HOW TO GET INVOLVED

Following the huge success of the inaugural campaign staged in association with the ESFA PlayStation® Schools’ Cup, this season’s National Schools’ Football Week will take place between 4th and 8th February 2019.

Last season, hundreds of schools from around the country supported this celebration of schools’ football, which reflected the spirit of competition, fair play and teamwork. It’s a great opportunity for schools to organise football-themed events and lessons throughout the week, utilising the popularity of football to inspire pupils both on and off the pitch.

This Guide provides you with everything you need to know about National Schools’ Football Week and explains how your school can help support this fantastic occasion.

CAMPAIGN GOALS

• Celebrate the success of schools’ football in England
• Increase participation of both boys’ and girls’ football within schools
• Applaud the passion and hard work of the thousands of teachers from around the country who play a crucial role in developing the skills of young aspiring footballers
• Highlight the benefits of competitive football tournaments for schools of all sizes and abilities
• Create a platform to introduce a ‘respect in football’ element to the campaign
• Create football-themed activities than can motivate and inspire pupils both on the football pitch and in the classroom
• Help put school football in the media spotlight, at both a national and regional level

HOW YOUR SCHOOL CAN SUPPORT THE CAMPAIGN

Whether it’s staging a different activity across each of the five days or picking one day that works best for the school, there are several themes outlined below, suggesting fun ways to participate in National Schools’ Football Week. There is also the opportunity for teachers and pupils to come up with their own ideas to support this celebration of schools’ football:

• National Schools’ Football Week is a great opportunity to turn an ESFA PlayStation Schools’ Cup fixture into a memorable occasion:
  - Pupils can create flags and supporter banners ahead of cheering on classmates during the fixture
  - Half time penalty competition for the parents
  - Invite your local media to support National Schools’ Football Week by attending the game
  - Stage team photographs at the start of the match, which includes a picture of both teams mixed together
  - Assign student reporters and photographers to produce a post-match write-up on the match, to feature on the schools’ website or newsletter. This could be another opportunity to involve your local newspaper, asking them to mentor the ‘young journalists and photographers’
  - Introduce a Respect in Football element to the game (refer to this section later in this Guide)

• If you are not able to organise an official ESFA PlayStation Schools’ Cup fixture, or your school is not currently in the competition, why not stage a one-off friendly match against a local school? Provide a trophy and there’ll be more than just pride up for grabs.
Social media is the easiest way to get involved in Schools’ Football Week to showcase how your school has taken part in the campaign:

- Simply post photos or videos of the activity(ies) or football fixtures you have staged during Schools’ Football Week
- When you post your campaign themed content on Instagram and Twitter don’t forget to include #SchoolsFootballWeek and mention @PSSchoolsCup and @SchoolsFootball
- For any posts you make on Facebook you can tag @PlayStationSchoolsCup

We’ll be tracking all posts and sharing content from schools across the country.

How your school can support the campaign (continued)

- Stage a Form or House football competition
- Host a parents v teachers football match
- Invite a former pupil who went on to play football professionally to make a special guest appearance at a school assembly or support a Q&A session with pupils. If you have lost touch with this former pupil, the player’s club press office would be a good way to try and make contact
- There’s always new and fun football-based challenges doing the rounds on social media, so set different groups of pupils a fun, team-building task e.g. the header bin challenge
- Stage a lunch-time or after-school crossbar challenge or penalty competition
- Invite pupils to wear football shirts to school for a day, in exchange for a £1 donation to a chosen charity
- Contact your local football club and ask them if they will support your school during National Schools’ Football Week
- Organise for a school team to go on a stadium tour of your local football club
- Whether it’s asking students to script and film a behind-the-scenes video about a school football team for your website or pupils invited to draw a portrait of their footballing hero during an art lesson, there are plenty of ways to tap into the passion of football to inspire children in the classroom
RESPECT IN FOOTBALL

We all have a responsibility to promote high standards of behaviour in football. National Schools’ Football Week is an ideal opportunity to reiterate and remind pupils of the importance of respect within football. Whether it’s integrated into a school campaign activity or delivered through a talk prior to a fixture, the Respect Code of Conduct for young players is outlined below:

- Always play to the best of my ability
- Play fairly – I won’t cheat, complain or waste time
- Respect my team-mates, the other team, the referee and my coach/manager
- Play by the rules, as directed by the referee
- Shake hands with the other team and referee at the end of the game
- Listen and respond to what my coach / team manager tells me

ENGAGING LOCAL MEDIA

National Schools’ Football Week presents a great opportunity to showcase your school within your local media. The campaign gives a newsworthy angle for the school to invite local media to attend a school fixture, or one of the activities you are staging during this celebration of schools’ football.

A press release template will be available soon, that can be adapted and sent by the school to your local media.

CAMPAIGN POSTER

Two versions of the campaign poster are available to download via this link: Click [HERE] to download.

NATIONAL SCHOOLS’ FOOTBALL WEEK TICK BOX

- Work out which activities you will stage to participate in National Schools’ Football Week
- Put events in the school diary
- Introduce a respect in football element to one of your activities
- Word of mouth: the more everyone talks about it, the better! It’s an occasion that can be supported by both pupils and their parents
- Make announcements at school, put up posters and send out flyers
- Share your campaign photos and videos across your school’s social media channels
- Use this as an opportunity to engage your local media
- Whenever you stage an event at your school, create a safe and fun occasion for everyone involved and include parent permissions when required