



University of Liverpool becomes FA Learning's HE Partner at St. George's Park

BURTON UPON TRENT, ENGLAND; 12 January 2012: The University of Liverpool has become the first higher education institute to partner with The FA and its educational arm, FA Learning, at their new home of St. George's Park, The FA's new National Football Centre.

In a seminal agreement, the University of Liverpool's Management School will work with FA Learning to develop certain courses aimed at the business and administration of football and its related disciplines.

The first course to be run in association with FA Learning at St. George's Park will be the University of Liverpool's original Football Industries MBA (FIMBA). In existence since 1997 it was the first MBA qualification in the world to focus upon the rapidly expanding worldwide interest in the professionalisation, business and marketing of football.

The partnership with FA Learning will enable FIMBA students to benefit from the expertise of one of the sports biggest governing bodies through guests speakers and practical learning opportunities as well as developing distinct pathways from education into employment.

St. George's Park will be a genuine haven of learning, training and self-improvement. It will be the practical and spiritual home of FA Learning.

It will benefit the component parts of English football, from basic educational needs through to the elite game. It will offer an inspirational and inclusive learning environment.

The long-term FA Learning vision through St. George's Park is to offer professional, accredited training, enhancing the skills of the current football workforce and developing the next generation of coaches, referees, medics and administrators.

/....continued from page 1.

David Sheepshanks, Chairman of St. George's Park, said: "We are very excited to have reached this agreement with the University of Liverpool. We aim to build strong university relationships as we develop our 'university of football' concept at St. George's Park.

"With the support of the likes of the University of Liverpool and Burton and South Derbyshire College we will see this potential become a reality. We look forward to working closely together."

Danielle Every, Head of FA Learning, said: "The partnership with the Football Industries MBA represents a vital first step for FA Learning in creating a recognised qualification pathway for administrators in the game. We are looking forward to contributing to this excellent course and further developing our educational provision in the incredibly important off-field discipline of business administration for football."

Professor Murray Dalziel, Director of the University of Liverpool's Management School, said: "The University of Liverpool is delighted to be FA Learning's first higher education partner. The partnership will ensure that our MBA (Football Industries) programme continues to lead the professionalism and development of football administration, marketing and management globally. St. George's Park is a fantastic new facility and we look forward to working with the team there."

St. George's Park will be a world-class training home for the 24 England teams, and will offer bespoke training, medical, performance and accommodation facilities for visiting teams.

In announcing the inaugural Higher Education Partner, St. George's Park continues to add to its burgeoning portfolio of partners, which already includes its Further Education Partner, Burton and South Derbyshire College.

ENDS

For further information:

For St. George's Park enquiries please call The FA press office on 0844 980 0700.

Notes to editors:

About The FA: The Football Association (FA) is the governing body of football in England and is responsible for developing the game at all levels, from grassroots to the international teams. As a not-for-profit organisation, The FA is committed to making football a positive and inclusive experience for everyone involved, from players and coaches to match officials and spectators. The FA runs 24 England teams, including youth and disability sides to the men's and women's seniors, as well as eleven competitions such as the world-famous FA Cup. As English football's governing body, The FA is also responsible for the regulatory aspects of the game, including disciplinary procedures and doping control.

About St. George's Park: St. George's Park is The FA's £100m development in Burton-upon-Trent, England, which will be the national centre for coach education. A multi-sports facility, it will act as home for Club England and its 24 representative teams. The centre will also be home to FA Learning and the League Managers' Association. For more information about St. George's Park, visit www.TheFA.com/sgp.

About the University of Liverpool (UoL): The University of Liverpool is a member of the Russell Group of leading research-intensive institutions in the UK. It attracts collaborative and contract research commissions from a wide range of national and international organisations valued at more than £110 million annually.

The University of Liverpool's Management School (ULMS) was established in 2002 and formed as a result of the merger of existing departments, institutes and units from across the University. Five divisions were formed within ULMS which represent areas in Accounting and Finance, e-Business and Operations Management, Economics, Management and Marketing and International Business. The Management School's post-graduate program includes an MBA in Football Industries, which aims to combine professional development with an awareness of the issues involved in football management, marketing and administration.