



# FRAME FOOTBALL STRATEGY 2021-2024



# Frame Football Strategy 2021-2024

**Vision** – To establish Frame Football as a recognised format of football in England. Raising awareness and supporting growth through partnerships and networks.

## Frame Football Development Group:

- **Purpose** – to provide a platform of knowledge, skills and networks that ensures the delivery of frame football developing across England is high quality, standardised and in line with relevant frameworks to allow development of the adapted format of the game.
- **Aim** – to provide support and guidance to those delivering frame football ensuring it is sustainable resulting in increased levels of participation, profile and development opportunities

## Development group Partners/members

- CP Sport
- The FA
- Quest
- Frame Football Foundation
- APCP/CPIP



# Frame Football Strategy 2021-2024- SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>➤ Specific format of football, designed to meet the needs of frame users, to provide a better player experience compared to pan disability football</li> <li>➤ Develops confidence and supports players well being</li> <li>➤ Easy to deliver activity</li> <li>➤ Connects frame users providing social benefits, players make friends and experience being part of a team/club</li> <li>➤ Brings families together.</li> <li>➤ A number of groups part of bigger CS Clubs given them a strong foundation and support to develop.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Size of the target audience and therefore reach and demand unknown</li> <li>➤ Low numbers within sessions clubs justifying running specific sessions and having to mix with other formats which can be hard.</li> <li>➤ Travel to access sessions can be an issue for families with other commitments</li> <li>➤ Access to appropriate frames to participate – players can use Kaye walkers but they are restrictive</li> <li>➤ Promotional reach is not as strong as it could be, and potential players unaware of opportunities.</li> <li>➤ Lack of awareness of Frame Football within schools</li> <li>➤ Not enough match opportunities for established teams.</li> </ul>
Opportunities	Threats
<ul style="list-style-type: none"> <li>➤ Provide support and guidance for coaches/teachers/parents/volunteers to lead basic activity and develop their confidence/knowledge.</li> <li>➤ Create a coaches' network to support coaches sharing ideas and making connections between groups. - how to influence Coaching community FA Telligent</li> <li>➤ Increase marketing channels to raise the profile and reach new participants, particularly through CP Sport disability sector partners and non-sport organisations. Capture inspiring stories (players and their families) to support this and link in with wider FA disability campaigns</li> <li>➤ Develop festivals and competition under the Frame Football Game rules</li> <li>➤ Promotion of Frame Football through regional/national conferences/events</li> <li>➤ Access to GameFrames through CP Sport Rental scheme.</li> <li>➤ Online resources to support individuals keep engaged at home during lockdown</li> <li>➤ England Football Accredited clubs will need to offer some form of disability football depending on the level of accreditation</li> <li>➤ Develop a Frame Football Forum to connect those supporting the game.</li> </ul>	<ul style="list-style-type: none"> <li>➤ Impact of the pandemic (Covid) on Individuals and clubs. Financial and general wellbeing.</li> <li>➤ CFA network and capacity has been affected at a local level by Covid related funding cuts</li> <li>➤ Government restrictions on indoor sport delaying a return to play.</li> <li>➤ Clubs struggling with recruitment of players due to lack of profile through appropriate networks.</li> <li>➤ Lack of provisions for those 16+ - drop off</li> <li>➤ Challenge for groups to retain players.</li> <li>➤ Participants/families at higher risk with Covid-19</li> <li>➤ Coach confidence – worried about delivering sessions safely and combining frame/non frame users</li> <li>➤</li> </ul>



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## Benefits of Frame Football

- **“Makes you feel included and part of a team”.**
- “It’s great to be able to see Jenson basically doing his physio without even realising. It feels like we both get a day off without feeling guilty. It is also great for him to enjoy being active as this will be a huge benefit as he gets older. He really enjoys playing with other children at his football club & has made good friends. As a parent I have enjoyed meeting other parents at frame football and it is one of the only activities I can take Jenson to and I don’t need to support him to participate as the coaches are so fantastic and understanding of his needs”.
- **“Frame Football allows me to compete with other people at my age with the same level of ability. I feel included where sometimes this is not accounted for in able bodied sports. It also gives me a chance to make new friends and push myself every day to become the best player that I can be. Without Frame Football I’m not sure what I would do for my fitness as there would not be anything out there for me”.**
- “I’m on the same level as the other players using a frame, not like other mixed disability session where I am the only frame player”.
- **Max loves the team work and is more enjoyable than a normal physio session. It also tests other things like focus and communication skills”.**
- “Leon likes to play with other children the same as himself and does not feel like the odd one out. Frame football has helped him make new friends and helped his confidence”.



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## Key Strategic Objectives

### Insight

Develop better understanding of the target audience

- Understand barriers/motivations to participate
- Capture insight from those involved , what would they like, to support retention of players
- Develop understanding of how to reach new audience. Where to promote and what the offer should look like to attract new participants
- Clear picture of current frame football activity to identify gaps in provision. Develop intel of where to target (CFA's) through partners

### Raising Awareness

Promote opportunities through partners to extend reach

- Identify and develop the network of non-football partners to promote Frame Football to.
- Make better links with Physiotherapy networks (NHS and private providers) to engage directly with individuals and families
- Identify opportunities to showcase and demonstrate Frame Football
- Identify locations to target and promote Frame Football
- Clear/consistent messaging
  - Football for all, get into football
  - Great way to get more active
  - Develop skills, confidence and make friends
  - I can play/ I can do it
  - Frame football with family
  - Recreational Frame Football
  - Frame Football Teams/Clubs
  - Frame Football at home
- Develop Creatives for Frame Football
- Increase participation by raising the profile of Frame Football, particularly to those “not in the know”
- Game Frame Rental Service

### Workforce

Support those delivering Frame Football activity

- Develop a range of digital resources to support frame football coaches and influence inclusion of content within The FAs new learning offer for disability football.
- Support existing coaches - how to adapt football activities, relevant CPD, Believe Perform
- Signpost new coaches to current opportunities - CP Sport and FA training (Playmaker)
- Connect those delivering frame football to share ideas – library of activity
- Create Resources for coaches/groups to use - skills cards and activity ideas

Link at partner organisations/networks at a local level into CFA Club network



## Promotion of Frame Football

Physio  
Network  
APCP/CPIP

CP Sport  
Disability  
Organisations

The FA  
County FA  
(CFA) Network

### Raising Awareness

Individuals aware of opportunities to play and being advised on how to access opportunities

### Game Frame Rental

#### FA Affiliated Recreational opportunities

Turn up and play  
e.g. Wildcats

#### Frame Football at Home

Skills Cards  
Family activity

#### Clubs/Groups (CFA networks)

Delivering regular activity

FA sanctioned festivals and competition opportunities





# Frame Football Resources

- Game Frame Rental
  - <https://cpsport.org/rental-service/>
- Frame Football Stretches/exercises
  - <https://apcp.csp.org.uk/publications/exercises-frame-football>
- CP Sport Frame Football Skills Cards
  - <https://cpsport.org/resources/>
- Frame Football Forum
  - <https://cpsport.org/events/>
- FA Player Maker
  - <https://thebootroom.thefa.com/learning/qualifications/the-fa-playmaker>
- FA's Find Football
  - <https://find.englishfootball.com/>



## Contact Details

For more information go to **[cpsport.org](https://cpsport.org)**  
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