESPONDENTS**
2. The ESFA received 47 responses to these surveys
3. 38 of the respondents were team managers for schools’ teams. 9 respondents were team managers for rep teams.
4. **PRE EVENT PLANNING AND COMMUNICATION PROCESS**

Respondents were asked to rate the pre-event planning and communication process by picking from the following options

“Very Good”, “Good”, “Adequate”, “Poor”, “Very Poor”

1. 78% of team managers rated the quality of event planning as “very good” with the other 22% rating it as “good”.
2. 98% of team managers rated the information provided by the ESFA as “very good” or “good”.
3. 98% of team managers rated the quality of communication received from the ESFA as “very good” or “good”
4. **NATIONAL FINAL VENUES**

**West Bromwich Albion (WBA)**

1. Respondents were asked to rate WBA as a National Final venue on a 5 star rating scale (where 1 star was “Very Poor” and 5 stars was “Very Good”)

The average rating was **4.4 stars**

1. Respondents were asked to rate the facilities at West Bromwich Albion FC e.g. changing rooms, pitch, post-match meal etc. at WBA on a 5 star rating scale (where 1 star was “Very Poor” and 5 stars was “Very Good”)
2. Changing room Facilities (Stadium)- **4.76 stars**
3. Changing room facilities (Dome)- **4.4 stars**
4. Warm up facilities (Dome)- **4.35 stars**
5. Stadium Pitch- **4.8** **stars**
6. Stadium dug-out area- **4.9 stars**
7. Post-Match Meal- **4.76 stars**
8. Staffing levels/ESFA presence- **4.76 stars**
9. On the day verbal communication from ESFA staff- **4.80 stars**
10. Quality of medals- **4.6 stars**
11. Quality of trophies- **4.72 stars**
12. Quality of PA system in use- **4.71 stars**
13. Quality of match day programme- **4.42 stars**
14. Standard of post-match meal- **4.48** **stars**

 **Stoke City FC – Rep Teams**

1. Respondents were asked to rate Stoke City FC as a National Final venue on a 5 star rating scale (where 1 star was “Very Poor” and 5 stars was “Very Good”).

The average rating was **4.8 stars**

1. Respondents were asked to rate the facilities e.g. changing rooms, pitch, post-match meal etc. at Stoke City FC on a 5 star rating scale (where 1 star was “very poor” and 5 stars was “Very Good”)
2. Changing room Facilities (Stadium)- **4. 78 stars**
3. Changing room facilities (Dome)- **3.57 stars**
4. Warm up facilities (Dome)- **3.57 stars**
5. Stadium Pitch- **4.75 stars**
6. Stadium dug-out area- **4.78 stars**
7. Post-Match Meal- **4.44 stars**
8. Staffing levels/ESFA presence- **4.78 stars**
9. On the day verbal communication from ESFA staff- **4.78 stars**
10. Quality of medals- **4.33 stars**
11. Quality of trophies- **4.50 stars**
12. Quality of PA system in use- **4.78 stars**
13. Quality of match day programme- **4.11 stars**
14. Standard of post-match meal- **4.44** **stars**

 **Stoke City FC – School Teams**

1. Respondents were asked to rate Stoke City FC as a National Final venue on a 5-star rating scale (where 1 star was “Very Poor” and 5 stars was “Very Good”).

The average response was **4.7 stars**

1. Respondents were asked to rate the facilities e.g. changing rooms, pitch, post-match meal etc. at Stoke City FC on a 5 star rating scale (where 1 star was “very poor” and 5 stars was “excellent”)
2. Changing room Facilities (Stadium)- **4. 67 stars**
3. Changing room facilities (Dome)- **4.00 stars**
4. Warm up facilities (Dome)- **4.40 stars**
5. Stadium Pitch- **5 stars**
6. Stadium dug-out area- **4.83 stars**
7. Staffing levels/ESFA presence- **4.67 stars**
8. On the day verbal communication from ESFA staff- **4.67 stars**
9. Quality of medals- **4.33 stars**
10. Quality of trophies- **4.40 stars**
11. Quality of PA system in use- **4.67 stars**
12. Quality of match day programme- **4.00 stars**
13. Standard of post-match meal- **4.67** **stars**
14. **EVENT COVERAGE**
15. 100% of respondents said that they watched the YouTube coverage of their National Final back after playing or the stream was watched live by students unable to travel with the team
16. Respondents were asked to rate the quality of the coverage on a 5-star rating scale (where 1 star was “Very Poor” and 5 stars was “Very Good”).

The average rating was **4.8 stars**

**Additional feedback:**

* **“**Fantastic coverage. Everyone that tuned in loved the commentary and professional feel to it
* **“**Excellent the whole school watched it”.
* “It was absolutely incredible, pupils, family, friends and staff that couldn't make it all got to be immersed in the live action. Pupils and staff from other Wigan schools also tuned in to support which was amazing. For the boys to be able to watch the game back afterwards made it an even more special occasion! Thank you.”
* “Excellent, makes the experience available to those who cannot attend. Makes the day fell extra special and can look back on the occasion.”
* “The live coverage was very useful for those that couldn't attend, the video quality was very good as well”
1. **EVENT SCHEDULE**

**WBA**

1. Respondents were asked “Which of the following schedules do you think is more appropriate for staging National Finals”

9:30am, 11:30am, 1:30pm, 3:30pm & 5:30pm Kick offs

10:00am, 12:00pm, 2:00pm, 4:00pm & 6:00pm Kick offs

11:00am, 1:00pm, 3:00pm, 5:00pm & 7:00pm Kick offs

**STOKE CITY**

Respondents were asked “Which of the following schedules do you think is more appropriate for staging National Finals”

10:00am, 12:00pm, 2:00pm & 4:00pm Kick offs

11:30am, 1:30pm, 3:30pm & 5:30pm Kick offs

12:00pm, 2:00pm, 4:00pm & 6:00pm Kick offs

1. **SAFETY**
2. 100% of respondents said they had no safeguarding concerns whilst at WBA
3. 100% of respondents said they had no safeguarding concerns whilst at Stoke City FC.
4. **OVERALL RATING**

The overall rating given across all National Finals at WBA and Stoke City this season was 4.7 stars out of 5.

1. **ADDITIONAL FEEDBACK**

“I was lucky enough to attend the national finals twice this year. Once at Stoke as a manager of our district rep team and then again as a parent of a player in the schools finals at WBA. Honestly, the experience both times was amazing. I can see how much effort goes in behind the scenes and the organisation was practically fautless. One minor thing to consider would be to perhaps make the player of the match a decision made by the excellent commentary team rather than a vote on twitter as I think it would carry a bit more kudos to know someone independent had decided on it. In conclusion, the fact that every person I encounter who has had any involvement with the competition has the same view as me and is absolutley desperate to get back there next year is testament to what I have said. Please do not underestimate what incredible lifelong memories you have helped make for the players (and staff).....You should all be very proud of yourselves. Thank you!”

“An excellent day for all involved. School really supported our achievements and made an effort to allow students to attend. Really well organised event from start to finish (we understood why it needed to kick off so early). Keeping the kits is a nice touch. Food was great. Venue brilliant. Stream great. All information before hand was excellent. Thanks to all the ESFA team for a great day especially Jack, Jacob and Darren Hopefully we will be back next year.”

**PRIMARY SCHOOL FEEDBACK**

Primary school team managers were asked different questions to those competing in secondary age National Finals and have therefore collated these results below.

There were 10 respondents to this survey, from 9 different participating schools.

* Respondents were asked to rate the **pre-event planning and communication process** on a 5 star sliding scale (where 1 was “Very Poor” and 5 was “Very Good”)

The average rating was **4.8 stars**

* Respondents were asked to rate the **facilities at King Power Stadium** on a 5 star sliding scale (where 1 was “Very Poor” and 5 was “Very Good”)

The average rating was **4.7 stars**

* Respondents were asked to rate the **other elements of their experience** including:
* Quality of medals
* Staffing levels
* Communication from ESFA staff
* Quality of match day programme

The average rating was **4.6 stars**

* Respondents were asked to rate King power Stadium as a venue for the Pokémon Schools’ Cup Finals on a 5 star sliding scale (where 1 was “Very Poor” and 5 was “Very Good”)

The average rating was **5 stars**

* 100% of respondents had no safeguarding concerns on the day
* Respondents were asked at what stage of the competition that they were playing in the Pokémon Schools’ Cup
* Respondents were asked to rate the quality of the live coverage of the Pokémon Schools’ Cup on a 5-star sliding scale (where 1 was “Very Poor” and 5 was “Very Good”)

The average rating was **4.9 stars**

Additional comments-

“There were some technical issues, in the final the commentary was from a different match for a short spell. The commentary was a great touch, the children loved watching back the matches and hearing the commentary. Especially when their name was mentioned!”

“The YouTube coverage was excellent with our school children enjoying watching the games during the school day and some of them after when they went home.”

“Children and staff back at school enjoyed watching/listening to the commentary. Rewatching it has also been enjoyable for all children involved.”

* The overall rating given for the National Primary Finals was **4.9 stars** out of 5

**Additional Comments**

“Just a huge thanks to all involved in organising the event. The pre-tournament information was very thorough, as was the communication. The day of the event was excellent. All staff at the King Power, including ESFA officials were lovely and really made the children (and staff) feel special. It will be a day they (and us) will remember for many years to come -thank you.”

“Thank you for what was an unbelievable experience for our team. We all enjoyed the tournament and a huge thanks to everyone involved in organising such a fantastic high-quality event for our young school players. - Thank you!”