



Insight driving innovation and impact

# Barclays Girls' Football in Schools: Research Brief

November 2023

**Believing** in every child's future

# Contents

Introduction .....	1
About the Project.....	2
Aims and Objectives of Research .....	2
Methodology.....	3
Research Deliverables .....	4
Key Contacts.....	4
Research Timescales.....	5
Research Budget .....	5
The Bidding Process .....	5
Selection Process .....	5
Timetable .....	5
Selection Criteria.....	6
Proposal Requirements .....	6
Further Information .....	6
Proposal Submission .....	6

## Introduction

The Youth Sport Trust (YST) is a national children's charity passionate about creating a future where every child enjoys the life-changing benefits that come from play and sport. We are on a mission to pioneer new ways of using sport to improve children's wellbeing and give them a brighter future.

Our [2022 – 2035 strategy](#) aims to galvanise and inspire changemakers to transform attitudes, improve practice and drive policy change. Together we will harness the power of play and sport to build belonging for a generation, improving their health, fostering inclusion, and developing character and leadership. For more information about the YST, please visit our website: [www.youthsporttrust.org](http://www.youthsporttrust.org).

In 2018 the Football Association (FA) commissioned the Youth Sport Trust (YST) to lead the work on the growth and development of girls' football in Primary and Secondary Schools and to support the wider education sector. The FA and YST supported by Barclays have a vision to ensure every girl has equal access to football in school by 2024.

To deliver this vision, the YST and The FA have recruited a network of education-based partnerships with schools throughout England. Known as Barclays Girls' Football School Partnerships by England Football they will create strategic partnerships with families of schools that are committed to the growth and development of girls' football.

The YST is seeking to appoint an external research organisation to evaluate the work they are doing as part of the girls' football in schools contract funded by The FA.

This document sets out the research requirements for the evaluation.

## About the Project

The Barclays Girls' Football School Partnerships by England Football (BGFSPs) is a nationwide scheme that aims to mainstream football in schools for girls. Supported by the Youth Sport Trust the initiative includes a network of BGFSPs across England, each with a dedicated education expert with knowledge and understanding of education and girls' football in their local area. The ultimate aim of this network is to support the vision for every girl to have access to football in school by 2024. As we enter the final year of the strategy, we are looking to appoint an external evaluator to explore the impact of the network and impact it has made.

For more information about the network and girls' football work – please see our schools website <https://girlsfootballinschools.org/barclays-partnerships.php>

As the network has grown, in addition to the face to face model, we have also begun to implement a digital partnership model with the aspiration of creating a more sustainable network. These digital partnerships are new for 2023-24 and are to be a focus of this evaluation.

Digital partnerships are also implemented in three main ways, either run by an education establishment, a County FA or, CCO (professional football club with community provision).

## Aims and Objectives of Research

**Aim: To explore the impact of the BGFSP network and its influence over the vision of every girl to have access to football in school by 2024.**

**Focus: To consider how effective the digital partnership offer is.**

The key research questions are outlined in the following table:

Throughout we refer to 'the partnerships' but within this we are keen to understand the experiences of both the digital and face to face partnerships.

RESEARCH COMPONENT	KEY RESEARCH QUESTIONS
Process Evaluation	<ul style="list-style-type: none"><li>- What delivery aspects worked well and less well about the partnerships?</li><li>- What factors helped or hinder the ways partnerships work?</li><li>- How are schools and young people effectively reached / engaged in the work of the partnerships?</li><li>- What are the key criteria for successful implementation of a partnership?</li><li>- What factors need to be in place to ensure lasting impacts?</li></ul>

	<ul style="list-style-type: none"> <li>- How do we best engage and work with partnerships?</li> <li>- How can we best support digital partnerships to be successful and effective?</li> <li>- How do the different models of digital partnerships work, and what are the key success criteria?</li> </ul>
Outcome Evaluation <sup>1</sup>	<ul style="list-style-type: none"> <li>- What is the return on investment for both partnership models? Is there value seen in both?</li> <li>- What impact do the partnerships achieve?</li> <li>- To what extent would the impacts have been achieved without the partnerships?</li> </ul>

## Methodology

The YST would like researchers to propose a methodology that best meets our needs. However, we have outlined a number of key methodological considerations:

- A focus on both quantitative and qualitative research methods.
- At the end of each term, the YST will collect monitoring data for each partnership, e.g. number of schools engaged, number of young participants. This data will be made available to the successful research organisation.
- Case studies covering a range of perspectives and activities. These should be available as standalone documents but also integrated into the main report structure. In particular we would look for a minimum of three digital partnership focused case studies showcasing how each of the different models are working with schools in their area and the impacts they are having.
- The YST will make partnership contact details available to the successful researcher, and any additional data / information that would help the evaluation project

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<sup>1</sup> The outcome evaluation should focus on assessing whether the short term outcomes were achieved, but the YST would welcome consideration for whether participants are on the right path to achieving the longer term outcomes.

# Research Deliverables

The following deliverables are required from this research project:

1. **Inception note:** Following the inception meeting, a full research methodology, with associated timescales and research tools.
2. **Monthly progress updates:** Regular updates on progress and any challenges/risks in the project.
3. **Interim report (13<sup>th</sup> February 2024):** A written report to focus on the activity to date plus any broader emerging findings from wider programme delivery. This report can be in the format of a slide deck. There is an expectation that this will be presented online to The FA and YST on the 13<sup>th</sup> February.
4. **Final report (31<sup>st</sup> July 2024):** The YST would like one final report that integrates all sources of evidence and provides us with an understanding of the outcomes achieved, and recommendations to inform future delivery (maximum of 20 pages). There will be one single report, but we would value individual sections that look in more detail at each of the component parts. The report should be accompanied by a two-page executive summary and where appropriate, we would welcome the integration of visual diagrams and infographics to help present the findings. This report can be in the format of a slide deck. There is an expectation for a face to face presentation on the 31<sup>st</sup> July at Wembley.
5. **Data files:** Any survey data files should be made available, in an appropriate format.

Further guidance on the report content, style and structure will be given to the successful organisation at the inception meeting.

## Key Contacts

The research project would be overseen by Lucy Slavin.

## Research Timescales

The timescales for the research project are detailed in the following table.

MILESTONE	DATE
Inception Meeting	Wednesday 13 <sup>th</sup> December
Inception Note	Friday 15 <sup>th</sup> December
Monthly update reports	Monthly basis
Interim Report	Tuesday 13 <sup>th</sup> February 2024
Final Report	Wednesday 31 <sup>st</sup> July 2024

## Research Budget

The total budget for the research project is **£35,000** (inclusive of expenses and VAT, if applicable).

Successful contractors will be paid against the following terms:

- 10% on a signed contract.
- 40% upon satisfactory completion of the interim report.
- 50% upon satisfactory completion of the final report.

## The Bidding Process

### Selection Process

Organisations are required to submit written proposals. Following a review of these, shortlisted organisations will be invited for interview on the Wednesday 6<sup>th</sup> November. From this the successful organisation will be selected.

### Timetable

MILESTONE	DATE
Deadline for Expression of Interest	COP Friday 17 <sup>th</sup> November
Deadline for proposals	COP Thursday 30 <sup>th</sup> November
Interviews	Wednesday 6 <sup>th</sup> December
Successful organisation notified	Friday 8 <sup>th</sup> December
Inception meeting	Wednesday 13 <sup>th</sup> December

Contract signed / first invoice received	Friday 22 <sup>nd</sup> December
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## Selection Criteria

Proposals will be judged on the following criteria:

- Methodology, including a good understanding of the research requirements.
- Experience, particularly in relation to evaluation, young people, and inclusion.
- Value for money.

## Proposal Requirements

You are invited to submit a written proposal which clearly outlines how you would meet the requirements laid out in this brief. Your proposal should be a maximum of 10 A4 pages (minimum font 11). CV's, along with any other relevant information can be provided in appendices.

As a minimum, the following elements should be included in your proposal:

- Details of the proposed methodology.
- A brief overview of your organisation's experience, including examples of similar research projects you have delivered.
- Details of the team who will be working on the research, including their role, previous experience and DBS status if applicable.
- Arrangements for managing the research and quality assuring the deliverables.
- Timetable for delivering the research.
- A breakdown of costs for undertaking the research, including a breakdown of time and costs per activity and per team member.

## Further Information

Any questions you have which will help support the development of your proposals and relate to the project being evaluated should be emailed to [lucy.slavin@youthsporttrust.org](mailto:lucy.slavin@youthsporttrust.org) by 12pm Friday 17<sup>th</sup> November.

Responses to queries will be emailed to all interested organisations.

## Proposal Submission

**Please register your expression of intent to submit a proposal no later than close of play Friday 17<sup>th</sup> November.**

Your final proposal should be emailed to [lucy.slavin@youthsporttrust.org](mailto:lucy.slavin@youthsporttrust.org) and received no later than close of play on Thursday 30<sup>th</sup> November 2024.



## YST RESEARCH

The Youth Sport Trust (YST) is a national children's charity passionate about creating a future where every child enjoys the life-changing benefits that come from play and sport. YST Research offers research, analysis, insight and evaluation services to organisations with an interest in the wider children and young people's sector. Our research expertise is focussed on improving the wellbeing of children and young people through sport and physical activity.

Our specialisms include:

- Education, PE and school sport
- Community sport / clubs
- Early years settings
- Life skills and employability
- Activism and volunteering
- Health (physical, social and emotional)

For our latest research findings, visit

<https://www.youthsporttrust.org/news-insight/research>

By working with us, you are supporting us to achieve our mission to improve children's lives and their future.



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