

PLAYFOOTBALL.

THE ROLE OF FOOTBALL IN SUPPORTING COMMUNITY COHESION

A
PRESENTATION
TO



FOUR FACTORS THAT UNDERPIN FOOTBALL AS A SOCIAL UNIFIER

Inclusive Participation



Promoting Gender Equality



Youth Engagement



Community Identity and Pride



FOOTBALL AS A SOCIAL UNIFIER, THE PLAYERS: INCLUSIVITY, YOUTH ENGAGEMENT AND GENDER EQUALITY

Inclusive Participation

4X

Football is four times more popular than any other team sport in adults from lower socio-economic groups

47%

Grassroots players in urban areas come from a diverse background

50%

Of the Football Foundation's investment is directed into the 40% most deprived and inactive communities

Leadership

Regular footballers from Lower Socio-Economic Groups perceive their leadership skills to be 1.5x superior to their counterparts from Higher Socio-Economic Groups^{7,8}

Wellbeing

Regular football participants from Lower Socio-Economic Groups are less likely to feel anxious vs. non-regular footballers^{7,8}

Youth Engagement

78%²

of children who play football regularly say it helps them to communicate with others more easily

92%²

of children who play football regularly say it makes them feel happier

86%²

of children, who play regularly, report that football enhances their confidence

5m

children play football every week

Women and Girls Football

4.4m

women (2.5m) and girls (1.9m) playing regular football across the country¹

205k

registered women (+20%) and girls (+17%) across the country⁴

77%

of schools currently offer equal access through girls' PE lessons (vs 67% in 2021/22)⁵

58%

increase in girls teams since 2020/21 season²

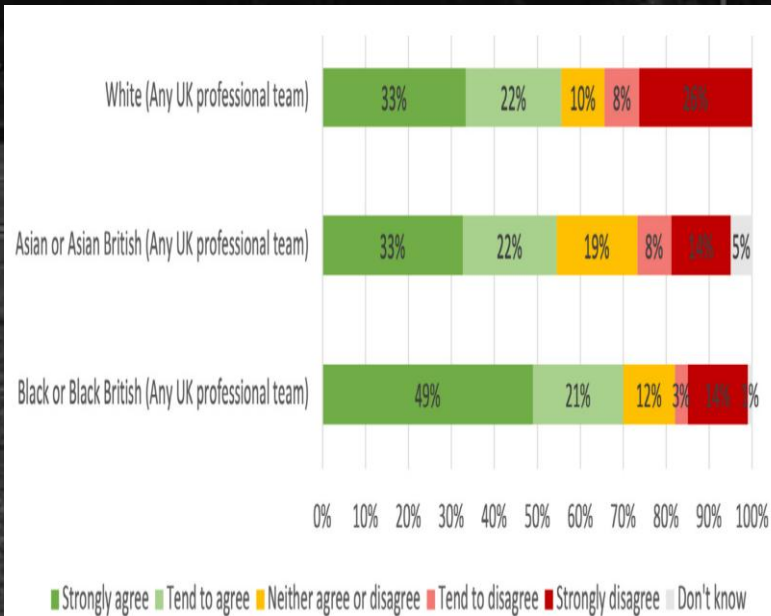
24%

of girls who started playing football were inspired by the Lionesses³
(50% higher than the number of boys who were inspired to start playing football by the England Men's team)

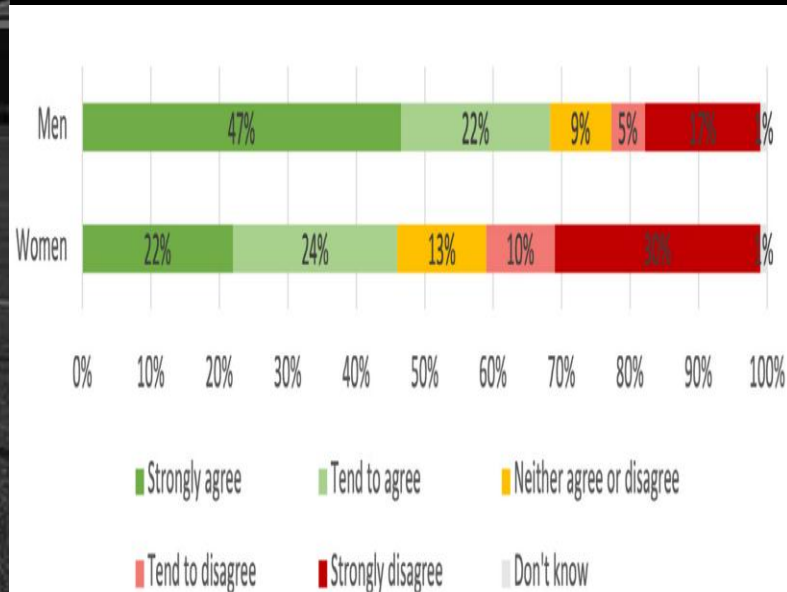
16m people in the UK play regularly

FOOTBALL AS A SOCIAL UNIFIER, THE SUPPORTERS: COMMUNITY IDENTITY AND PRIDE

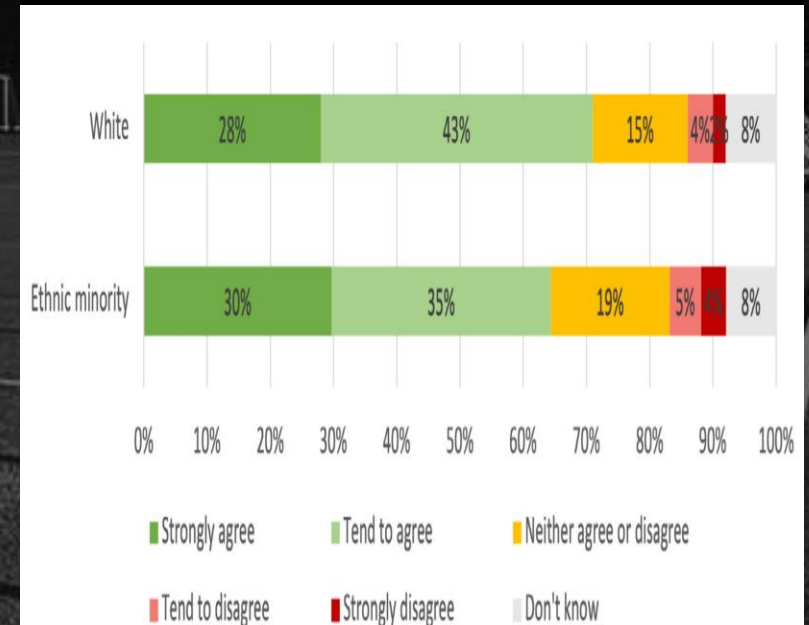
I support a Football Club - Across Ethnic Groups



I support a football Club - Split by Gender



Supporting a club brings people from different backgrounds together



40m people in the UK support a football team

Shared Goals

HOW THE FA STRATEGY WILL IMPROVE COMMUNITY COHESION

BROADENING PLAYING CHOICE AND OPPORTUNITIES, WILL IMPROVE INCLUSIVE PARTICIPATION

Develop a new small-sided competition offer for teenage players

Provide Adults with small-sided, walking football and flexible programmes to fit modern lifestyles

Funding to support young players to transition from youth into adult football

DELIVER EQUAL OPPORTUNITIES FOR WOMEN & GIRLS, WILL PROMOTE GENDER EQUALITY

Deliver a new KS4 offer for secondary school, while maintaining the KS3 offers

Funding to grow the number of adult women's teams playing 11v11, and small-sided

Funding to actively improve the transition of girls from youth to women's open-age football

New facilities must have peak time slots allocated to women and girl's sessions

BUILDING MORE FACILITIES, WILL INCREASE PARTICIPATION AND COMMUNITY ENGAGEMENT

Increase funding to build 300 more 3G pitches in areas where there is a shortage of pitches

Build new 'Playzones' to grow youth football in urban areas.

Prioritise funding to help tackle inequalities and support communities with the greatest need

HOW THE PLAYFOOTBALL CAN HELP IMPROVE COMMUNITY COHESION

INCREASED PITCH UTILISATION & INCLUSIVE PARTICIPATION

Proactive sales staff and targeted social media, supported by customer centric systems, will generate on average 40% more bookings (revenue):

- 160 more players each week
- 6400 more player visits per annum
- 70% of which will be people who currently aren't playing

FOCUSING ON SOCIAL OUTCOMES WILL INCREASE OPPORTUNITIES FOR WOMEN AND GIRLS

Understanding the local community requirements, and programming the relevant pitch activity

Proactive promotion and selling of community programmes for women and girls

Launching new women's small-sided leagues in partnership with the FA

MEASURING AND REPORTING WILL IMPROVE SOCIAL OUTCOMES

Targeted and focused on delivering improved social value results

Working with the Football Foundation to record the 'user types' for every sessions, on every pitch

Link with 4Global to understand the social value created by; each pitch, each area/partnership or PlayFootball as a whole

'football facilities aren't maximised, due to other priorities'

THANK YOU



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