

# **Sport England System Partner portfolio: evaluation case study**

**The Football Association  
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# The FA story

## Overview

The English Football Association (FA) are the National Governing Body (NGB) for England, formed in 1863. They are responsible for overseeing all aspects of the sport. Through the System Partner investment, The FA receive one of the largest awards, over £26 million (over 5 years), which represents a small percentage of their annual turnover (£481.8 million in 2022/23). The FA are using this funding to build on their recent strategy and successes including, supporting the Women & Girls and Disability talent pathways, whilst also helping more people from under-represented and lower socio-economic groups to engage with playing grassroots football and getting active.

## About The FA

### **The FA has a long history, with a well-established structure for governing and delivering football with a range of partners**

The FA is a large and well established NGB for the most popular sport in the country, pre-existing Sport England by over 130 years. The FA has a long-standing relationship with Sport England dating back many decades and covering multiple Sport England investments and initiatives of the past. This joint history lays the foundations for The FA becoming a System Partner under the Sport England System Partner investment.

Due to The FA's size and reach, it has a considerable influence on sport and physical activity across the country with a large network of partners forming or playing a role in the national structure of football. This includes:

Overseeing National Leagues through the English football pyramid and running competitions like the Emirates FA Cup and Abode Women's FA Cup – the pyramid includes 57 different leagues in England featuring 84 different divisions.

National teams – The FA appoints the management for the men's, women's, youth and Para national football teams and manages the talent pathways into these teams.

Premier League – The FA are a shareholder of the Premier League, a private company limited by shares. The FA have veto power over the appointment of Premier League chairman and chief executive, as well as any changes to league rules.

County Football Associations – there are 50 County FAs across England that govern smaller local geographic areas and support the development of grassroots football.

[Football Foundation](#) – the charity of the Premier League, The FA, Sport England and the Government, which transforms communities and the lives of individuals through delivering outstanding grassroots sport facilities.

[Premier League Charitable Fund](#) - supports 106 community club organisations (CCOs) from National League to the Premier League. These CCOs, or Foundations, have a combined aim and ambition to use the power of football to make a positive difference to their local community. These are largely funded by the Premier League but may also receive programmatic funding from The FA.

## **Tackling inequalities and improving diversity in football has been a priority for The FA for a number of years**

In 2020, The FA launched a new strategy, [‘Time for Change’](#), which sought to continue efforts to embrace and improve diversity within football, whilst ensuring the game is safe and open for people from all communities. The strategy acknowledges the impact of COVID-19 on sports participation across the country and focuses on tackling inequalities in participation. Thus, at the time of launching the Sport England System Partner investment and UTM, The FA were already strategically focused on a similar set of aims as UTM (e.g. increasing participation in sport and physical activity, tackling inequalities and ensuring safety within the sport).

The FA launched their latest strategy in October 2024, framed around their vision of [‘Inspiring Positive Change Through Football’](#) by winning tournaments; creating a game free from discrimination; ensuring equal opportunities for women and girls; and, transforming the pitch landscape. This new strategy builds on successes from the previous four years, including:

- £1.7m investment to enable 10,000 coaches from historically under-represented groups to access coaching qualifications.

- Delivery of 6,500 grass pitches, 260 3G pitches and 360 clubhouses opening across the country and secured £172m in facility funding.

- The running of a number of successful anti-discrimination campaigns.

- Introduction of mandatory reporting on the diversity of professional clubs and leagues.

- Building on the success of the Lionesses, who won the Euros in 2022 and reached the World Cup final in 2023, with Lionesses lobbying for equal opportunities for girls in schools.

As an organisation, The FA is focused on building inclusion and tackling inequalities which culminates in prioritising the women & girls and disability talent pathways through the System Partner investment, whilst also developing their grassroots and coaching offer. They have a systemic, governing, delivery and talent role as part of the System Partner investment which is shaped around the following visions which are outlined in their reporting goals to Sport England:

- ‘Harness the power of grassroots football to unite communities and improve the health of the nation.’

- ‘Serve and lead the grassroots game, ensuring inclusive, effective and efficient governance, regulation and safeguarding.’

‘Support and grow football participation through a network of national and local partners, able to effectively access and engage those in under-represented communities.’

‘Reach more coaches more often and develop a more diverse coaching workforce.’

More recently, The FA launched its latest [grassroots strategy](#) which aims to use its scale and influence within the grassroots game to ‘unite communities, tackle inequalities and improve the health of the nation’. To develop the strategy, The FA consulted with key partners, Sport England and the Department of Culture, Media and Sport to ensure the strategy and ambitions were well aligned with those of the SPA sector and with the expectation that a better aligned strategy would support better and more effective collaborations.

**“We've got a really clear vision and blueprint now as to what we, over the next 4 years, want to achieve and that is clearly aligned to the Sport England strategy. So, we've had time meeting with Sport England colleagues to share our strategy and to make sure it's aligned. Similarly, we've done the same with DCMS as well. So, we think we've got good consistency and collaboration across the areas we're looking at.”**

Head of Strategy and Business Services, Grassroots division, The FA

## How the SP investment is used by The FA

Given the size and resources of The FA, it is not always clear how Sport England and other System Partners can be involved in how The FA delivers on its work. The FA have a considerable impact on the sport and physical activity sector through governing the most popular sport in the country. The relationship with Sport England through the System Partner investment opens the doors to build partnerships across the sector.

The System Partner investment represents a small portion of The FA's revenue but goes towards four core workstreams in The FA, with the aim of delivering against the organisational strategy and UTM outcomes. They are working towards tackling inequality within the game at the grassroots level, across coaching and by supporting key talent pathways for women and girls and disability football. There are opportunities across the four core workstreams that The FA are delivering for partnerships across the sector which could contribute to systemic change in tackling inequalities, reducing physical inactivity, increasing activity and positive experiences for children and young people.

## Tackling inequalities in girls' football

With the professionalisation of the Women's Super League in 2018 and successes of the Lionesses in Euros 2022 and reaching the World Cup Final in 2023, engagement and participation of women

and girls in football has increased hugely. Between 2016 and 2020 the number of women and girls watching [and playing football doubled](#).

The scale of grassroots football in England means that it is well positioned to influence people and communities in tackling inequalities in sport and physical activity. At the grassroots level, the System Partner investment is used to support participation in the game amongst England's most diverse communities, particularly for girls' football and disability football.

### **Encouraging girls to play football through Squad Girls' Football initiative**

The FA has a considerable provision for girls' football from the ages of 5-11 and have more recently developed a programme targeting girls aged 12-14 called Squad. Squad aims to reduce the dropout of girls' participation in football observed in teenage years and offer an opportunity for girls to play football in a non-competitive environment, making the game more casual and fun.

**"The whole offer is about being fun, and it's very much about the girls themselves, so making sure that it's tailored for their needs and it's really social, it's really fun, and then having that wider impact of it bringing out confidence and leadership skills amongst the girls that attend the programme."**

Development Manager, The FA

The talent pathway for women and girls is designed to build on increasing levels of participation, with two key arms that encompass their aims: ensuring that there is an accessible and inclusive game and developing better players for the future. Within this, work is focused on ensuring that any one girl has an opportunity to fulfil her potential, being able to access and thrive within the system and providing the foundations in the talent pathway to enable players to be able to perform on a higher stage in the future. This is connected to the headline goal of winning major tournaments to inspire the next generation, which in turn increases the interest in sport at the grassroots level.

**"You can't have talent without participation."**

Women's Talent Pathway Operations Manager, The FA

### **The investment has enabled a new way of identifying talent and targeting under-represented communities**

Utilising the System Partner investment, The FA have developed a talent ID programme called Discover My Talent. This programme is a vehicle for identifying future potential for England teams and acts as the bridge between the grassroots game and the talent pathway. It is about "identifying any player from anywhere at any time". This approach represents a shift in operating for The FA,

from a historically data-driven approach towards the identification of talent, for example in existing clubs or academies, to broadening the opportunity and focusing on communities that they know are under-represented within the national team.

Discover My Talent introduced new methods for seeking out talented players, looking beyond the academy environments and affiliated football leagues. Prior to this programme, the women's talent pathway would work with their own funded programmes to find talent. Now they are working with a wider range of partners, including traditional football partners but also community organisations and charitable partners delivering football to access players that they previously might not have engaged with. There is also a focus on working regionally, where possible, so regional talent strategies are adjusted to fit local demographics, as well as local needs, the playing population and the community partners that exist, with talent ID coaches funded by Sport England to deliver this work.

### **The SP investment has gone towards expanding the workforce, including through regional talent ID coaches**

The funding and working regionally with non-traditional partners like community organisations and schools, has expanded the workforce that is delivering the different programmes to support the women's talent pathway. Prior to this investment, there were roughly seven members of full-time staff delivering the talent pathway along with a small number of casual staff travelling across the country. As of September 2024, the workforce delivering programmes through this funding has grown, almost doubling the full-time workforce through Sport England investment. This has helped widen the reach into communities and increase the number of stakeholders they engage with.

Working regionally and identifying talent from a more diverse range of avenues has its challenges and the talent pathway team recognise it is not the most efficient way of working. However, it is embracing a more open and accessible way to identify talented girls. The System Partner investment catalysed this new approach and allowed the opportunity to better understand how to work effectively locally, in particular, through the funding of talent ID coaches who have been in place since May.

**“If we're going to really go with this, we need people in specific hotspot areas who understand these areas, who have connectivity into these areas and who can spend time understanding the community.' So, we're not parachuting a coach in. It's somebody who knows those communities and knows those groups and can understand the journeys of players in those communities. And that's why it's distinctly different.”**

Head of Women's Talent, The FA



## **Data is showing that programmes are having an effect, diversifying the pool of girls who are playing football**

There has been a focussed effort from internal stakeholders at The FA for talent to be more representative of the nation over the last three years. In the club pathway currently, people from non-white ethnic backgrounds represent around 10% of the population, a figure that was likely reflected in the talent pathway previously. The FA found that their top talent programmes now have more than 20% player from non-white ethnic background in their talent population. These players are coming through programmes like Discover My Talent and showing the impact of this new way of working.

**“Without the investment from Sport England, we wouldn't work in this way. We just wouldn't have the means to do it. We would go back to a traditional model of being data driven in a professional club academy system, really, that's how we would have to work.”**

Head of Women's Talent, The FA

The FA are utilising case studies to tell the stories of diverse players who are engaging with Discover My Talent. This helps to create relatable role models that have an impact on participation. A report by Women in Sport in 2022, revealed more than one million teenage girls (43%) who once considered themselves 'sporty', disengage from sport following primary school. The report produced a number of recommendations including 'No judgement – take the pressure off performance' and 'Expand what 'sporty' looks like – relatable, inspiring role models'. Stories from Discover My Talent and the aims of the Squad initiative go some way to addressing these recommendations and are possible because of the System Partner investment.

**“And that's kind of the story, we want to make sure that everybody knows that, because even now, some people will think, 'If I'm not in this environment then I can't get to there, because I don't look like them or I don't have that opportunity.' Whereas the number of different stories we can tell that also reflects the girls in grassroots, or the girls in community, or the girls in school, or whatever that looks like, they can relate to it.”**

Women's Talent Pathway Operations Manager, The FA

## Delivering para football

A key component to The FA's vision of a more inclusive game is through Disability Football, which works towards reducing physical inactivity and tackling inequalities. The FA is committed to closing the disability gap among disabled people and delivering opportunities for disabled people at both the grassroots and talent aspects of the game. At the talent level, The FA currently has seven national squads focusing on five different impairments: blind men and women; deaf men and women; partially sighted men; cerebral palsy men (NB: The FA are currently establishing a cerebral palsy women development squad); and, powerchair mixed.

Increasing the number of disabled people taking part in football for fun and competition in schools, clubs and the community and creating an inclusive and accessible Para England Talent Pathway are goals that The FA set as part of the System Partner investment. There are significant benefits associated with participation, particularly for disabled people who go on to play at a competitive level. The skills and confidence acquired through playing football can have a lasting benefit on players, not just in terms of health but wider societal outcomes.

**“Whether they play for England or not, what we will do is make them better people that can actually go out and get better employment, maybe start a family, be more ambitious about going to education, into qualifications like degrees, universities.”**

Para-Talent Manager, The FA

Football foundations which are linked to professional Premier League clubs have the benefit of using the link to the football club as a hook for engagement. When the club they are associated with do well, there are more players, more advertisements which brings funding and more impact. Within these structures there are people working full-time to deliver disability football in a professional capacity which is helping to increase participation. This can lead to improvements in physical and mental health for people with disabilities and their families.

Given the widespread popularity of football in the country, it is a useful hook for getting people engaged in sport and physical activity. At a national level, The FA are using the brand of England football to engage with disabled people who want to play the sport and then using their position as a large NGB to connect them with other sports. They are working in partnership with NGBs and Sport England to identify where athletes can transition to other sports.

**“Rather than just engaging them and then at 16 they don't progress to an England team, they leave us and don't go anywhere, we want to try and keep them in sport. So, what we've done is we've tried to expose them to another sport where they might go and be more successful. So, again, we've got athletes that are now canoeing and rowing for Great Britain, who'll go to the Paralympics, we've got athletes that have gone to athletics.”**

Para Talent Manager, The FA

### **Disability football is a growing sport, with increasing levels of provision**

The FA launched Comets, a recreational, pan-disability programme for children aged 5–11 years old, with 150 registered providers across England currently. This programme is being upscaled with the [aim of reaching 28,300 registered disabled players by 2028](#) in their latest strategy and a new disability strategy '[Football Without Limits](#)' which sets out a long-term plan for driving positive change. One of the aims of this programme is to get inactive children involved in football from a younger age and creating a safe space for positive experiences with football for children with disabilities. In upscaling the programme, The FA is hoping to increase the number of grassroots providers and boost attendance and raise awareness.

The programme aims to tackle some of the challenges around provision of disability football, including lack of confidence for grassroots coaches and clubs to deliver it. It provides 30 session plans which provide clubs with additional support and confidence.

**“Because we always find that one of the obstacles of people stepping forwards to deliver disability football has always been, 'Well I don't know what I'm delivering or I'm worried about delivering the wrong thing. So, these session cards have been a real good initiative alongside specialist equipment as well.’”**

Football Development Officer (Disability Football), County FA

The FA distribute information, learning and toolkits with County FAs and there is flexibility to implement these in an appropriate way locally; working with teams that have local knowledge to do this. There is potential for more regular opportunities for sharing knowledge and learning outside of the yearly toolkit updates, for example gathering a cohort with shared goals or challenges.

**“The toolkit thing that the FA came out with, the toolkit workshop, that's been quite a good thing that was brought out this year. The only downside is it's only delivered once a year, so it would be nice if there was maybe an opportunity to have it a couple of times, because I think that is a good way to get clubs to understand.”**

Football Development Officer (Disability Football), County FA

There is a level of flexibility in the funding received from the FA in terms of County FA delivery, where the counties can report back with learnings and adapt how they use the investment to address any challenges they are facing. There is a focus on sustainability and how County FA's intend to sustain provision. When reporting back to The FA there is a focus on explaining what they have delivered, what they have achieved and how they have achieved this, including the opportunity to share case studies. This way of working flexibly between County FAs and their partners within the FA, pre-exists UTM but fits well with the reshaped relationship Sport England has with System Partners.

**“That way, we've always been able to work, in that sense. As long as you've got an answer for it and you've tried it and you've done it and it maybe hasn't worked quite the way you thought in your head it would, yes, you'd be able to do that, certainly.”**

Football Development Officer (Disability Football), County FA

## **Investing in the workforce**

To reach their goals of diversifying participation, The FA needs a workforce that reflects the communities it serves. Over the last five years, the population of those participating in and playing football has expanded, including a significant increase in the number of women and girls playing football. This expansion has not always been reflected in the diversity of coaches and volunteers within the sport. In response to this, The FA's focus within grassroots coaching is to diversify its coaching workforce to be more representative of the communities playing the sport.

The System Partner investment encourages working collaboratively with partners and building relationships with people, communities and organisations in the sport and physical activity sector and wider sectors. The FA are delivering on this by working within communities to encourage more coaches from different backgrounds and by supporting local clubs to provide opportunities for disabled children to play football.

Work has started to diversify coaching workforces, to ensure coaching teams reflect the diversity of society and the game

In particular, The FA have focused on increasing the number of Black and Asian coaches within grassroots football. One way in which they are approaching this is using population data to target localities with Black and Asian communities and try to engage and offer more coaching opportunities for people within those communities. Over the last four years, they have identified 12 localities across the country and are working within communities to encourage and recruit people from those communities to take up grassroots football coaching.

**"I think perception is one challenge that we face. What is the perception of The FA? I know over the last four years the coach developers on the ground have spoken a lot about them having to build relationships and build trust which allows them to get into these communities, to work with different faith groups and other community groups. It takes time and is critical to any future success."**

Head of Grassroots Coach Development, The FA

There is a strong reliance on volunteers across The FA and in the provision of disability football, with full-time staff members taking up voluntary roles in disability football. This is sometimes at odds with the professionalised talent pathway offers and can create unequal experiences for people with disabilities depending on which part of the football system they are engaging with. Expanding networks of providers of disability football and offering support through programmes like Comets goes some way in addressing this, but there is perhaps more to work to do in provision of disability football leagues and investment in the workforce to address this challenge.

**"So, on a match day for example, we turned up for our juniors and there were no referees, and it's like, 'Why's there no referees? Can coaches step in?' Well, not really, they're there to coach and build relationships and deal with their behaviours and stuff, we're not there to referee matches."**

Disability Lead, Premier League Club Foundation

## **The role of partnerships**

The FA work with a range of partners through their role as an NGB and the way that football is structured in England. One of their key aims with the System Partner investment is supporting growth in football participation through a network of national and local partners, to effectively engage people in under-represented communities. This partnership is evident in their new talent

ID programme where The FA are working with new partners, including engaging schools and community organisations to deliver local sessions where they can identify talented players from more diverse backgrounds.

Challenges in delivering disability football will be common with other disability sports, which creates conditions for productive partnerships to overcome barriers across the sport sector through NGB partnerships. Successes in programmes like Comets can be shared and replicated across the sector to increase participation and tackling inactivity. Similarly, the approach of the para-football talent pathway to transition talented athletes into other sports to continue engagement in sport and physical activity shows the value of partnerships in the sector.

The FA are working more locally and targeting communities in particular places through their talent programmes, recognising that there are unique contexts in these areas that require different approaches. Alongside this, the FA is working with new community groups, representing new delivery partners, to expand participation for under-represented communities including girls from diverse backgrounds and disabled children. There could be an opportunity to work with Active Partnerships on the ground to support the system locally, whilst also creating the conditions for children to try other sports – football may act as the hook, but there is potential for these partnerships to support people to move seamlessly onto other forms of sport and physical activity.

The FA have also developed new partnerships with non-accredited and non-football organisations based in the community. This is part of efforts to reach more diverse communities and in areas with higher levels of deprivation, utilising community groups that were not previously part of the 'football world' to reach these populations. These non-traditional partners do not always meet the safeguarding standards required to be a delivery partner or provider of football. The FA have been working to overcome these barriers, moving from the identification phase to supporting their partners to meet safeguarding standards.

**“What the team have been looking at is how we do we support them to have the right safeguarding standards, go and do our free online training to get yourself qualified, and then you can deliver a programme. So, finding the right providers, giving them the right level of support to help deliver our programmes in some of these more diverse communities, that's our next phase really.”**

Development Manager, The FA

# Learning & considerations

## Learning to date from The FA's System Partner role

### The FA has trusted brand that extends beyond football

The FA is a well-known and long-established organisation, putting it in a position to use its brand to reach people beyond football and encourage them to engage in sport and physical activity in a safe and secure environment. It also has the potential to change public perceptions when associated with disability football and there is the potential to utilise The FA's reputation to have a greater impact on sports participation.

**"We use our badge to engage a multi-sport approach so that athletes get the best exposure right across different sports and different NGBs in partnership with Sport England".**

Para Talent Manager, The FA

## How could collaborations and relationships with Sport England and other System Partners be improved

Given the size and scale of The FA and the resources and capabilities they have at their disposal to deliver work, understanding how they fit in with other System Partners can be unclear.

**"I think it can be difficult for system partners to see how they can add value to what we do. It would be good to have clarity on what system partners can add. That would be an interesting exercise for Sport England to help with to help us understand how we can work closer with [other System Partners]."**

Head of Grassroots Coach Development, The FA

There is still scope to understand how The FA can work with other System Partners to support one another, and a role for Sport England to facilitate these relationships and collaborations.

Partnerships between The FA and National Disability Specialist Organisations (NDSOs) could also be beneficial to improving access and delivery of disability football offers. The FA is working with CP Sport on creating talent hubs for female players with CP and CP Sport have delivered local events providing support. There could be opportunities with other National Partners to work with The FA and other NGBs to support facilitation of disability sport and knowledge share, facilitated by Sport England.



## **There are challenges with working in unique ways across different regions and reporting on this**

Working in unique ways across different regions to best meet the local needs, for example in the talent pathways, has its challenges. Stakeholders outside the everyday delivery of programmes can find the ways of working regionally in a way that reflects local needs confusing. The women's talent pathway works in a player-centred way and programmes they deliver look different across regions. For example, some regions might get support through specific training sessions every other week whereas other regions might get blocks of training sessions to reflect travel challenges in the local area. Ultimately, every region is getting the same overall support and working towards the same aims but the practical delivery of that might look different.

**“the challenge of working in the way that we work is that can feel confusing to people who aren't in the know [...] Ultimately all the players get the same, but some players might get that support once every other week. And some players might not get that because they live in the south-west region with travel issues. So they get that in blocks [...] they're actually getting the same thing [level of support] but that can feel quite confusing to the wider network.”**

Head of Women's Talent, the FA

There is also a challenge around reporting back to stakeholders, including Sport England, nationally on regional programmes and it requires explaining the context. The women's talent pathway utilises case studies and outlining examples of good practice regionally, whilst recognising that this might not work in other regions due to the different contexts and nuances.

## **There are safeguarding challenges at community levels which can impact reach to new audiences and forming new partnerships**

The FA have made great strides in forming new partnerships, particularly with non-accredited or non-football organisations based in the community. These partnerships are key to engaging and reaching a more diverse audience. However, a barrier to working with these organisations is that they do not always meet the safeguarding standards required to be a delivery partner or provider.

In response, The FA are working to support organisations in the community develop their safeguarding processes through training, qualifications and checks. The drawback is that more time is needed in order to get these processes in place before delivery.



**“We've got a number of strategies that we'll be doing across the board to support [providers] to feel ready and be less programme led, more community development led in terms of identifying the right people, getting those people trained, supporting them if they need a DBS or safeguarding [training] or a qualification, and then say, 'Do you want to run our programmes?' As opposed to, 'Do you want to run our programme in your community?'.”**

Development Manager, The FA

### **There could be more support offered to providers of disability football, led by professionals with direct experience**

There are challenges within the game in delivering accessible opportunities for people to participate in disability football. For example, there is less confidence within the current workforce about delivering opportunities for disabled people.

**“A big challenge is getting clubs to come forwards and putting on sessions because they've either got it in their head that they've got to be specialist coaches, or they've got to have the link with a charity or a school.”**

Football Development Officer (Disability Football), County FA

In addition to workforce challenges, participation for disabled people in disabled football mirrors the everyday challenges faced by disabled people. For example, logistical barriers to travel can prevent many para-athletes from being able to take part in competitions, as they are often required to travel long distances in order to play, incurring logistical, time and financial costs.

With more focus on increasing participation in disability football, there also needs to be support across the country to run these programmes and sessions in safe and effective ways. Toolkits that can be used to deliver programmes like Comets are a good base but there is room for more knowledge and training. Nationally, The FA are providing disability training and toolkits for clubs, called [Journey to Inclusion](#) with the aim of proactively addressing the challenges around provision of disability football. The FA could also tap into their networks at Premier League foundations who have professionals working full-time to deliver disability football to learn and share their experience across the county FA networks. Where possible, courses should be led by people who have experience coaching people with a disability.

### **Considerations for Sport England**

Sport England's partnership with The FA and alignment between UTM and The FA's grassroots strategy towards tackling inequalities, supports the conditions for the FA to continue to be ambitious in its approach. The long-term nature of Uniting the Movement aligns with the FA

approach to re-shaping their strategies each four years, building on successes and learning from challenges.

Sport England should also consider how to better facilitate relationships between NGBs and other System Partners. For example, how could links between all NGBs that offer para-sport be better coordinated to work together and address common challenges and barriers. Similarly, how could Sport England utilise the expertise of The FA and other System Partners who provide and deliver coaching expertise and qualifications. There is a benefit from continued support and facilitation to allow NGBs and other System Partners to connect and learn from each other.

Where NGBs are working regionally and thinking about working in a place-based way, there is an opportunity to strategically connect them with Active Partnerships working in those localities. The FA are mindful of duplicating work or partnerships and are keen to be connected with groups that already exist to work together and build relationships. The FA are seeing benefits of working in a place-based way with people who understand the local communities via the talent ID regional coaches. Relationships with local Active Partnerships could bolster this community connection.

## More information

More information about Sport England's System Partner portfolio is available on their [website](#).

Ipsos UK are leading a consortium with NPC (New Philanthropy Capital) and Sheffield Hallam's Advanced Wellbeing Research Centre (AWRC) to evaluate and learn from Sport England's long-term partnership and investment into its System Partners. You can contact the evaluation team by emailing [spevaluationlearning@ipsos-research.com](mailto:spevaluationlearning@ipsos-research.com)

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