



**Schools'
Football
Week**

in partnership with
PRO:DIRECT
S P O R T

**5th - 11th
February
2024**

**Let's support even more pupils to
enjoy the benefits of
Schools' Football**

**School and Team Guide to Schools' Football
Week 2024**



Schools' Football Week (SFW), in partnership with Pro:Direct Sport, is an ongoing initiative created by the English Schools' FA (ESFA) and designed as an opportunity for schools, teams, Associations and clubs from across the country to embrace schools' football and the wellbeing benefits it provides to pupils and players. It celebrates the importance of schools' football, competitive or otherwise, to pupils across England and provides teachers and coaches with tools and a motivation to further discuss the benefits of schools' football within their educational environment, from the pitch to the classroom.

This year, the ESFA is delighted to be continuing to promote SFW in partnership with Pro:Direct Sport - The World's largest online specialist sports store, who will support the Schools' Football Week campaign for the second consecutive season and help raise more awareness of this initiative than ever before.

In 2023, Schools' Football Week saw almost a quarter of a million children across more than 1,400 schools in England taking part in football related activity. 45% of participants were girls and the campaign was backed by both the DfE and DCMS.

In 2024, we aim to engage even more schools and pupils to embrace Schools' Football Week and use the campaign to demonstrate what a fantastic learning tool football can be to create friendships, learn new skills and abilities and engage pupils of all ages.

E S F A



Schools'
Football
Week

in partnership with

PRO:DIRECT

S P O R T

This guide

We have put together a short guide for you, providing some helpful information on how to plan your matches or tournament – whether you're playing on a playground, on a field with jumpers for goal posts, or a 3G pitch – Schools' Football Week is for everyone, using whatever you have available. We've also included some ideas on how you can celebrate Schools' Football week off the pitch, for 2024.

Taking part

Inter-house or intra-school tournaments

Any school can run an inter-house (or inter-form) or intra-school football tournament for boys and/or girls. This could be hosted at lunchtime, after school or during PE lessons and yours could take any format that 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 host an all-girls tournament or encourage a record number of girls in your own school to take part in activity, just like in our National Cups.

Off the pitch ideas -

- ⚽ You could get pupils involved by making banners to support teams or even writing supporter songs
- ⚽ If you have pupils interested in content creation and commentary, they could film, edit and commentate over highlights of the matches

Any intra-school football activity can also be registered under the [ESFA's Hotshots campaign](#). By registering activity you already have planned, you could be in with the chance of winning up to £1,500 cash for your school! [Click here](#) to find out more and to register.

 @SchoolsFootball
 @SchoolsFootball
#SchoolsFootballWeek

 **Schools' Football Week**
in partnership with
PRO:DIRECT
SPORT
5th - 11th February 2024

Football formats






You can choose to use whichever format of football best suits 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 Schools' Football Week is to get as many children playing or talking about 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.

Pupil activity for lunchtime...or any time

There are some other great examples of how you can introduce football into the school day for Schools' Football Week 2024 – we've put a short list together for you below, but maybe you have other ideas you'd like to try too -

-  Coaching sessions for pupils
-  PE warm-up sessions based on football drills
-  Crossbar challenges (you could try pupils v teachers!)
-  Penalty shootout games or competitions
-  Freestyle football skills

E S F A



Schools'
Football
Week

in partnership with

PRO:DIRECT

S P O R T

Supporting your SFW Plans:

Reasons to register

This year, we are going to be rewarding 2 lucky schools with £1,000 worth of football equipment to help to kickstart their Schools' Football Week activity! To be entered into the draw, you must register your activity by Friday 8th December and we will announce the lucky winners on the 12th.

In association with Pro:Direct Sport:

This continued partnership will bring with it some exciting opportunities for schools taking part in SFW. Look out for more details in the coming weeks!

Off-the-pitch activities

One of the things we love about schools' football is that it's about so much more than just playing the game. We want to inspire and educate pupils on how many different routes there are into football, both on and off the pitch and how football can be applied to different activity across the board.

Premier League Primary Stars:

The ESFA and Premier League Primary Stars will be sharing some specific materials with you, in celebration of Schools' Football Week 2024. The resources will help teachers to build football into all areas of the curriculum between the 5th – 11th February – to help support football both on and off the pitch. We'll signpost these resources from our [website](#) in the coming weeks.

PlayStation Schools' Cup:

The sponsors of the U12 – U15 Schools' Cup competitions will be once again supporting the 2024 Schools' Football Week campaign, along with some of the campaign Ambassadors. Stay tuned to find out their plans and how you can get involved. Make sure you follow [@psschoolscup](#) on Instagram for updates.

 **@SchoolsFootball**
 **@SchoolsFootball**
#SchoolsFootballWeek

 **Schools' Football Week**
in partnership with
PRO:DIRECT
SPORT
5th - 11th February 2024

UCFB:

ESFA Higher Education partners, UCFB (University Campus of Football Business) are offering free careers sessions for schools across England. This is a fantastic way to engage your pupils in the world of football, explaining that you don't have to be a player to enjoy a fantastic career within the sports industry. You can register for this activity when registering your SFW activity online.

The OddBalls Foundation:

The OddBalls Foundation, our charity partners and the UK's leading charity raising awareness of Testicular Cancer, are offering FREE awareness workshops to help educate, breakdown the stigma and encourage more people to check their bodies regularly to promote early detection and diagnosis; ultimately, saving lives!

The awareness workshops are engaging, informative and suitable for pupils aged 11+. They cover key facts, signs & symptoms, how to 'Check Yourself', speaking about concerns, and much more.

It's fantastic to provide this kind of information to our schools and we hope our uptake this year is as great as in previous seasons

Former players:

If you have former schools' football players who have gone on to have a professional career, maybe you could reach out to them and see if they're available to speak to your current students, online or in person (depending on guidance & restrictions). Most professional clubs have community programmes in place designed for exactly this. A great way to inspire the next generation.



Share your experiences

Schools' Football Week is all about you, your players, your pupils and your collective experiences. We will 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 or tricks, playing for fun with their friends or learning through and about football. Whatever form Schools' Football Week takes for you and your players – we want to hear all about it!

We have set up a link to register your school as taking part in Schools' Football Week. In February 2023, we registered over 235,000 pupils taking part in activity, plus over 108,000 girls and over 1,400 schools - we hope to be able to push this even further in 2024. However big or small your participation will be, it all counts, it's all valuable and it all matters. You are helping us to create something exciting and wonderful!

[Click here to register for SFW 2024](#)

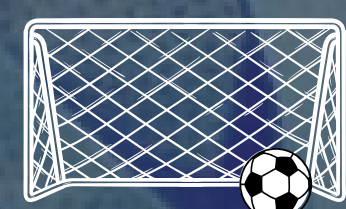
Don't stop at registration...



You can use social media to share plans and ideas, to tell people in your local area about what you're doing, to highlight accomplishments and share your stories



You can contact your local media or MP to recognise the support you are giving to Schools' Football Week



Don't forget to tune into our Live Schools' Football Draws during SFW to see which teams will be battling against each other in the next round of the PlayStation Schools' Cup and Arnold Clark Schools' Cup



You can shout from the rooftops about how you are participating in Schools' Football Week 2024

Social Media

Remember to use [#schoolsfootballweek](#) and tag [@schoolsfootball](#) and [@ProD_Soccer](#) on Twitter (X) and [@schoolsfootball](#) and [@prodirectsoccer](#) on Instagram, in any posts you share online so we can celebrate your successes with you.

You can also download 'We're supporting Schools' Football Week' images via the resources page on our [website](#), which you can use to help share your stories

There will be lots of Schools' Football Week updates and news heading your way in the coming weeks too!

If you would like any press release or MP letter templates, please contact sarah.kearney@schoolsfa.com directly to request support and we will be glad to help you out.



Remember to have fun

There are many significant social and physical benefits to schools' football – it's a fantastic way for children to make friends, learn new skills and understand how football can be beneficial to their education. Football doesn't have to be competitive but it should always be fun and children should always feel safe and happy whilst they play, train or learn. For information on safeguarding children in football, you can head over to [our Safeguarding for Players](#) section on the ESFA website



Further information:

Click on the links below for further information or resources on any of the following topics – [Click to register your activity.](#)

All updates and information on Schools' Football Week 2024 will be shared via the SFW website – www.schoolsfootballweek.co.uk

Assets:

[Primary School Resources](#)

[Secondary School Resources](#)



Planning:







[Social media assets](#)

[Classroom resources](#)

[SFW downloadable certificate](#)

The importance of Schools' Football Week



-  To share the importance of Schools' Football across England
-  To show proof of the mental and physical benefits of schools' football
-  To share stories and experiences to engage and inspire players and pupils
-  To heighten the profile of the English Schools' FA as Governing Body for Schools' Football in England
-  To elevate and promote participation numbers for schools' football
-  To showcase the talent and dedication shown by schools in England to support football as part of the curriculum



Schools' Football Week

in partnership with

PRO:DIRECT
SPORT

2023 Stats

**1,471
Schools**

**108,107
Girls**

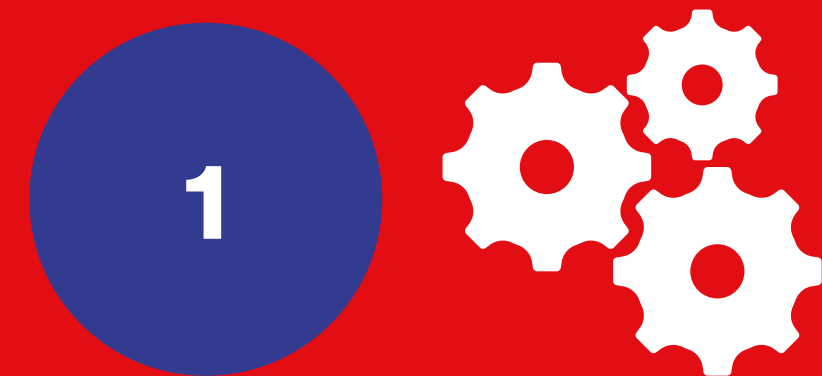
**235,235
Pupils**

15

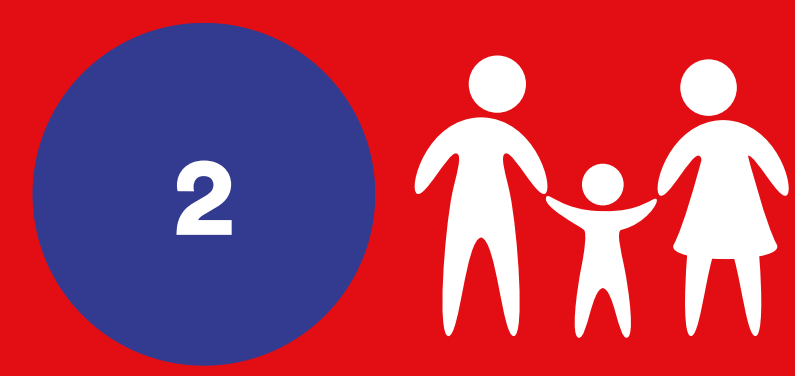
BENEFITS

of playing Schools' Football

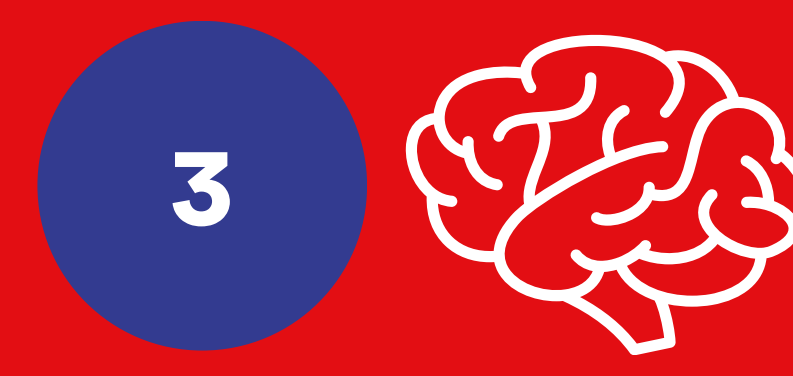
English Schools' Football Association



Improves cognitive, social
emotional & intellectual
skills



Provides opportunities to
develop positive
relationships



Promotes a culture of
inclusivity



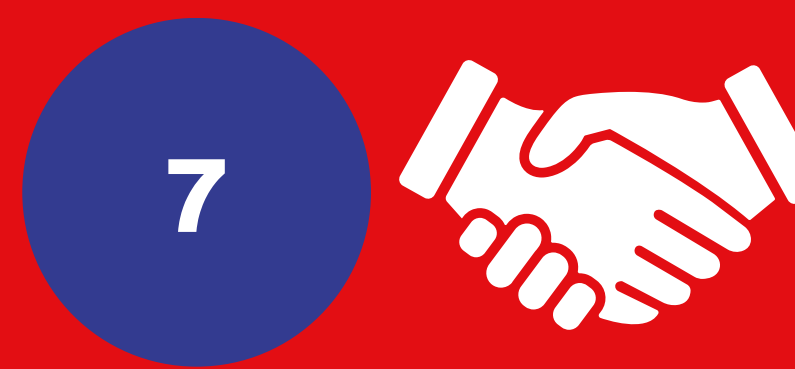
Positive impact on pupil
behaviour & truancy



Helps children to feel that
they are part of a team



Can enhance academic
achievement



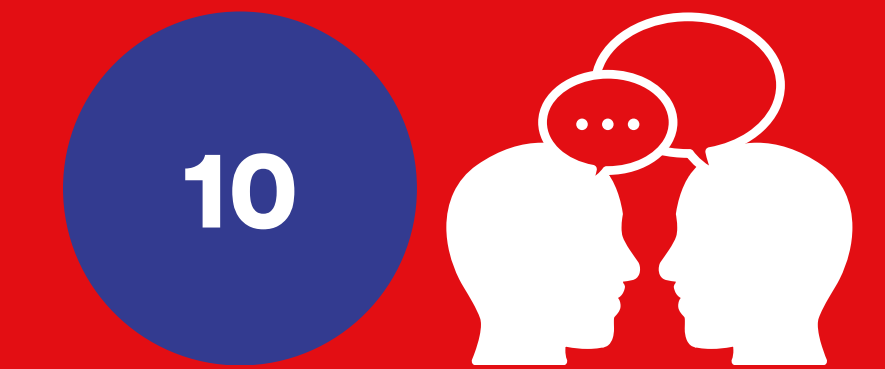
Teaches respect



Encourages teamwork



Enhances positive decision
making



Improves communication
skills



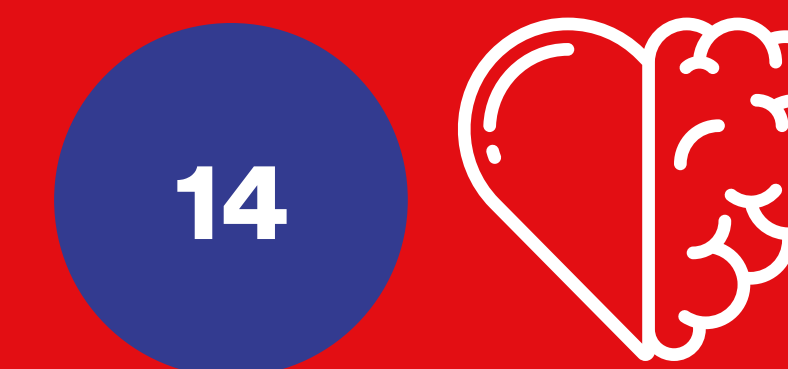
Improves problem solving



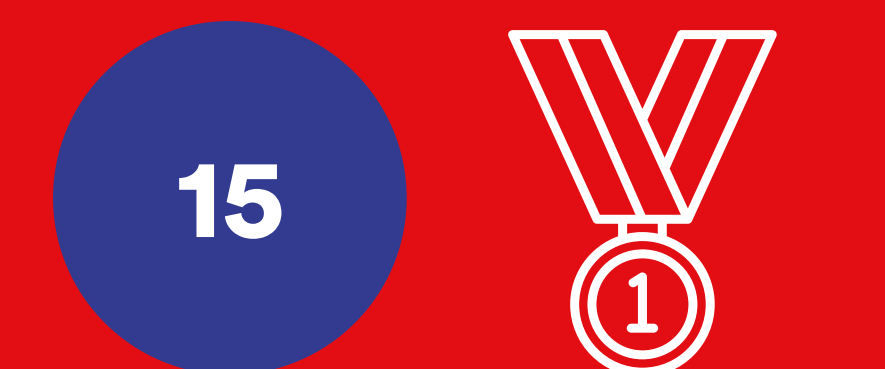
Reduces anxiety & stress



Helps build resilience



Increases fitness and
wellness



Provides a sense of pride
to represent their school

ESFA Mission

Through the medium of association football the English
Schools' FA will support young people, who are in education
to develop:



Self-discipline, loyalty and resilience
Respect for those around them
Positive decision making
A healthy lifestyle and physical skills
A love and understanding of the game through
enjoyment and achievement



@schoolsfootball



@schoolsfootball



English Schools'
Football Association



ESFA TV



@schoolsfootball