

# FOOTBALL FOR ALL 2022-2025

## SCOTTISH FA GRASSROOTS STRATEGY



**GROW**  
REACH OUR POTENTIAL



**Believe in  
the power  
of football**



# INTRODUCTION

The Scottish FA have a vision to help improve the wellbeing of our nation by harnessing the 'Power of Football' to inspire the nation, transform lives, increase participation at all levels and build a united and successful national game.

The Power of Football transmits throughout the country and its diverse communities; it creates lifelong friendships and memories and inspires achievement and celebration.

Recognising the barriers that individuals can face to participate in our game, the Scottish FA, in conjunction with UEFA Grow, have produced a bold and ambitious grassroots strategy, 'Football for All: 2022-2025'. It aims to help remove barriers and reduce inequalities so that the benefits of participating in football can be enjoyed by all.

Grassroots football is the lifeblood of our national game and the foundation for the player pathway. It is defined as both non-professional and non-elite, which includes children's, youth & adult football, school football, para-football, football for veterans, walking football, football for the homeless and football for refugees. Grassroots football is, by definition, football for all – irrespective of age, ability, sex, ethnicity, nationality, religion, sexual orientation, or any other personal trait. Grassroots football's focus is developing opportunities to play for a love of the game.

In 2018, UEFA's landmark Social Return on Investment (SROI) model concluded that grassroots football provides significant value in Scottish society through national, regional, and local participation. The SROI model recognises the positive economic, social and wellbeing impact that our club and volunteer infrastructure has on the people of Scotland.

The Scottish FA is committed to leading on the collective action to deliver the strategic objectives set within 'Football for All' and will work with Government and other key stakeholders to meet these aims.

By working in partnership with stakeholders to grow the game, football will continue to benefit a wide variety of Government portfolios to deliver national and global outcomes and create positive social change for the people of Scotland.



# STRATEGIC FRAMEWORK

The Scottish FA 'Football for All' strategy is based on four ambitious 'game changer' objectives.

Each 'game changer' objective has been purposefully identified to support increased participation by widening opportunities, reducing inequalities and removing barriers.

## VALUES

The Scottish FA values of 'Focused', 'Connected', 'Respectful' and 'Leading', will continue to be the set of guiding principles that drives the Scottish FA towards achieving our shared outcomes.

In addition, four 'Football for All' values will underpin our grassroots strategy and are the fundamental guiding principles for grassroots football. They shape the behaviours and actions of the grassroots community on how we deliver on our shared goals, creating a person-centred culture of kindness, inclusion & togetherness.

### UNITY

We work together for the benefit of individuals, our communities and our game.

### EQUALITY

Every individual feels included and is treated with equality and fairness.

### RESPECT

We respect the rights of every individual.

### BELONGING

We create an environment that is welcoming with a sense of belonging.

The Scottish FA believe that if these values are reflected across the football community, we will provide a culture of lifelong participation for all.

[BACK TO FOOTBALL FOR ALL STRATEGIC FRAMEWORK](#)

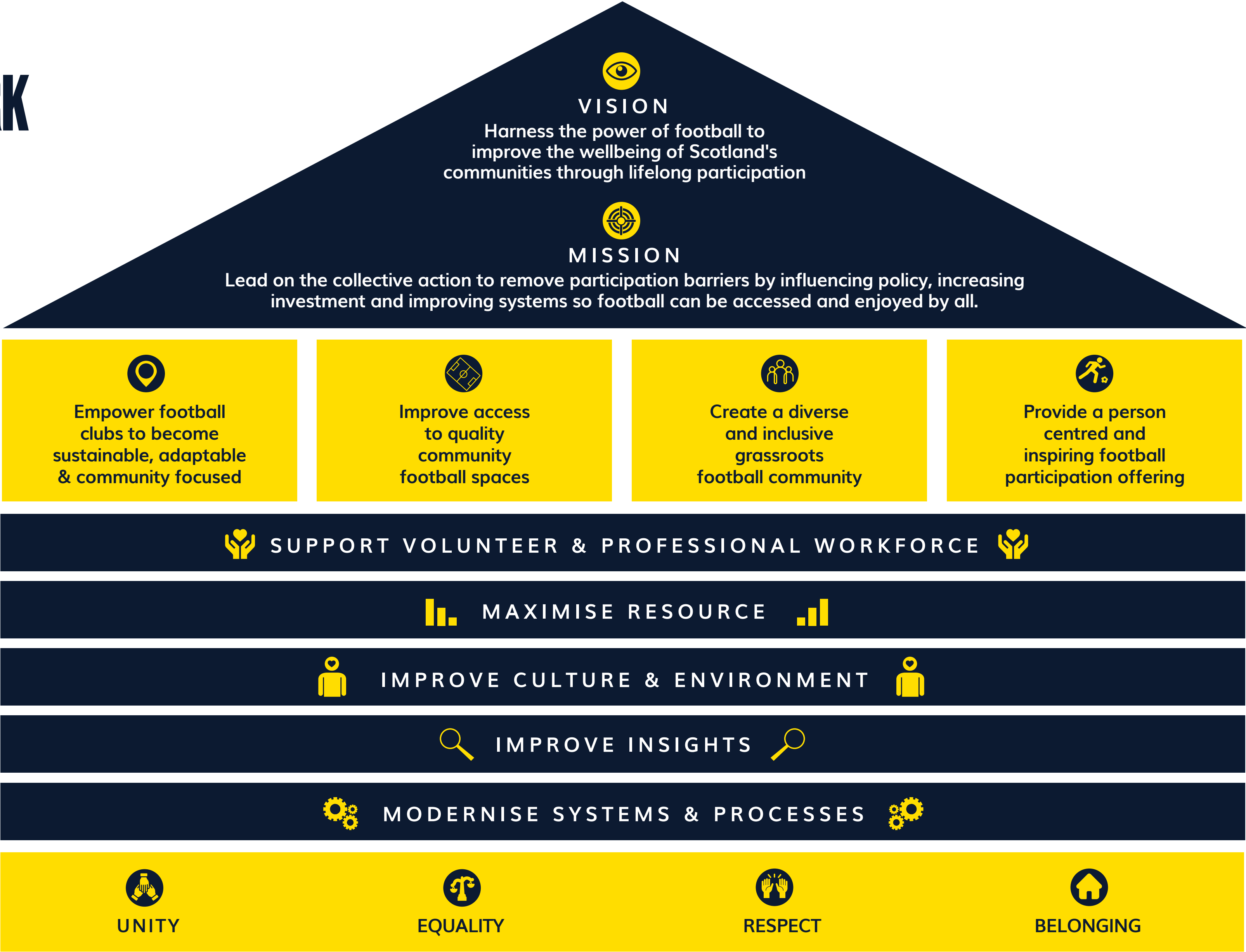
# FOOTBALL FOR ALL STRATEGIC FRAMEWORK

THE PURPOSE

THE GAME  
CHANGERS

THE  
ENABLERS

THE  
VALUES





A large group of children and adults are gathered in front of a wooden building, cheering and holding a long red ribbon. Many of the children are wearing red and black striped football kits with 'Miller Joinery & Shopfitting Ltd' and '20th Anniversary' printed on them. Some adults are also visible, including a man in a dark jacket with a football club crest. The scene is outdoors, with a wooden fence and trees in the background.

# GAME CHANGER

Empower football clubs to become sustainable, adaptable and community focused

BACK TO FOOTBALL FOR ALL STRATEGIC FRAMEWORK



## OBJECTIVE

### Empower football clubs to become sustainable, adaptable and community focused

Grassroots community clubs and their volunteers are the cornerstone of our game. They are forward thinking organisations that strive to be more inclusive, modern and diverse – able to provide an equitable and positive football environment for their communities.

With the volunteer and professional workforce at the heart of clubs, we aim to promote further growth in community clubs through a purpose-built volunteer and professional development programme and online club resource hub. In addition, we aim to motivate, recognise and reward 'Football for All'-focused clubs through a modified and improved club accreditation programme.

Our Scottish FA Club Services Framework will underpin our 'Football for All' focus club support areas; Structure, Community, Spaces and Partnerships. [CLICK HERE](#) to visit our Scottish FA Club Hub.

## OUTCOMES by the end of the plan we will...

Empower our clubs through the creation of a 'Volunteer and Professional Workforce Development Programme'.

Provide focused support to the network of vibrant community football clubs.

Deliver an accreditation programme to recognise, motivate and reward 'Football for All' focused clubs.

Recognise and celebrate the outstanding contributions to our game through our award scheme.

# GAME CHANGER

Improve access to quality community football spaces

BACK TO FOOTBALL FOR ALL STRATEGIC FRAMEWORK

## OBJECTIVE

### Improve access to quality community football spaces

To deliver 'Football for All', community football clubs need access to quality and affordable spaces where they feel a sense of identity, purpose and ownership.

The major challenges currently facing community football clubs in Scotland are access to, provision of and cost of quality sustainable spaces. Only through increased investment and maximising resources will we be able to provide community clubs with access to the spaces they need to develop their community and grow our game.

We are committed to work with Government and key stakeholders to identify priority challenges and find football space solutions at a national and local level.

## OUTCOMES by the end of the plan we will...

Conduct a national infrastructure audit to improve community football space insight.

Use data & insight, including UEFA SROI model, to influence policy and improve access to affordable, quality community football spaces.

Create a Scottish FA 'Sustainability Strategy' to enable clubs to share best practice, minimise environmental impact & maximise resource.

Provide bespoke support and resources on the planning and development of football infrastructure projects.





# GAME CHANGER

Create a diverse & inclusive grassroots football community

BACK TO FOOTBALL FOR ALL STRATEGIC FRAMEWORK



## OBJECTIVE

### Create a diverse & inclusive grassroots football community

The Scottish FA aims to provide an inclusive game for every individual and help to remove all barriers to playing our national game.

While significant advances have been made in tackling inequalities in Scottish football, particularly through the establishment of Scottish Para-Football and Scottish FA 'Accelerate our Game' (Strategy for Girls & Women's Football) & 'Football Unites' (Equality Framework), we understand that further progress is necessary.

We aim to work with Government and key stakeholders to help better understand the demographic profile of Scottish football and ensure it is reflective and representative of our diverse Scottish communities.

## OUTCOMES by the end of the plan we will...

Deliver the Scottish FA's 'Accelerate our Game: Strategy for Girls & Women's Football'.

Support the creation of a Para-Football Strategy.

Deliver a baseline demographic audit for grassroots football to allow our clubs to better understand their communities.

Connect with key stakeholders to promote a more equal, diverse and inclusive culture.





# GAME CHANGER

Provide a person-centred, & inspiring football participation offering

BACK TO FOOTBALL FOR ALL STRATEGIC FRAMEWORK



## OBJECTIVE

### Provide a person-centred, & inspiring football participation offering

Every person in Scotland should feel confident and motivated to try, play and stay in football, regardless of the age or stage of their development – whether they are players, volunteers, officials or referees.

Every individual is unique and requires a participation offering that meets their own individual needs. Working with clubs and key stakeholders we will provide a person-centred participation offering that recognises the age, stage, and motivational needs of every community member. To further reduce inequalities and increase opportunities, we will provide a range of free 'Football for All' activities for young people so that football can be accessed by all.

Through this collaborative approach and by delivering on our key outcomes, we aim to increase registered participants from 146,000 to over 170,000, including 8,000 more female participants.

## OUTCOMES by the end of the plan we will...

Create more community club based recreational opportunities to complement existing traditional match play activity.

Promote 'Football for All' within primary schools through our 'Learning Through Football' programme.

Create and implement a 'Let Them Play' positive environment campaign.

Support clubs to ensure all children's rights are promoted and respected.



# ENABLERS

The Scottish FA will act as an enabler and facilitator in supporting this strategy over the next four years to ensure its ongoing success, as well as that of the wider grassroots community. Five key enablers have been identified that will support the Scottish FA and our key partners to achieve the game changer outcomes.

## MAXIMISE RESOURCES

We will invest financial and human resource into supporting our grassroots game to collectively deliver 'Football for All'. Our investment decisions will be data and insight driven to ensure our resources are used most effectively and efficiently and grassroots football's needs are met.

## IMPROVE INSIGHTS

We will improve our insights through an enhanced club engagement programme. Delivering on a series of stakeholder consultations we will continue to learn and understand the needs of our clubs to provide the most impactful support.

## IMPROVE CULTURE & ENVIRONMENT

We will put people at the heart of everything that we do and ensure their wellbeing and protection is prioritised across our game. We will create a culture & environment where rights are respected and everyone is treated fairly, with dignity & respect.



## MODERNISE SYSTEMS & PROCESSES

We will strive to provide the best possible systems, processes & procedures, ensuring they are person centred and compliment the 'Football for All' vision.

## SUPPORT VOLUNTEER & PROFESSIONAL WORKFORCE

We will support and empower our grassroots volunteer & professional workforce through a purpose-built education & development programme and new online club hub resource, creating a diverse, inclusive, and high-performing workforce. We aim to develop a perfect blend between volunteers and professional workforce.

**BACK TO FOOTBALL FOR ALL STRATEGIC FRAMEWORK**



# SCOTTISH GRASSROOTS FOOTBALL COMMUNITY

The power of football transforms lives and makes a difference to communities. The Scottish FA will work in partnership with the Government and other key stakeholders to help address some of the barriers and inequalities that can affect the development of our sport and the strength, resilience and unity of our communities. We aim to work with our communities to be more active and healthier, while promoting inclusivity, celebrating diversity, and placing clubs at the heart of their community.

**IMPROVED ATTAINMENT**

**COMMUNITY FOOTBALL CLUBS**

**COMMUNITY LED**

**IMPROVED WELLBEING**

**FOOTBALL FOR ALL**

**ACTIVE TRAVEL**

**AFFORDABLE FOOTBALL**

**CONNECTED COMMUNITIES**

**DIVERSE & INCLUSIVE FOOTBALL COMMUNITIES**

**COMMUNITY ENGAGEMENT**

**SOCIAL PRESCRIBING**

**VOLUNTEER & PROFESSIONAL WORKFORCE OPPORTUNITIES**

**ACCESSIBLE SPACES & PLACES**







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