

COMMUNIQUÉ

The Football Association's International Newsletter



IN THIS ISSUE



FOOTBALL FOR HOPE



YOUNG LEADERS IN SOUTH AFRICA



NEW FA GENERAL SECRETARY

FA EXPERTS HEAD TO ASIA



FA Head of Coaching John Peacock

The Football Association maintained its support for the development of football in the Asian Football Confederation (AFC) when it sent some of its finest instructors to the biggest ever AFC Elite Education Seminar in Kuala Lumpur in January.

This is the fourth consecutive year that the AFC has hosted the same event in January and February, with the focus on developing the continent's football personnel in all areas of the game.

Referee development, elite coaching and disability football were some of the areas covered during the month-long programme of seminars.

Senior National Referee Manager Ian Blanchard led sessions on referee assessors and referee recruiters, while John Ball delivered a two-day workshop on developing disability football referee instructors.

The FA's Head of Coaching and England Under-17 Coach, John Peacock, was invited by the AFC to contribute to seminars on coaching instructors and technical study group sessions, both of which were led by former France coach and Liverpool manager Gérard Houllier.

John Peacock said: "It was my first time at the AFC Elite Education Seminar in Kuala Lumpur and what struck me straight away was the outstanding organisation of the event.

"The different disciplines within football were well catered for. There were some excellent presentations, in particular a very professional theory and practical one, which was delivered by the Technical Director of France, Gérard Houllier.

"I think all the delegates from the various countries within the AFC received valuable information, which they will no doubt put into practice back in their own associations."

A goalkeeping course was delivered by The FA's Martin Thomas and Gary Phillips, with all FA staff sharing the latest trends and concepts in their respective disciplines.

The FA has been supporting the development of Asian football through the provision of expertise since signing an MoU with the AFC in 2000 and will continue to offer its expertise to the confederation for its 2011 programme of activities.

WHAT STRUCK ME STRAIGHT AWAY WAS THE OUTSTANDING ORGANISATION OF THE EVENT



A Palestinian coach gives instructions to young footballers at a local stadium

PALESTINIAN FOOTBALL ON THE UP

The Football Association lent a helping hand to the Palestinian Football Association (PFA) when it delivered an Advanced Coaching Workshop in Ramallah on the West Bank in March.

The FA's Regional Coach Development Manager, Dennis Mortimer, and coach John Ryan ran the course, which was aimed at preparing Palestinian coaches with no formal awards to successfully obtain coaching licence qualifications in the future.

All 25 participants, including five female coaches, completed the six-day workshop and received certificates at the closing ceremony which was attended by the Palestinian Prime Minister, Salam Fayyad, and PFA President Jibril Rajoub.

FA Vice Chairman Barry Bright was also in attendance and was impressed by the commitment of the local coaches and The FA staff.

He said: "Both Dennis and John had been well received and built up excellent rapport and respect whilst delivering the course.

"There was a real enthusiasm by the local Palestinian coaches and you could see that they were very proud to receive their certificates of attendance at the end of the course."

The request for assistance came from the Palestinian FA President, Jibril Rajoub, who is looking to create the right football structures in Palestine as interest in the game, both men's and women's football, continues to rise.

FA HOSTS DISABILITY SEMINAR FOR AFC

A delegation from the Asian Football Confederation travelled to England in February to take part in a week-long seminar on disability football hosted by The FA.

It was the first visit of its kind as the AFC continues to make excellent strides in addressing the needs of its disabled footballing community, with far greater opportunities to become involved as a player and a referee.

Last year saw The FA's National Disability Development Manager, Jeff Davis, lead sessions on disability football as part of the AFC's Elite Education Seminar in Kuala Lumpur.

Jeff decided it would be beneficial for those who attended that course to see The FA's approach in practice and he arranged for a whole series of activities for the nine delegates.

"The course was held at Burleigh Court, Loughborough, but we also visited a number of professional football clubs and county football associations. All of the facilities were of the highest quality, enabling candidates to experience a positive learning environment," said Jeff.

"The main reason the course was held in England and not Kuala Lumpur was that we wanted to expose the coaches to a greater depth of disabilities, to include powered wheelchair football, which may not be offered in Kuala Lumpur. The main course outcomes were to show the coaches how we deliver disability football in England, coaching a variety of disabled players and how to manage difference."



FA BOOST FOR BOTSWANA REFEREES

With the 2010 FIFA World Cup™ taking place just next door in South Africa, The FA sent two of its leading female referee instructors to Botswana in June to undertake a five-day referee training workshop with 32 young hopefuls, some taking their first step on the refereeing ladder and others seen as some of the most promising referees in Botswana.

Janie Frampton, The FA's National Referee Manager for Education and Training, and Lucy May, one of The FA's new Female Referee Ambassadors, spent a week in Botswana tutoring their class with theoretical and practical sessions covering referee communications, application of laws, management of players and refereeing teamwork.

"This is my second visit to Botswana with The FA and one that I was looking forward to coming on," said Janie.

"The place has developed so much since I was here last and it's fantastic to work alongside the Botswana FA. They are so welcoming to us and willing to learn. You can see they just want to develop as much as they can and put so much effort into developing their workforce.

"This is the first time two female referee instructors have held a referee workshop as part of our International Development Programme and I was delighted to be able to take Lucy with me for this workshop. It speaks volumes for our 'Get into Refereeing' campaign back at home that we are now

bringing through so many qualified referees and Lucy is one of our brightest young instructors."

The course included a series of classroom sessions combined with fitness and practical sessions to ensure all aspects of referee training were covered. The week ended with a special exhibition match between the players of the national Botswana squad, which is preparing for its 2012 Africa Cup of Nations qualifying match against Tunisia in September.

Leteng Magogwe, one of Botswana's most promising young referees, was chosen to take charge of this exhibition match alongside two assistants, whilst the rest of the class were given the opportunity to critique the performance and apply what they had learnt during the week.

"I really enjoyed the workshop with Janie and Lucy," Leteng said. "It was tough at times and we had a lot of classroom sessions that required complete focus. But as a group we learnt so much and I'm thankful to the Botswana FA for putting me forward for the course. We can learn so much from this kind of training and I know already that I feel more confident and better equipped as a referee thanks to our tutors.

"The highlight of the week was definitely taking charge of the match. It was an honour to referee players from the national squad but I also learnt you have to take the emotion out of it. I was very nervous refereeing the match as all my classmates were taking notes on the touchline about decisions I made.

BOTSWANA HAS DEVELOPED SO MUCH SINCE I WAS HERE LAST AND IT WAS FANTASTIC TO WORK ALONGSIDE THE BOTSWANA FA



Janie Frampton leads a fitness session with the referees

"I wasn't looking forward to going back into the classroom after the match when we analysed the game. Luckily, I had really good feedback and learnt even more when we went over different incidents and decisions. I issued two red cards and gave a penalty so there were lots of incidents to talk about."

On their only day off during the trip, Janie and Lucy chose to visit the nearby SOS Children's Village, 12 miles from Gaborone, where two thirds of the orphans at the village have HIV or AIDS. They took with them over £5,000 worth of kit to give to the village, including footballs, bibs, kit, badges and pens. For May, this was a highlight of her first overseas trip with The FA.

"We were bombarded by all these little smiling characters when we arrived," she recalled. "They might not have parents but they live in such a close, positive environment, they all had a real sense of belonging, that from the outside, you'd never be able to tell of the obstacles they have already faced in their young lives. It was such a humbling experience and really makes you realise just how lucky you are. These kids were absolutely amazing."



FOCUS ON STADIUM SAFETY IN NORTH AND WEST AFRICA

The Football Association paid a visit to Algeria earlier this year to participate in a seminar on Stadium Safety and Security, as part of the Memorandum of Understanding between The FA and the Confederation of African Football (CAF).

The recent success of the Algerian national side and a surge in interest in league football have led to increased match attendances.

Keen to ensure the safety of its supporters and security of its stadia, the Federation of Algerian Football (FAF) invited two experts from the UK, accompanied by The FA's International Development Manager, Maria de León, to share the English experience.

FA Senior Manager of Stadia Safety and Security Chris Whalley and Director of the UK Football Policing Unit Bryan Drew both delivered presentations which were well received by the Algerian delegation.

Representatives of FAF, the Ministry of Youth and Sport and the police also gave talks, joined by researchers from local universities who presented their findings.

"The FA was delighted to take part in this seminar. We can all benefit from sharing experiences in this way," said Chris. "The welcome and hospitality that we were given by the Algerian FA was first class," he added.

A month later, Chris and Bryan travelled to Nigeria to deliver the same seminar to delegates from the West Africa Football Union (WAFU).

The organisation, led by FIFA Executive Committee Member Dr Amos Adamu, is comprised of 16 West African countries. The region has experienced a number of stadium tragedies over recent years as the popularity of football continues to rise.

"Our visit to Abeokuta was fascinating," said Chris. "The delegates at the workshop seemed to appreciate fully all of the issues that we spoke about. This was indicated by the quality of the questions that were asked. I am sure that those who attended the seminar will have left with a better understanding of the key elements of achieving safety and security at sporting events."

FA YOUNG LEADERS TAKE WOMEN'S FOOTBALL TO WORLD CUP HOSTS

With all eyes on the 2010 FIFA World Cup™ in South Africa, a group of 13 FA young leaders travelled to the country in May to promote women's and girls' football.

The visit, organised by The FA's charity partner Coaching for Hope and funded by the British Council, was a trip of a lifetime for the teenage girls from Birmingham, London and East and North Riding County Football Associations.

Accompanied by FA Football Development Officers Emily Toase, Polly Fildes and Gemma Thomas, the group delivered football coaching sessions in schools across the country.

The trip gave young leaders from the UK and South Africa a chance to share ideas, practices and experiences of coaching football through the British Council's Connecting Classrooms programme.

Thrown into new and challenging situations, the youngsters from England quickly learned to adapt their sessions to allow for only having one football, no cones or bibs and, in some instances, only a patch of dirt to play on. Taking turns to coach, both the English and South African leaders exchanged ideas on warm-ups and drills but also culture and language, getting involved in songs and dances taught by the students at the schools.

A sobering visit to the HIV Treatment Action Centre in Khayletshia, along with a unique opportunity to visit some locals in their homes, highlighted just how many other issues impact upon the lives of children in South Africa.

Drawing comparisons between the United Kingdom and South Africa, the group saw similarities in the low profile of women's football and the stereotyping and prejudice shown towards female players.

In South Africa, football is generally considered a man's sport and females struggle to gain the respect from their male counterparts. In some cases women may even risk their lives in order to play the sport they love.



Participating in a seminar examining the challenges of developing women's football in the UK and South Africa at the Athlone Stadium in Cape Town, the party heard from a range of key speakers and entered into some interesting debates and discussions.

The highlight was a powerful speech delivered by Marion February, UTC Coach, speaking on women's empowerment and her exchange with Norman Arendse, President of SAFA Cape Town.

Speaking about the trip, Emily said: "Every one of us learnt so much from our experiences in South Africa, and I am extremely grateful to Coaching for Hope and the British Council for the opportunity.

"It was fantastic to see such enjoyment and passion for the game, despite the adverse situations many of the children live in. It was clear that sport plays an important role in addressing gender inequalities and providing some small relief to those who need to forget about fear and pain."

The group now looks forward to a visit from the South Africa young leaders in 2011.

MALAWI HAS EYE ON THE FUTURE



Ted Dale is embraced by Malawian coaches on The FA course

The Football Association headed to Africa in June just as the continent was preparing to host its first ever FIFA World Cup™.

As part of the UEFA-CAF Meridian project, which sees European associations partner selected African counterparts, The FA ran two modules of The FA's Youth Award in Malawi.

FA instructors Ted Dale and Alex Watson led 36 youth coaches from across Malawi through the two courses, combining practical sessions with theory, to help them understand their players as well as the game. The modules covered themes such as motivation, self-esteem and age and maturity issues.

"The enthusiasm demonstrated by the Malawian coaches, and their obvious love for the game of football, allows them to work under very challenging circumstances," said Alex.

"Youngsters playing with moulded plastic bottles in the shape of a ball is the norm, as footballs are not widely available," he added.

The FA has been working with the Football Association of Malawi (FAM) for 10 years now and both parties were pleased with the success of all workshops, the latter being no exception.

Walter Nyamilandu-Manda, FAM President, was particularly delighted with the outcome.

"It was a fantastic course and an eye-opener to the young coaches. They highly valued the knowledge which was gained," he said.

Suzgo Nyirenda, FAM Administration Manager, added: "The course really sharpened the coaches' skills and tactics and we are confident that the Youth Leagues will be very competitive this year."





England 2018 has officially delivered its FIFA World Cup™ Bid 2018/2022, promising the highest ever commercial revenues for FIFA and committing to invest in a series of sustainable football and social development projects around the world.

The official Bid Book was presented to FIFA President Sepp Blatter by England 2018 Vice-President David Beckham who headed the England 2018 delegation.

A 17 year-old football-coach from Cape Town, Nothemba Bambiso, joined David Beckham at the handover as a special member of the delegation. The football-mad South African youngster is featured in the Bid Book as an example of the positive effect English football has had on communities around the world.

Nothemba lives in a children's home in Cape Town and works with The English FA's Official Charity Partner, Coaching for Hope, which is also a member of FIFA's Football For Hope movement.

Coaching for Hope (CfH) aims to give youngsters increased confidence and social skills through football. Additionally, through their CfH sessions children are able to learn how to protect themselves against HIV/AIDS. Children are taught about modes of transmission, how to live with HIV, where to go to get tested, and how to teach other young people about HIV/AIDS through football.

Tough-tackling defender Nothemba has been part of the Coaching for Hope Young Leaders' programme since 2007. She is currently finishing secondary school studies, is a huge Manchester United fan and previously met David Beckham when he visited the CfH project in Khayelitsha in December 2009.

England international Beckham said: "A World Cup in England is not just about what it can do for our country but what it can also do for the rest of the world. Nothemba was an important part of our delegation because a successful England World Cup bid will help change the lives of countless more like her."

A WORLD CUP IN ENGLAND IS NOT JUST ABOUT WHAT IT CAN DO FOR OUR COUNTRY BUT WHAT IT CAN ALSO DO FOR THE REST OF THE WORLD

AT A GLANCE: A WORLD CUP FOR THE WORLD

England's bid is built around:

- A desire to create a 'World Cup for the World' that would offer a global legacy, working in partnership with FIFA to deliver social and human development projects in every football nation in the world.
- Enormous passion for football embedded in England's DNA, which is why the entire football family, main political parties, business community, royal family and general public are behind the bid.
- A diverse and multi-cultural population which would provide a home from home welcome to all.
- A technical bid that is comprehensive, compelling and creative with an infrastructure of stadiums, training facilities, transport and accommodation that is amongst the most sophisticated in the world.
- A strong commercial market and track record in staging major sporting events that would make a FIFA World Cup in England the most commercially successful in FIFA's history. Generated revenue would be used to add extra momentum to FIFA's plans for football, social and human development projects.

Nothemba added: "Football has played a huge part in my life and helped bring enjoyment and confidence to so many of my friends. This trip to Europe was a really exciting opportunity for me as I met so many interesting people in the game. I learned a huge amount and was able to go home to share the experience with my friends and team mates from Coaching for Hope."

England 2018's bid book of 1,752 pages contains details of England's vision for the FIFA World Cup™ Finals which will build on the country's passion, diversity and technical expertise to deliver the most commercially successful FIFA World Cup™ in history, providing the inspiration for extensive football, social, human and environmental development on a global scale.

Amongst England's legacy plans is a new global fund for football known as "Football United", which will engage people all over the world in fundraising activities to be invested in football and social programmes aligned to FIFA's aims. It is estimated that 1 billion people will be reached by a range of innovative legacy programmes inspired by a FIFA World Cup™ in England.

England's Bid Book sets out a number of other football and social development goals around the world. These include plans to create a global online learning centre for the exclusive use of FIFA member associations; a worldwide network of learning zones, building an international learning community using football as the inspiration; and extensive support for the FIFA Football for Hope initiative in every member association.

Many areas of grassroots football are targeted, with the Bid Book including plans to widen access to football for every girl in England and to create an international centre for disability football.

In addition, if England's bid is successful, it is proposed that a David Beckham Academy will be staged in each FIFA Confederation every year between 2012 and 2017.

English FA President HRH Prince William, who has endorsed the bid, said: "As President of the Football Association I pledge that, should we be chosen for this great honour, we will provide a lasting legacy for the global game."

More information about the England 2018 World Cup Bid and its plans for social and football development projects can be found at www.England2018bid.com





FA Tutor Jamie Houchen goes through a planning session with the coaches

WINNING IN CONCACAF

Learning was very much at the centre of a request from FIFA's WIN in CONCACAF with CONCACAF programme, which is intended to support the evolution and development of the national leagues in eight Caribbean and five Central American countries.

The focus of the programme is to create national competitions at senior and youth level, as well as training club administrators, referees and coaches. The training of coaching instructors was the order of the day and so, with that in mind, The FA despatched Senior FA Learning and Tutor Training Manager Jamie Houchen and Head of Grassroots Coaching Les Howie to Trinidad in April.

The pair pulled together an intensive six-day workshop aimed at learning how to motivate and engage adult learners so that training and development become an improved and beneficial experience for all.

Eighteen participants, mainly involved in football coaching, attended the course and they were given techniques, tips and resources to enliven their training courses.

"The Tutor Training Course was an absolute success," said CONCACAF Director of Technical Administration Jinelle James. "It was far more than what any of the participants expected and was well received, igniting a real fervour in them."

Jamie Houchen added: "It is always a great honour to be asked to deliver these courses, even more so when you are asked by CONCACAF to give our input into shaping and influencing the future content and assessment mechanism for a new generation of coaching courses in the region.

"The students were at first alarmed to see that they would not see pitches for four days in favour of being exposed to classroom techniques of engagement and facilitation. The last two days were then devoted to the skills of assessment and feedback, and again students were taken from their comfort zone and challenged to consider new methods and techniques that would support the future development of coaches and meet their learning needs.

"The attitude, willingness and response shown by all attendees were absolutely exemplary, as was the commitment to change and making a real difference as attendees returned to their own islands with a purpose and direction to influence the new courses."

THE COURSE IGNITED A REAL FERVOUR IN THE COACHES

COACHES AIM HIGH IN CARIBBEAN

CONCACAF turned to The FA to help its drive to have more qualified coaches in the region by requesting an Advanced Coaching Workshop and UEFA 'A' Licence Preparatory Course, which were held at the João Havelange Centre of Excellence in Port of Spain in April.

The FA's Coach Education Manager, Steve Rutter, and FA coach Henry Millington delivered the week-long course to coaches from around the Caribbean, including three from St Kitts and Nevis and three from Dominica.

"It was a really well-organised and resourced course," said Steve.

"We had excellent access to facilities and it was clear, having delivered previous courses in CONCACAF, that there had been real progress made among the coaches.

"It is really important that an ongoing support mechanism is developed for the best of these coaches

and there are certainly five or six who could become coach educators for the region, forming the core of any coaches association in the future."

All the coaches had been recommended by their national associations having previously completed the FA International Licence Course. CONCACAF brought in players for all of the practical sessions from a variety of clubs and teams including Trinidad & Tobago's national women's team and professional sides Joe Public, Caledonia Fire and Defence Force.

The workshop included sessions on development of possession related to modern trends, role specific practice development and pattern recognition as well as delivery of the UEFA 'A' Licence Preparatory Course, which now allows all of the candidates to be considered for a place on the full course in the future with The FA.



CLUBS AND LEAGUES BENEFIT FROM FA HELP

The Football Association shared its expertise in the areas of club and league development with member associations of CONCACAF in June.

Club Services Manager Mick Baikie and National League Development Manager Andrew Hailwood delivered a three-day workshop focusing on areas such as league and club development in England; club structures; rules and governance; and workforce development.

Given the mature and well-established football systems which exist in England, the participants on the course were keen to adopt FA good practice in the administration of the game in their respective countries.

Andrew Hailwood said: "Whenever you deliver a workshop, you are always keen to ensure that the content is relevant and stimulating for the audience, particularly one which consists of 15 national football associations which may have very different approaches to running the game. Any concerns we may have had in this regard were quickly allayed as the delegates truly engaged from the outset and remained focused throughout."

"The FA resources that we distributed to all candidates, including the Club Administration Handbook and the Standard Code of Rules template, were very well received, and we anticipate that many elements from within these documents will be implemented by clubs, leagues and FAs across the Caribbean."



"By the end of the course all the candidates had agreed three key actions that they were committed to rolling out on their return to their home FAs, leagues and clubs."

Mick Baikie added: "From a club administration perspective the real challenge for many of the associations was how to develop teams into clubs and create structures that would last over time. Utilising examples from England and highlighting the success of The FA Charter Standard Club programme, candidates wished to focus on topics ranging from club structures, club governance, club codes of conduct to volunteer workforce recruitment and development policies."

"Daryll Warner, FIFA Development Officer for CONCACAF, highlighted this as a concern across the whole region in his opening address. Candidates were able to access FA resources and create specific plans on how they would look to achieve developing the club infrastructure across their associations."



The FA's Mick Baikie takes part in a group discussion



FA BACKS FOOTBALL FOR HOPE FESTIVAL

In the lead up to the FIFA 2010 World Cup™ tournament in South Africa, The FA demonstrated its ongoing commitment to development through sport by sponsoring two teams to take part in the FIFA Football for Hope Festival in Alexandra, Johannesburg.

Thirty-two teams, made up of boys and girls aged between 15 and 18, represented local organisations that use football for positive social change in the areas of anti-discrimination and social integration; children's rights and education; health promotion; peace building; and environment.

FA charity partner Street League (SL) and Dads Against Drugs (DADs) travelled to Johannesburg to participate in the showcase event after The FA provided the financial backing to enable both organisations to field teams in the festival.

A specially-built stadium was constructed in the heart of Alexandra, where the mixed-gender teams demonstrated their skills in high-paced five-a-side matches where there were no referees, and disagreements between teams were resolved through dialogue with fair play rules in place.

Jay, 15, from Bolton DADs said: "We've had a great time. When we played Team Brazil we were the underdogs but we beat them 3-2 and I scored all three. If the World Cup came to England it would be fantastic as it would bring so many cultures to the country to mix with our communities."

Vicky, 19, from Street League added: "The festival has been great, especially learning how to speak in slang in so many languages. The fair play focus has been brilliant because it means there are no arguments on the pitch. I would like to be a volunteer if the World Cup comes to England, it would be brilliant."

Most of the participants from Street League and DADs are young people who have endured a tough time in recent years, whether due to unemployment, alcohol or substance abuse, or other social issues.

Through participation in the SL and DADs programmes they have the opportunity to improve their health through football, as well as learn key life skills and raise their self-esteem, giving them a better chance of gaining a training placement or employment in the future.

SL and DADs are Implementing Organisations in the Football for Hope movement, initiated by FIFA and streetfootballworld.



Former player Paul Elliott pictured at the event



ENGLAND STARS RESPOND TO SOS

England defenders Michael Dawson and Matthew Upson took time out from their FIFA 2010 South Africa World Cup™ training schedule to go to the SOS Children's Village in Rustenburg.

The FA and Tottenham Hotspur, for whom Dawson plays his club football, have both sponsored the construction of a family home in the village which was part of the '6 Villages for 2006' campaign run by FIFA during the last tournament.

SOS Children's Villages gives orphans the family environment that they might otherwise have missed out on. The FA and Tottenham have both supported the charity for several years and it gave Dawson the opportunity to meet Aubrey, the 12-year-old who

he has sponsored as part of his club's involvement with SOS.

"Luckily enough I got to meet Aubrey as I've only seen pictures of him over the last year but he's a great little lad and hopefully we can get more people to sponsor children like we have," said Dawson.

"It was an experience. We came a few years ago with Tottenham, but didn't get to go to the houses which The FA and Tottenham sponsor."

Upson added: "The key to the success of it is the structure and how it's put together. It creates as normal a family environment for these children as they could get. It was a really rewarding experience."



ENGLAND CLAIM UNDER-17 EUROPEAN TITLE

England claimed their first UEFA European Under-17 Championship™ when they beat Spain 2-1 in the final in Liechtenstein in May.

Goals from Andre Wisdom and Connor Wickham ensured that England won their first age-group title since 1993.

England Under-17 manager and FA Head of Coaching John Peacock said: "I'm absolutely delighted but I'm more happy for the 18 players who have all made a contribution during the tournament.

"It is nice that we beat Spain in the final as they are often seen as the benchmark for football development across the age groups. They win European and World titles on a regular basis.

"We have been there or thereabouts with our Under-17s and Under-19s - Spain beat us 1-0 in the final three years ago - but it is nice to finally win one.

Hopefully it is the start of something and we can win many more."

The last time England triumphed was at the European Under-18 Championship in 1993 with the likes of Paul Scholes, Gary Neville, Nicky Butt, Robbie Fowler and Sol Campbell, who all went on to play for the senior team.

Peacock added: "The English game gets criticism sometimes that we don't produce enough good quality players so it is nice to show that things are working well at this level.

"There are no guarantees that this group will go and achieve what the likes of Scholes, Neville and Campbell did but they have every chance. We always knew this group had the potential to do very well."

GETTING KITTED OUT IN AFRICA

Squadron Leader Neil Hope, the RAF's representative on The FA Council, recently embarked upon a highly worthwhile charitable visit to Kenya timed to coincide with the start of the FIFA 2010 World Cup™ Finals.

The trip was in support of the 'Taking Football To Africa And Beyond' appeal, which has distributed nearly 30,000 football shirts and other items to African children since its inception in 2006.



Amongst the items handed out on this latest trip were 120 England shirts donated by The FA, plus a number of scarves and t-shirts.

Neil was accompanied by Mark Robson, the son of late England manager Bobby, on behalf of the Bobby Robson Foundation, along with representatives from the charity KitAid.

Neil and the team departed for Nairobi and spent a week in the east African country, delivering nearly 2,500 items to 10 different locations including schools and local football clubs.

After returning from the trip, Neil commented: "I was left with the overwhelming thought that our trip hardly touched on the problems of modern Africa.

"The whole team was shocked at the living conditions of most of the population of Kenya and the obvious 'those with' and 'those without'. The real heroes are the ladies and gentlemen who run and look after the schools and teams we visited. They do an absolutely fantastic job."



FA APPOINTS GENERAL SECRETARY

The Football Association Board has named Alex Horne as General Secretary of The FA Group, becoming the senior executive of the organisation.

The FA Board has also installed Roger Burden as acting Chairman of The FA pending the appointment of a new independent non-executive Chairman.

Roger Burden said: "The Board has been greatly impressed by the work that Alex Horne has done in his seven years at The FA. We are confident that in appointing Alex to lead the executive on a permanent basis he will provide strong leadership and stability."

Alex Horne added: "I am delighted that the Board has asked me to take this role in leading The FA Group. I have enjoyed my seven years in various roles with The FA and am looking forward to this exciting challenge."

"I have excellent support from my team and the dedicated and talented staff at The FA."

Formerly The FA's Chief Operating Officer (COO), Alex was responsible for the delivery of all corporate services across the Group structure including finance.

He also fulfilled the executive lead on the St George's Park development (The FA's National Football Centre). As Managing Director of Wembley Stadium from December 2006 to July 2008, Alex was responsible for the delivery of the stadium's events and all areas of its day-to-day operation after ensuring a smooth handover from stadium constructors Multiplex.

Prior to joining The FA in 2003 as Finance Director, Alex qualified as a chartered accountant with PricewaterhouseCoopers, specialising in business improvement and corporate turnaround assignments.

Coming soon...

21 August	Austria	FIFA 2011 Women's World Cup Qualifier: Austria v England
3 September	Wembley	UEFA Euro 2012™ Qualifier: England v Bulgaria
7 September	Switzerland	UEFA Euro 2012™ Qualifier: Switzerland v England
8 – 12 September	Botswana	FA Coaching Workshop
20 – 27 September	Peru	FA Coaching Workshop
12 October	Wembley	UEFA Euro 2012™ Qualifier: England v Montenegro
15 – 16 November	Chile	FA Marketing Seminar