

### Insight shows the value of The FA Charter Standard programme

During January and February 2015 over 1,700 club and league administrators completed a detailed survey expressing their views of the FA Charter Standard programme. The results of the survey found that clubs and leagues were proud of the accreditation, raising coaching and playing standards, made them more sustainable and more likely to increase the number of teams and players.

The programme launched in 2001, since then it grown from strength to strength with 7,774 clubs and 339 leagues now accredited covering 85 per cent of all youth football.

The 2015-2019 National Game Strategy provided an opportunity to review perceptions and impact of the programme to date, with a view to shaping a future of the programme to meet the National Game Strategy objectives.

Talking to 1,542 club and 162 league representatives who were entirely or partly responsible for organising or supporting FA Charter Standard accreditation in their role, the research put the customer at the heart of critiquing the current offering and sought thoughts on how it could be optimised moving forwards.

Some of the key findings from the research are visualised below but in summary:

- Motivations for clubs / leagues to become FA Charter Standard driven by a desire to adhere to, and raise all-round standards
- Improving coaching and playing standards also came through as being very important
- Due to the depth of football offered, FA Charter Standard clubs on average have doubled the no. of players than non-FA Charter Standard clubs
- FA Charter Standard leagues are likely to have more teams in their divisions than non-Charter Standard leagues
- Achieving FA Charter Standard status is a badge of honour - 91 per cent of FA clubs and 92 per cent of leagues said they were proud to have FA Charter Standard status
- 81 per cent of FA Charter Standard clubs and 82 per cent of leagues said the programme had raised overall standards in their organisations
- 71 per cent of FA Charter Standard clubs and 69 per cent of leagues said the programme had helped to make their organisations sustainable for the future
- FA Charter Standard clubs and leagues are more likely to be growing the number of players / teams at their organisations, when compared to those who are not FA Charter Standard

This research demonstrated the value of The FA Charter Standard programme to clubs and leagues.

Moving forwards it will play an important role in enabling The FA to deliver future National Game priorities / strategies, specifically concerning participation, coaching and player development. To this effect, the criteria for becoming an FA Charter Standard club or league has been reviewed and amended to further support The FA Chairman's Commission in relation to raising standards.

Please visit [www.TheFA.com/CharterStandard](http://www.TheFA.com/CharterStandard) to view the FA Charter Standard criteria for clubs and leagues