

IRISH FA

INVITATION TO QUOTE



Invitation to quote for
research and development
of an

**Irish FA Adult Amateur
Recreational Football Plan**

A - Introduction

We are seeking quotations to undertake a research and insight project to inform a five-year plan to support adult amateur recreational football across Northern Ireland (specifically addressing the decline in male adult 11-a-side amateur football). The research shall involve consulting with key stakeholders to identify the support amateur leagues, football clubs and volunteers need to develop and grow. It will culminate in the production and launch of an Irish FA Five-Year Adult Amateur Recreational Football Plan.

Contact Details

All questions regarding this ITQ should be made to Michael Boyd at michael.boyd@irishfa.com

Requirement

B - Context

The Irish FA's Football Development Department was recently audited by UEFA and received UEFA Silver Grassroots Charter Status. Through the UEFA Grassroots Charter, a quality mark focusing on grassroots football, UEFA supports and stimulates the development of grassroots football at national level by setting standards and providing tailored assistance. In addition, each national association receives annual earmarked funding to continually develop and improve their grassroots activities. Feedback from the audit suggested the Irish FA is making good progress developing the youth game through delivery of its ten-year youth football strategy 'Let Them Play' (<https://www.irishfa.com/media/4282/ifa-youth-strategy-low-resolution.pdf>).

Youth participation rates in Irish FA supported football and futsal programmes has grown from approximately 30,000 players in 2014 to 72,000 players in 2018. However, the audit highlighted the number of registered male players aged 18+ represents only 3.71% of the relative male (aged 19-50yrs) population in Northern Ireland. The growth rate trend for this category for football over the past 3 seasons is 0.21% which is below the level required to achieve the UEFA Gold Grassroots Charter Status.

The amateur game in Northern Ireland is of vital importance to football development and the Irish FA is concerned that the male 11 a-side amateur game is in decline. Amateur football clubs play an important role in the community, creating positive pathways for people to stay active, volunteer and develop positive circles of friends. With support from the UEFA Grow Team, the Irish FA is commissioning this work to develop insight of the adult amateur game and to inform a five-year Adult Amateur Recreational Football Plan for Northern Ireland that will support amateur football clubs to grow and enable the Irish FA to achieve UEFA Gold Grassroots Status for services to football.

The Irish FA's Corporate Strategy 2017-2022 states on page 24 under the title of **Reinvigorate the Everyday Game:** “We need to focus on and help grow football outside of our top three divisions. We also need to increase participation in the amateur game so that as many people as possible can have access to our sport”.

(<https://www.irishfa.com/media/11437/ifa-5-year-strategy.pdf>)

The Irish FA is committed to football for all, creating a fun, safe and inclusive culture throughout all levels of the game. This research and plan should ultimately support football for all, empowering local clubs, volunteers and encouraging stronger community focused inclusive clubs that cater for males and females of all ability levels.

C - Research Objectives

The key objective of this research is to collate insight to inform the production of a Five-Year Adult Amateur Recreational Football Plan that reflects the following framework:

1. Introduction

- 1.1 Background
- 1.2 What is Adult Amateur Recreational Football? Players, Volunteers and Fans are not separate target groups.
- 1.3 Why do we need a new Five-Year Adult Amateur Recreational Football Plan?

2. Where are we now?

- 2.1 Strategic Context (both internal and external)
- 2.2 Journey so far (quick summary of consultations)
- 2.3 Situation Analysis (analysis of Amateur Football in NI)
- 2.4 Priority Areas of Focus (using research findings that emerge and covering key issues such as cost of running a club, fundraising, the impact of the growth of youth football on adult participation; attracting new volunteers and the option of Sunday football; roll on and roll off subs; 7 aside football, Futsal and Flexible Football, e.g. <http://www.staffordshirefa.com/players/ways-to-play/flexi-football>)

3 Our Amateur Football Vision – must have a focus on supporting leagues, clubs and volunteers; keeping people in the game, fun and friendship

4 Five Key Strategic Objectives with clear supporting KPIs/measures of success that support/include:

- The Irish FA needs to influence its strategic partners such as leagues to allow flexibility in administration and competitions and introduce alternative shorter and smaller formats of the game, to be more appealing and inclusive. This will ease transition into the 11V11 game and reduce the conflict with alternative formats as it is today.
- Develop better communication with leagues through dedicated members of staff and convey best practices of other leagues and counties.
- Engage with the clubs and make sure they are fully aware of the support mechanisms that the Irish FA provides. This can help in preventing them from folding.
- Invest in upskilling clubs and volunteers, by guidance and training to becoming more IT aware in completing their registration processes online, modernise the process of running a club and improving their money management capacity. This will improve the overall management and reduce the burden of costs. This should be done as part of upskilling the volunteers to carry out the registration processes more efficiently.
- The introduction and implementation of a number of initiatives or incentives to help combatting foul and abusive language providing training to volunteers, administrators, coaches and referees and/or initiatives driven by the leagues such as reward clubs with the best discipline.
- Reward the volunteers and other key personnel that support the game by providing incentives such as free or subsidised training courses.
- Encourage young people and women to get involved in administration of running clubs and other volunteering roles. Perhaps methods such as social media, dedicated web-sites, word of mouth and incentives could facilitate the promotion of roles and the recruitment process.
- Clear indication of resources required to make the plan a success, new innovative approaches to support leagues, clubs and volunteers. New innovative fundraising support guides for clubs.
- Direction with regards to best practice for ongoing measurement of the impact the plan.

5. Conclusion

D - Research Approach

- Desktop research analysing existing relevant strategies and academic resources.
- Online survey with all amateur clubs to find out what support they want, as well as recording active number of players (male and female), coaches and volunteers.
- Internal consultations with all relevant Irish FA Staff and members (<https://www.irishfa.com/irish-football-association/about-the-ifa/the-irish-fa-staff>)
- 10 consultation events across NI with amateur clubs, players and volunteers.
- 4 consultations with Regional FAs and Amateur League Representatives.
- 1 consultation with Northern Ireland Women's Football Association.

Research Outputs

The major 'outputs' that we would expect, as a minimum, from the successful consultant are as follows:

- Monthly updates for the Irish FA Director of Football Development and dedicated sub group from the Irish FA Football Committee.
- Presentation of secondary/desktop research review - concise summary report (in presentation format) of insight and gaps along with recommendations for primary research
- Presentation of primary research – summary report (in presentation format) of findings, conclusions, and recommendations for improvement of football experience against the agreed framework
- Provision of any raw data / transcripts / recordings acquired throughout project
- Presentation of draft 5yr plan
- Production and launch of final 5yr plan

E - Specification for Quote

We are seeking written proposals to include:

- Your understanding of the brief
- Recommended research process and methodologies
- Costs – including any necessary travel, venue, recruitment and incentive expenses
- Proposed project timeline
- Delivery team
- Credentials – past experience of managing similar research projects
- Sample outputs/report

F - Evaluation of Quote

The quote will be evaluated against the criteria shown below,

Quality of proposed approach

- Detail, quality and appropriateness of proposed approach
- Project plan demonstrates that the activity will be delivered within a reasonable timeframe
- Proposal demonstrates added-value recommendations, for example production of Amateur Football Club Guidebook

Quality of people proposed

- People proposed to lead and carry out the work demonstrate relevant experience and expertise – i.e. a blend of ‘hands-on’ research skills and consultancy skills to assist us in drawing out conclusions and recommendations.
- Clear articulation of the roles of project team in delivering the project
- Commitment to continuity of staff engaged in project

Previous relevant experience

- Demonstration of experience in delivering similar briefs to a high standard
- Clear understanding of the amateur adult game in Northern Ireland

Cost

- The proposal is competitive and costed within the allocated maximum budget
- The costs clearly articulate team roles and days allowed
- The proposal represents value for money

G - Timetable and Budget

The work should be completed by 30th Dec 2018.

The appointed supplier will be responsible for ensuring the project is delivered in full on time and within budget.

The cost of all expenses associated with the undertaking of this project is to be included in the fixed price quotation submission.

Quotes should be submitted to:

Michael Boyd

Director of Football Development

Michael.Boyd@irishfa.com

By 1pm Friday 10 August 2018

All questions regarding this ITQ should be made to Michael Boyd at michael.boyd@irishfa.com



The Irish FA is not bound to accept the lowest or any quotation, nor will the Irish FA be involved in expenses incurred in the preparation of the quotation.