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Football in Schools Skolbollen Analysis



Football in Schools Programme - Statement: Mika Sankala, Football in Schools Manager, Swedish Football Association



It is important that SvFF continues to develop its position and activities in both primary and secondary schools. All children go to school, which gives us an opportunity to meet all children and young people, and means a fantastic recruitment base for our associations. This in turn leads to several players, referees, coaches, leaders and supporters in football.

"As many as possible, for as long as possible", the target picture from Strategy 2035 can have even greater impact if we can clarify our efforts within different school forms.

The elementary school, LIU and NIU, our football high schools, are important for the future of football, therefore we believe it is important that SvFF both centrally and regionally/districts take their responsibility for "School football".



Football in Schools Programme - Statement: Mika Sankala, Football in Schools Manager, Swedish Football Association



To develop our "Football in schools" it is important that we conduct our research and conduct our surveys with our schools every year. We want to know what our schools think about our "Skolbollen", how does it work with the kids and the teachers and what more can we, as Swedish FA (SvFF), do more for our schools and our children.





Methodology

Methodology



- An online survey was created by the Swedish Football Association and Leeds Beckett University regarding perceptions and experiences of teachers using the Football in Schools Programme.
- The survey was distributed online to all active schools within the programme.
- The data was then analysed by Leeds Beckett University to understand the different experiences and perceptions of Skolbollen. The data was split into various demographic groups to compare experiences.
- This report show the results of the survey.





Impact

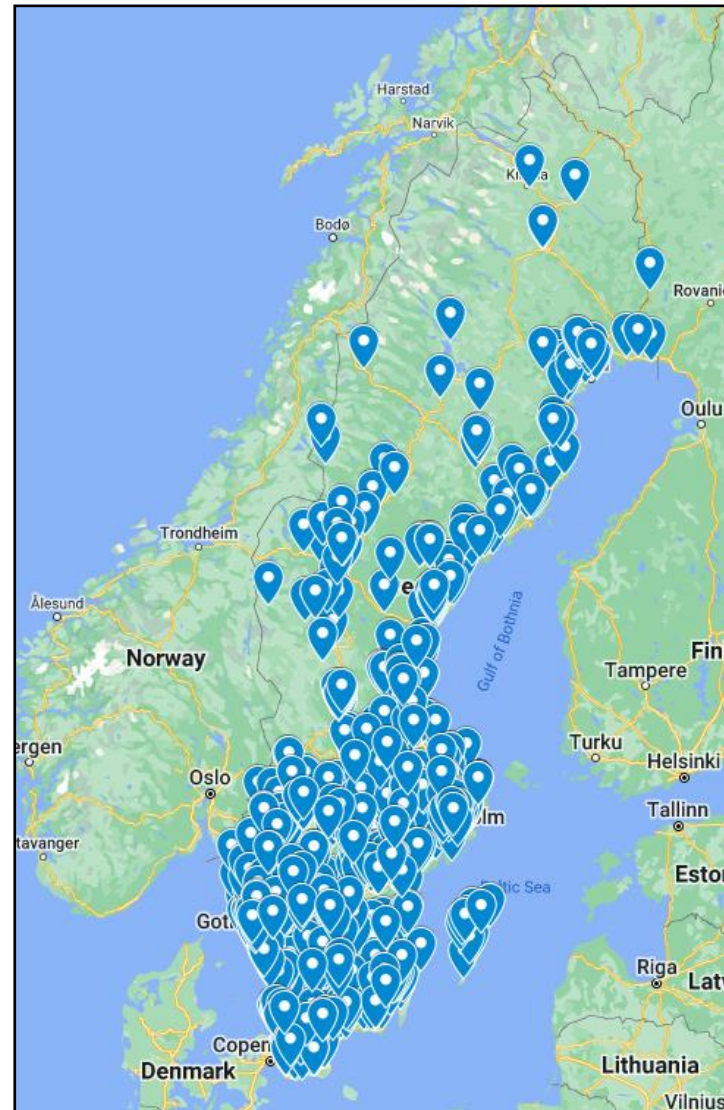
How many children and educators are involved in the School Ball programme:



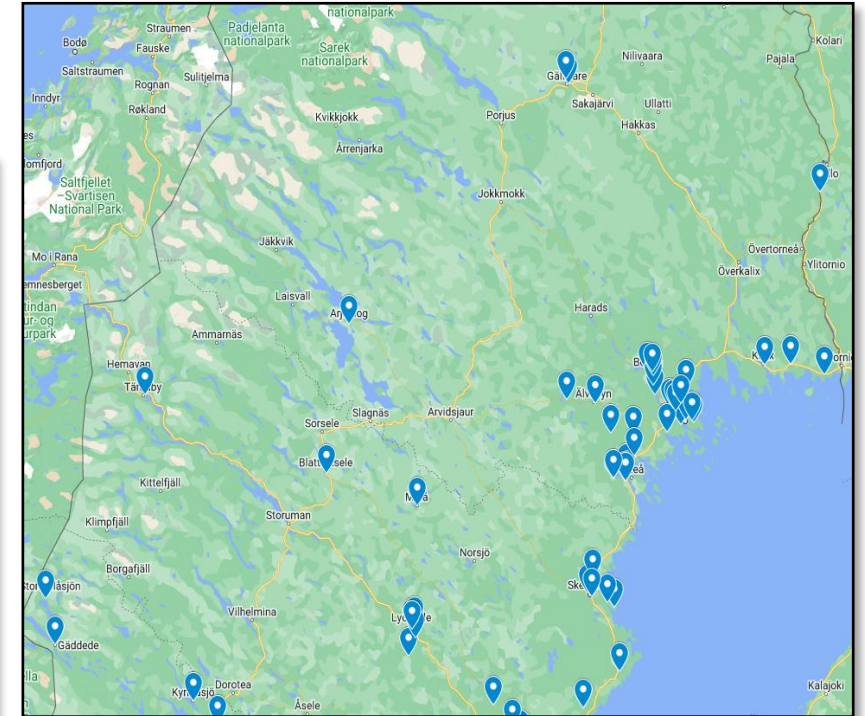
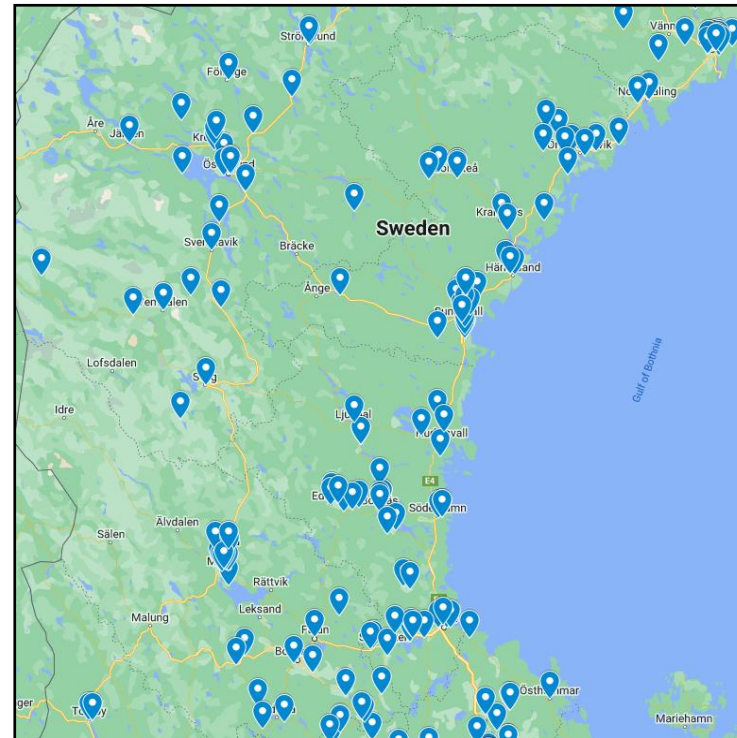
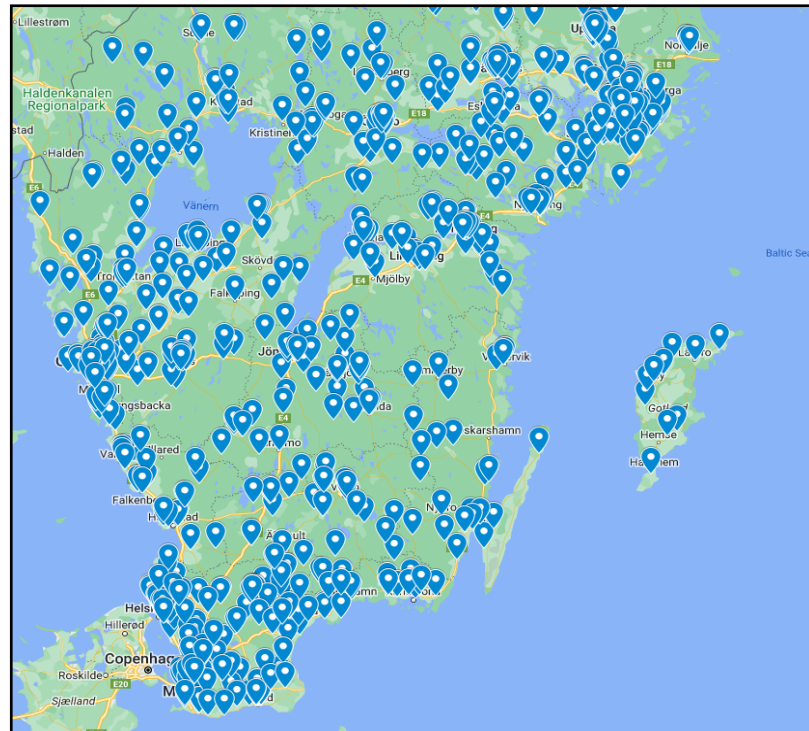
- Number of girls: **99,152**
- Number of boys: **107,848**
- Number of educators: **6,948**
 - 81.1% of these had previous experience being sport leaders
 - 18.7% have no previous experience
- **Number of schools involved: 1242**
- Number of schools involved in this survey: **630**
 - At the time of the survey, 1020 schools were active (61.76%)
 - 4 schools suggested that while only one teacher was registered with the programme, it was a whole school approach and all teachers were involved in delivery



Active Schools involved in Programme:



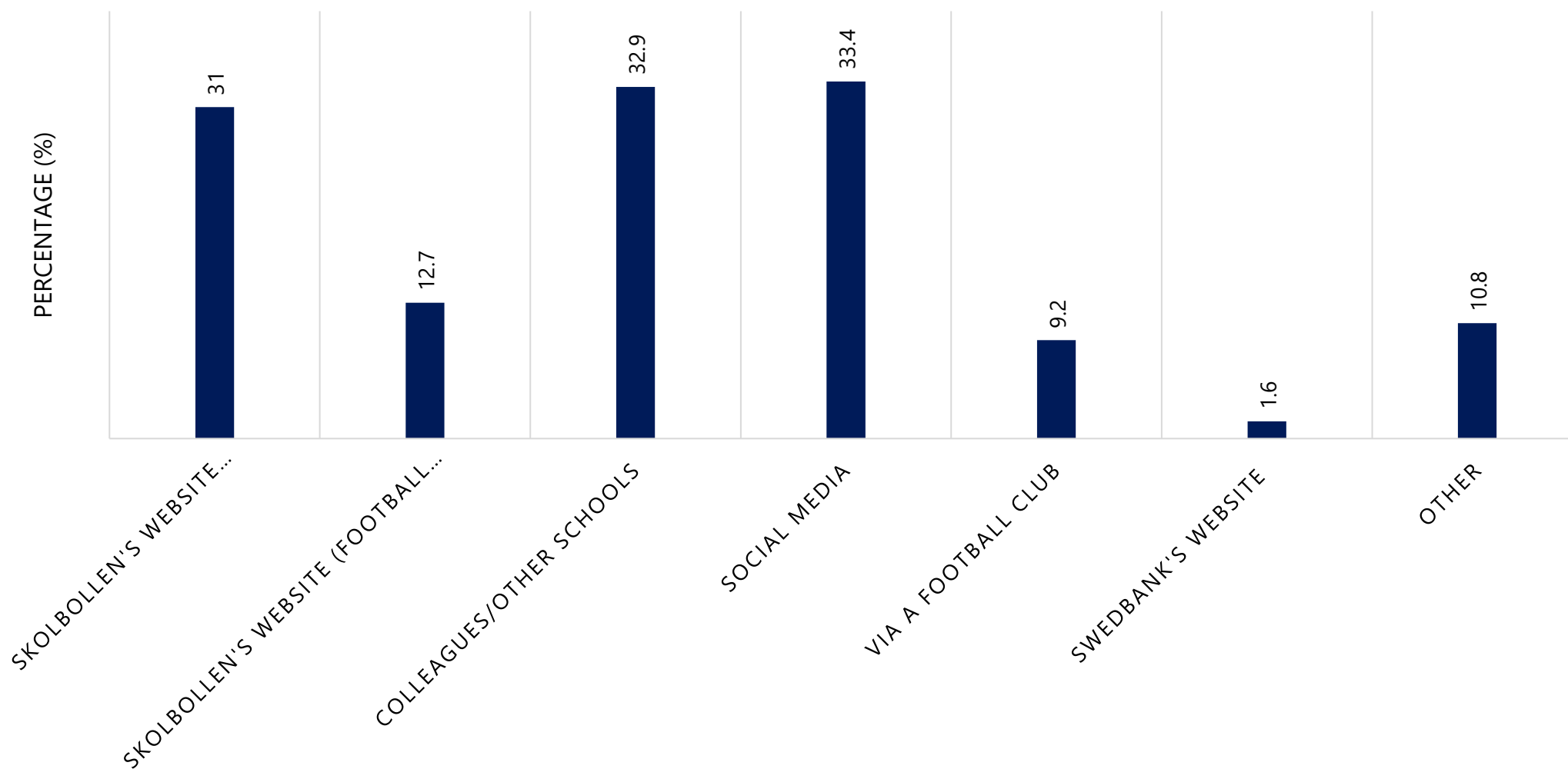
Active Schools involved in Programme:



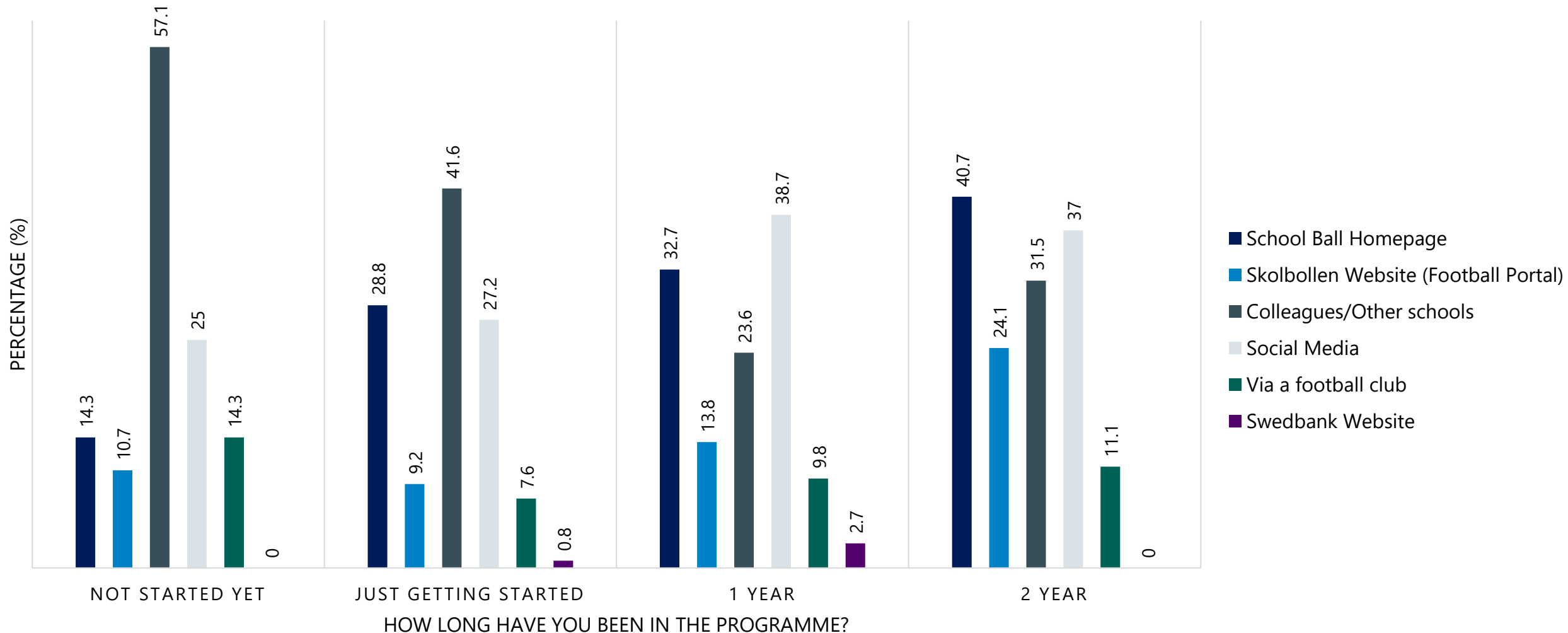


Exposure and Registration of Skolbollen

HOW DID YOU FIND YOUR WAY TO THE SCHOOL BALL?



HOW DID YOU FIND YOUR WAY TO SKOLBOLLEN?

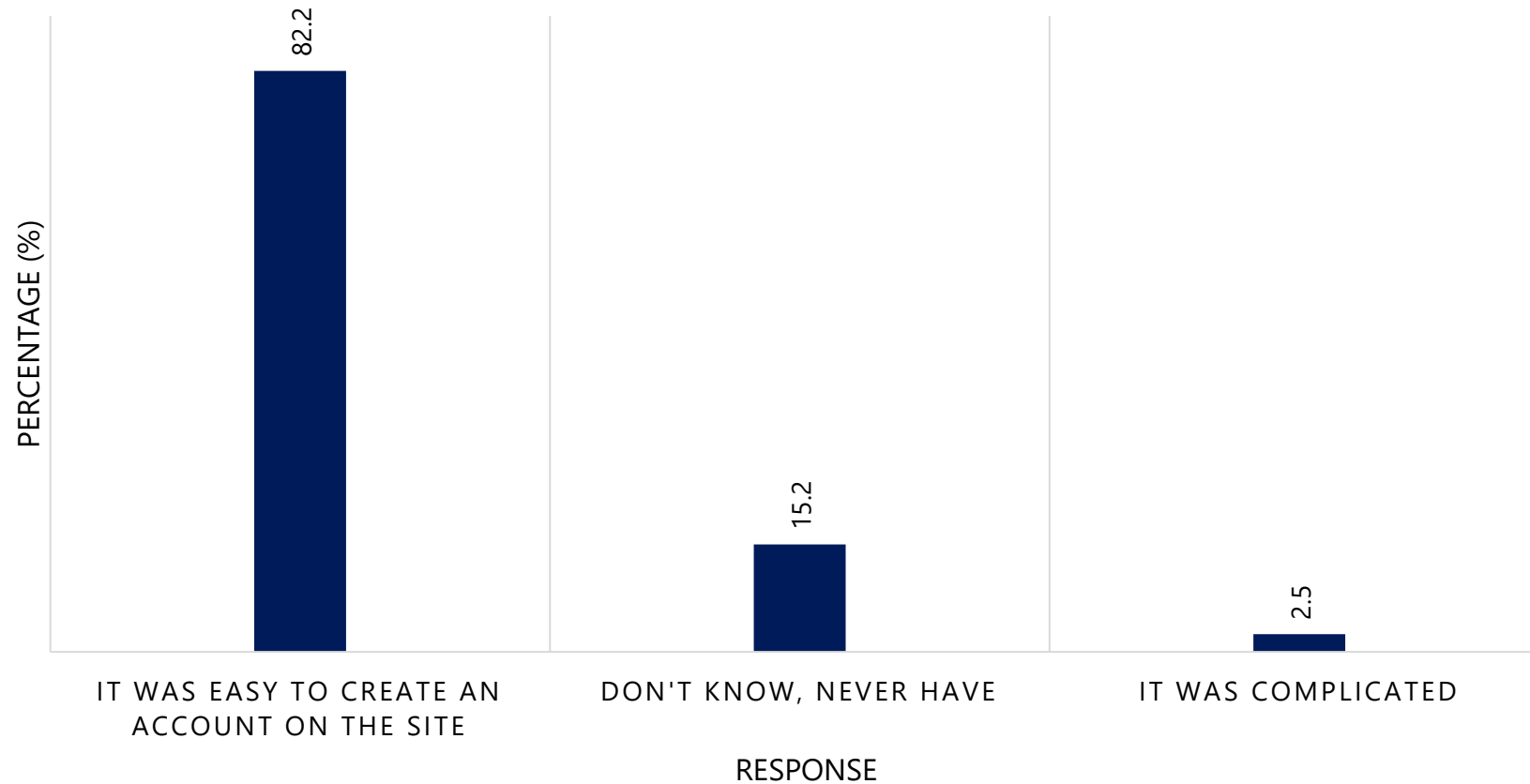


How did you find your way to Skolbollen?



- The use of the school ball homepage to attract new schools has fallen over the years.
 - The use of social media to attract new schools has fallen over the years.
 - The use of colleagues and other schools (word of mouth) to attract new schools has increased over the years.
 - The use of the sponsor, Swedbank, to promote the programme is very minimal.
 - **The most important modes of communication to promote Skolbollen to other schools is through other schools and colleagues, social media and the Skolbollen website.**
-

WHAT HAS IT BEEN LIKE TO GET STARTED AND CREATE AN ACCOUNT ON THE WEBSITE?



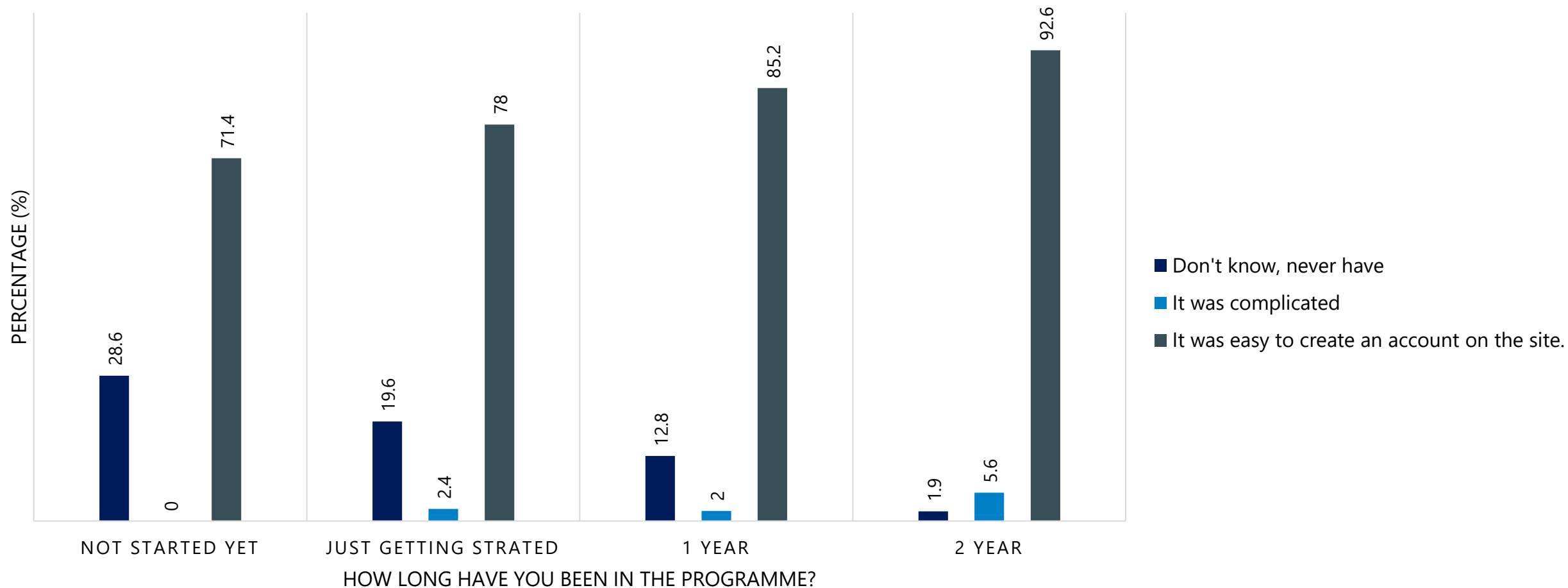
If it was complicated to create an account, why?



Only 2.5% of schools found it complicated to create an account; these were some of the reasons provided:

- Can't remember, but I got help
 - Didn't get to log in
 - It was simple but not entirely clear that you had to register yourself twice
 - Finding the code
 - Hard to get ahead on the issues and then I didn't know if an account was created anyway. Now it's someone else who has that contact, not me
 - Hard to navigate to, in our case the skolbollen.
 - It didn't work out
 - Lost me and didn't find my way back. Had to start over
 - Need information
 - Not all user-friendly
 - We didn't get the code to work and had to try a few times before we got all the staff who needed to access the page
 - You get a little bounced back and forth so I'm not sure we've fully entered the site
-

WHAT HAS IT BEEN LIKE TO GET STARTED AND CREATE AN ACCOUNT ON THE WEBSITE?

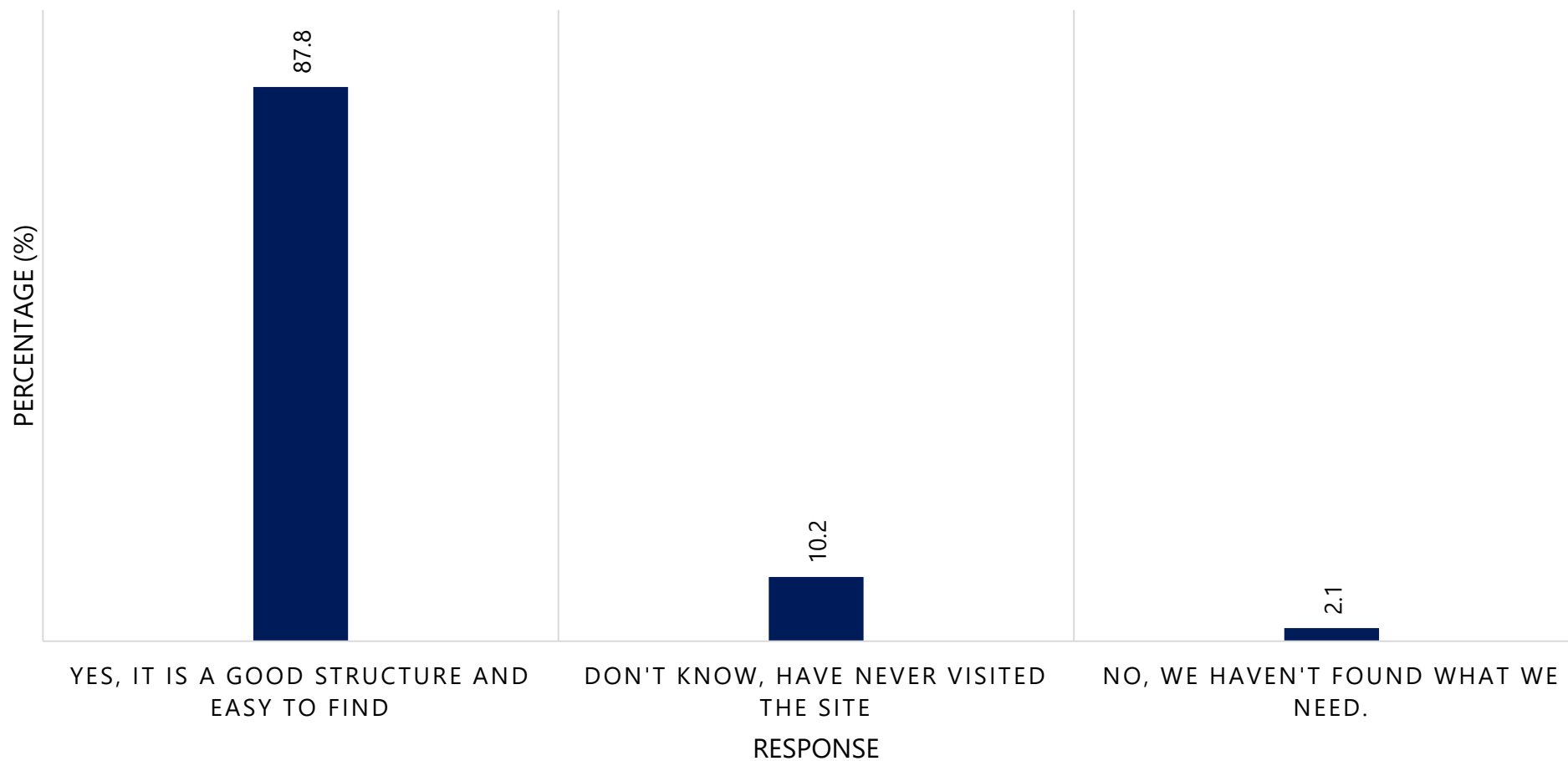


What has it been like to get started and create an account on the website?



- The amount of participants who stated it was complicated to create an account, has reduced over the years.
-

HAVE YOU FOUND THE EXERCISES AND ACTIVITIES ON THE WEBSITE



We haven't found what we need on the website. What else do you need?



Football

Have had to run on their own experiences, would like to look in your practice bank. It hasn't worked for me.

More planning time at the school

Need a link for the activities.

New login? Coming in but not getting the drills out.

Nothing

We felt that the exercises were aimed at older children we tried mainly in younger years

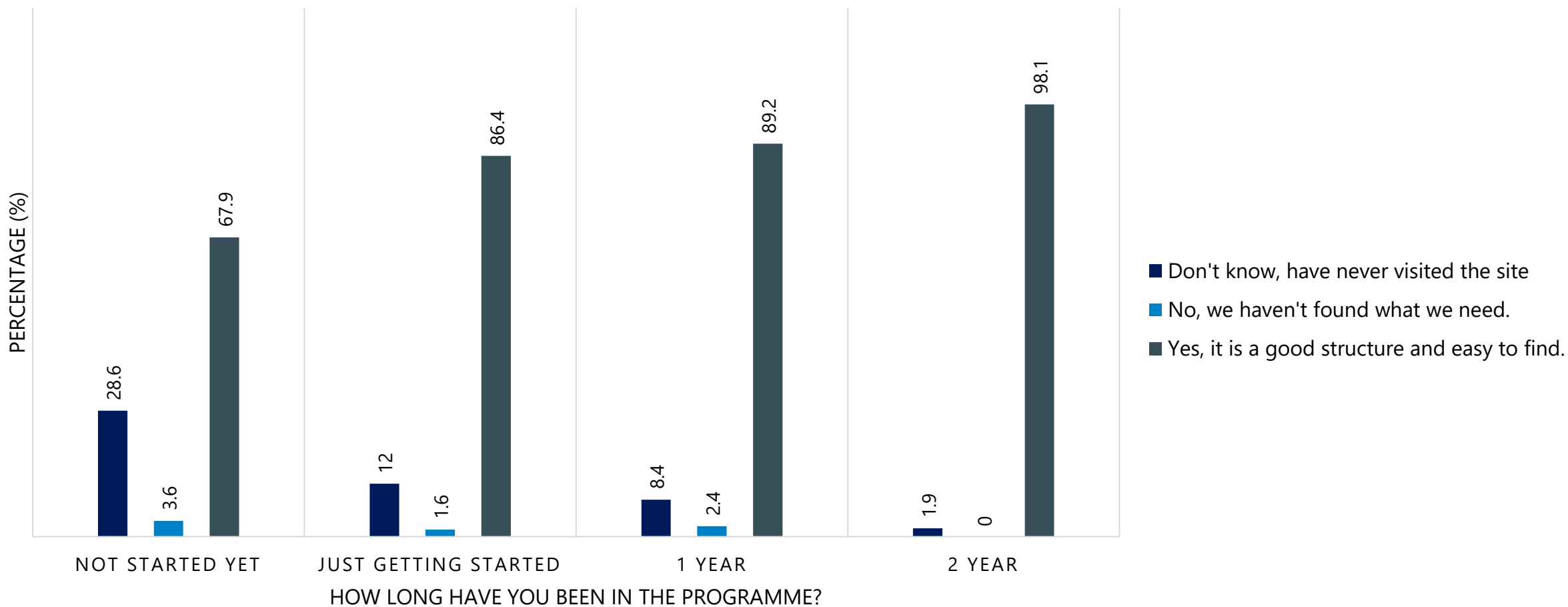
We haven't had time but now we're on the move

We would have to put the responsibility for the school ball on a rest teacher, instead of now on class teachers.

Would have been fun with some more break activities

Would have been good with more concrete exercises

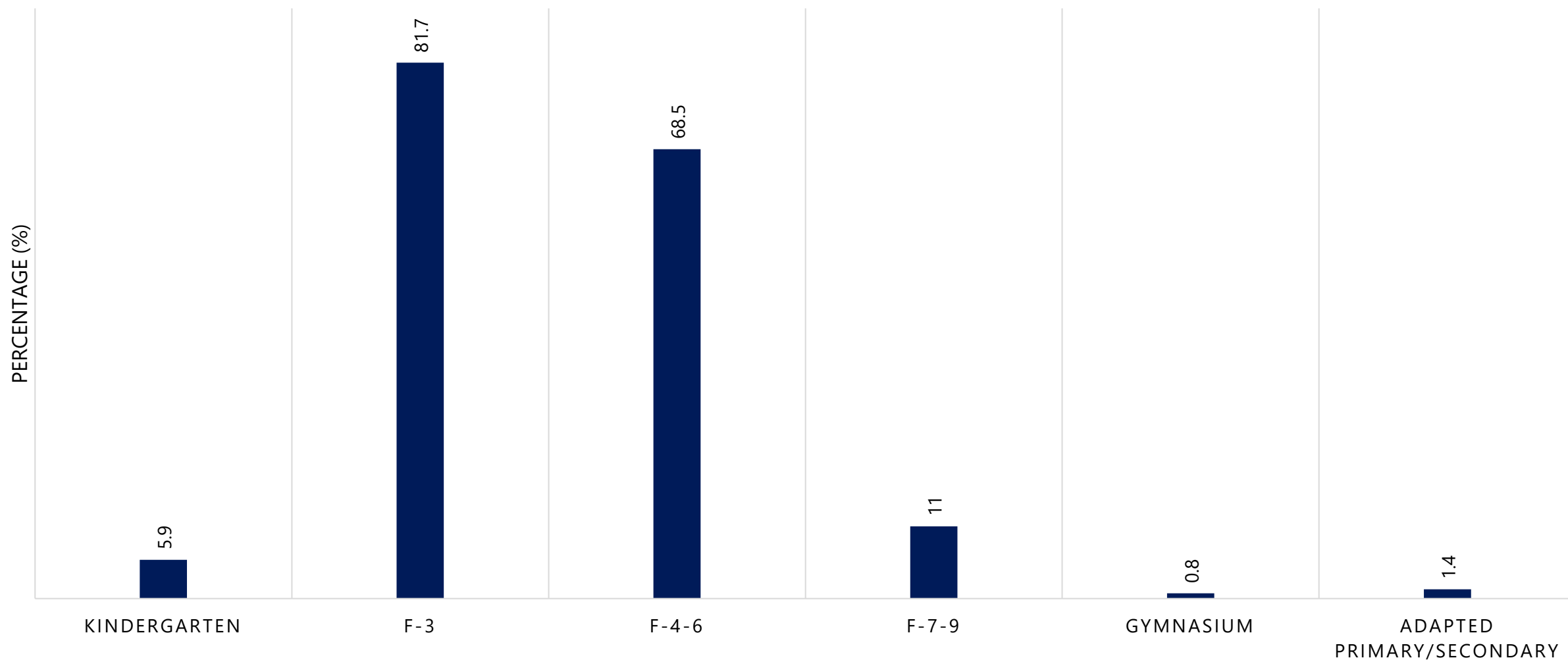
HAVE YOU FOUND THE EXERCISES AND ACTIVITIES ON THE WEBSITE?





Delivery

WHO DO YOU DELIVER THE PROGRAMME TO?



Who do you deliver the programme to?



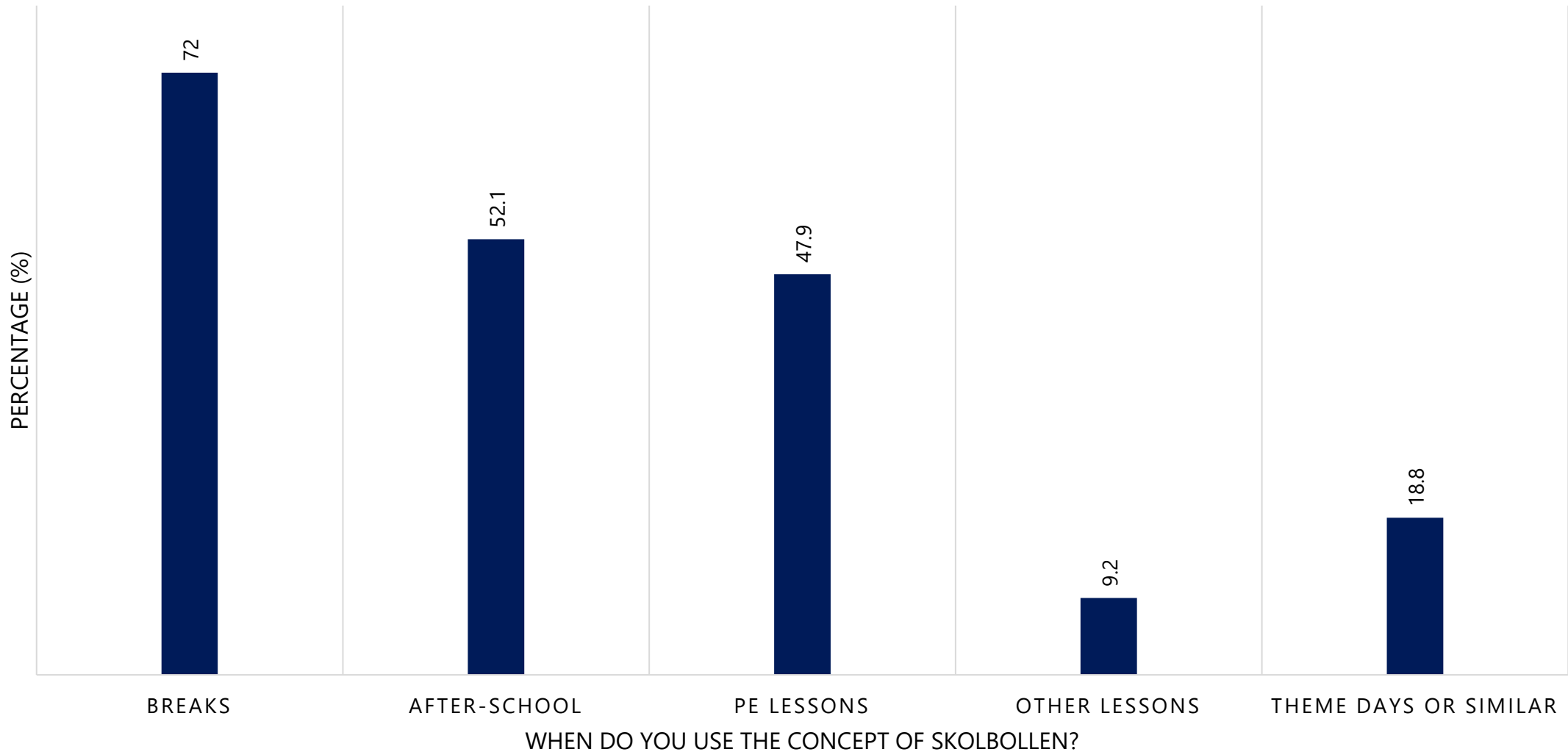
- Only 9 schools use the programme for adapted primary or secondary schools (schools for children with disabilities).
- 37 schools use the programme in Kindergarten.
 - The programme was not designed for this age group, however it is open for their participation.



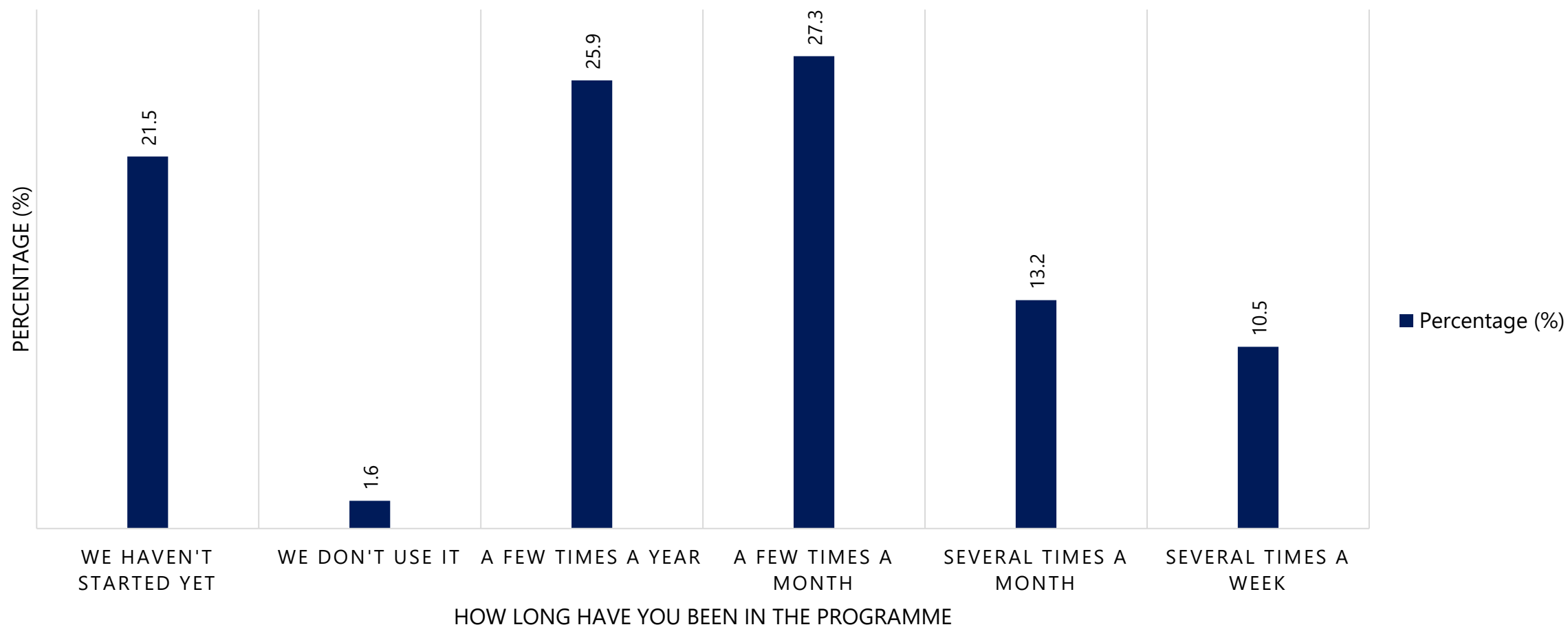
WHEN DO YOU USE THE CONCEPT OF SKOLBOLLEN?



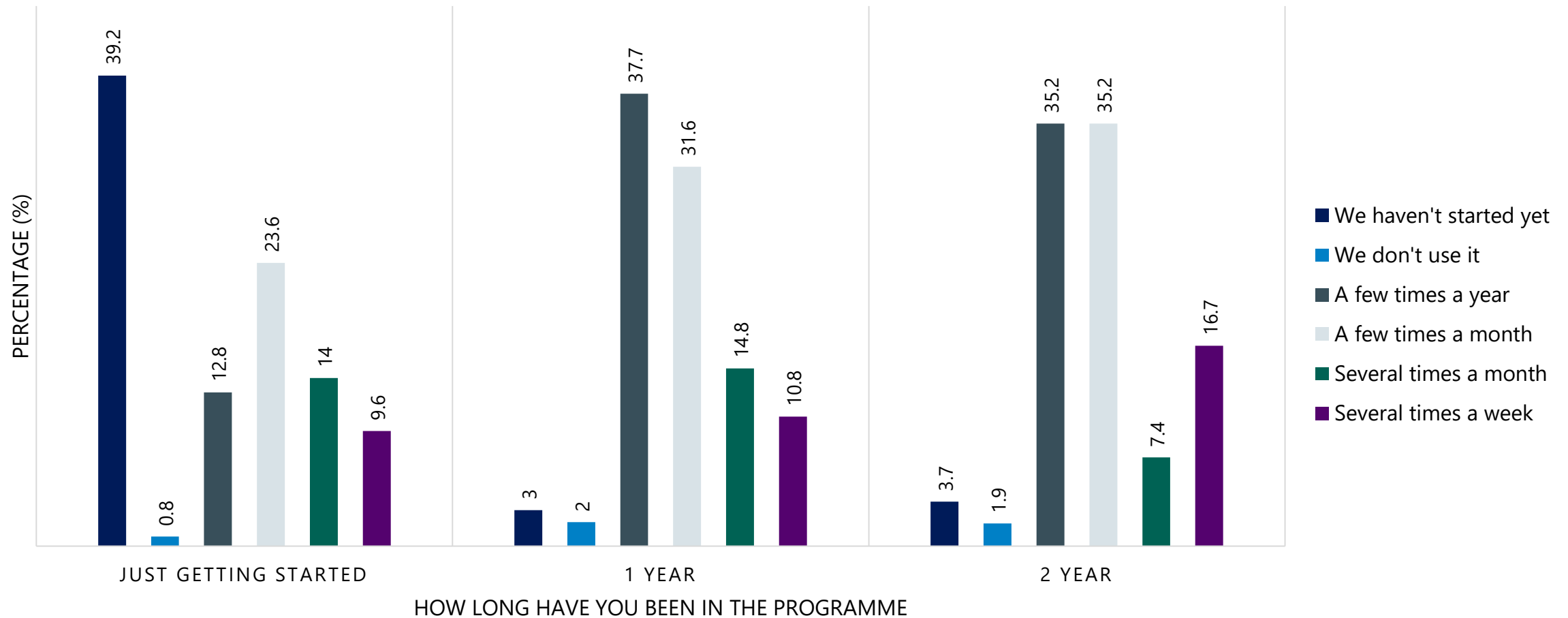
■ Percentage (%)



HOW OFTEN DO YOU USE THE SCHOOL BALL AT YOUR SCHOOL?



HOW OFTEN DO YOU USE THE SCHOOL BALL AT YOUR SCHOOL?



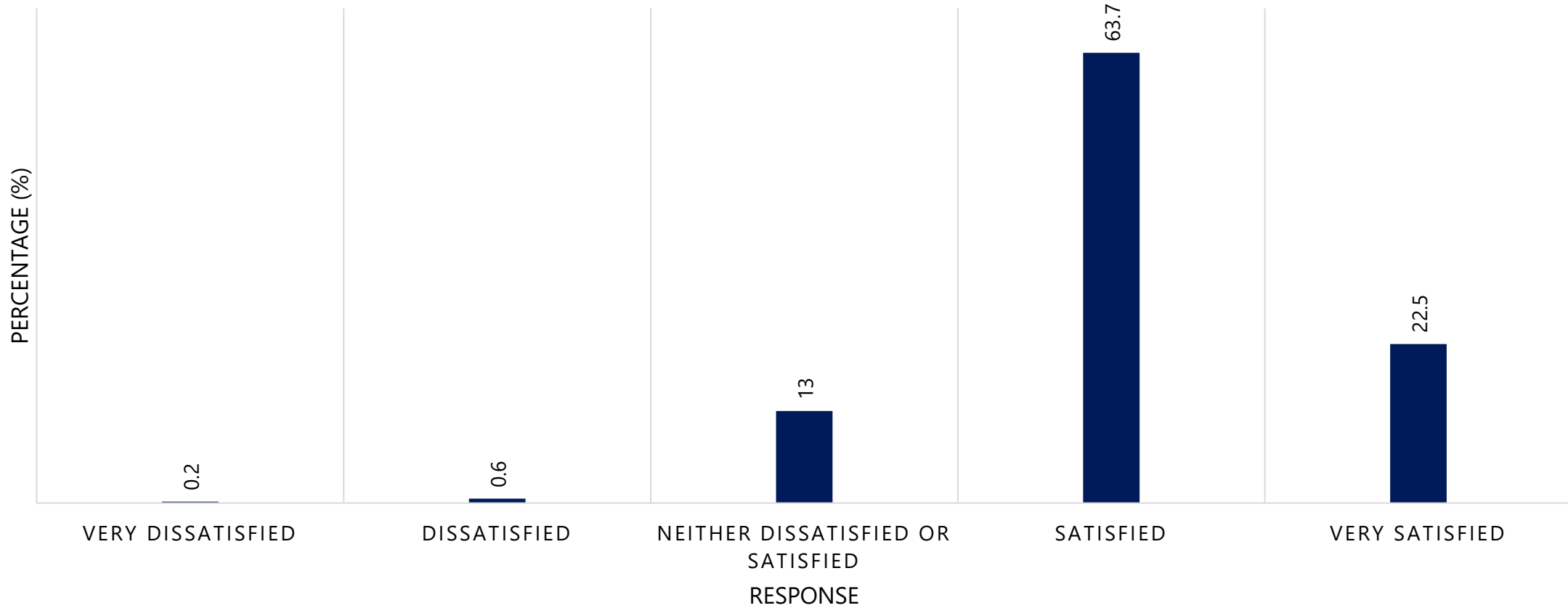


Overall Satisfaction

AS AN EDUCATOR, HOW DO YOU FEEL THE ACTIVITIES WORK?

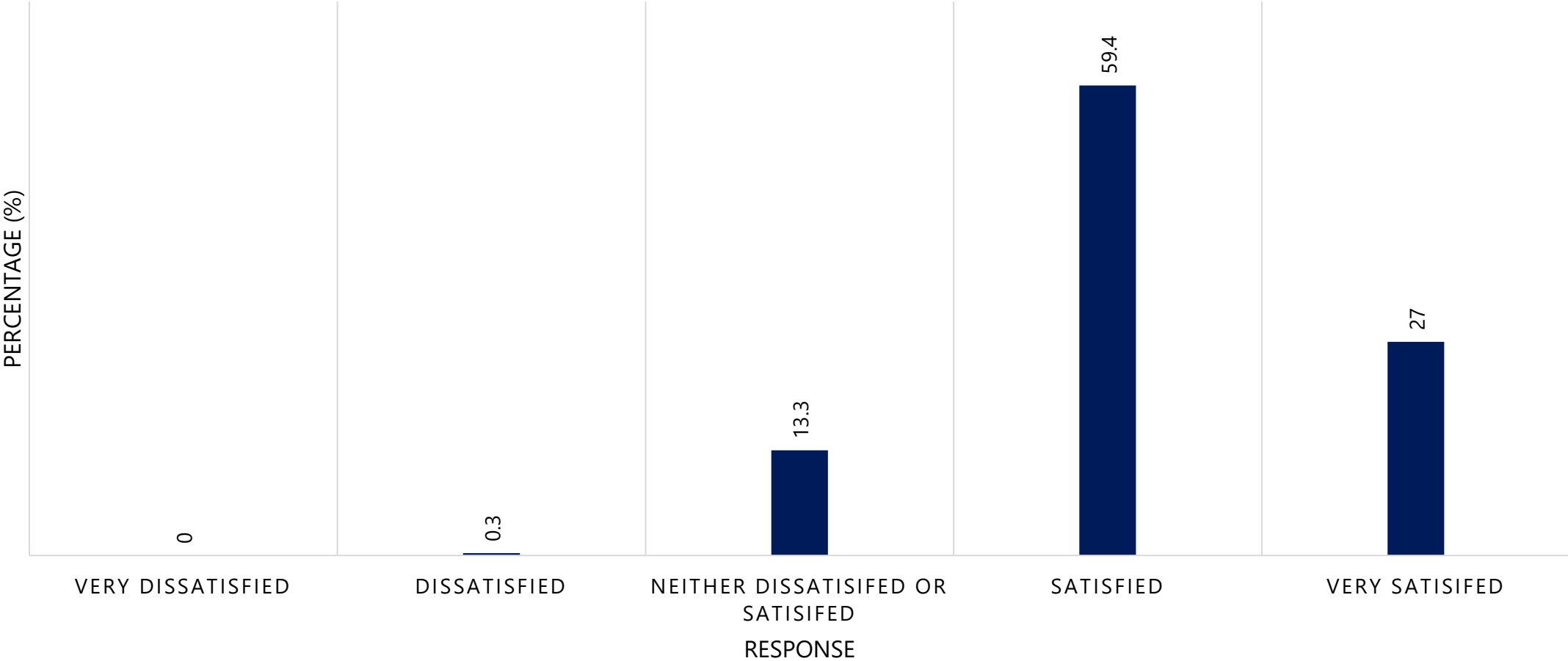


■ Percentage(%)



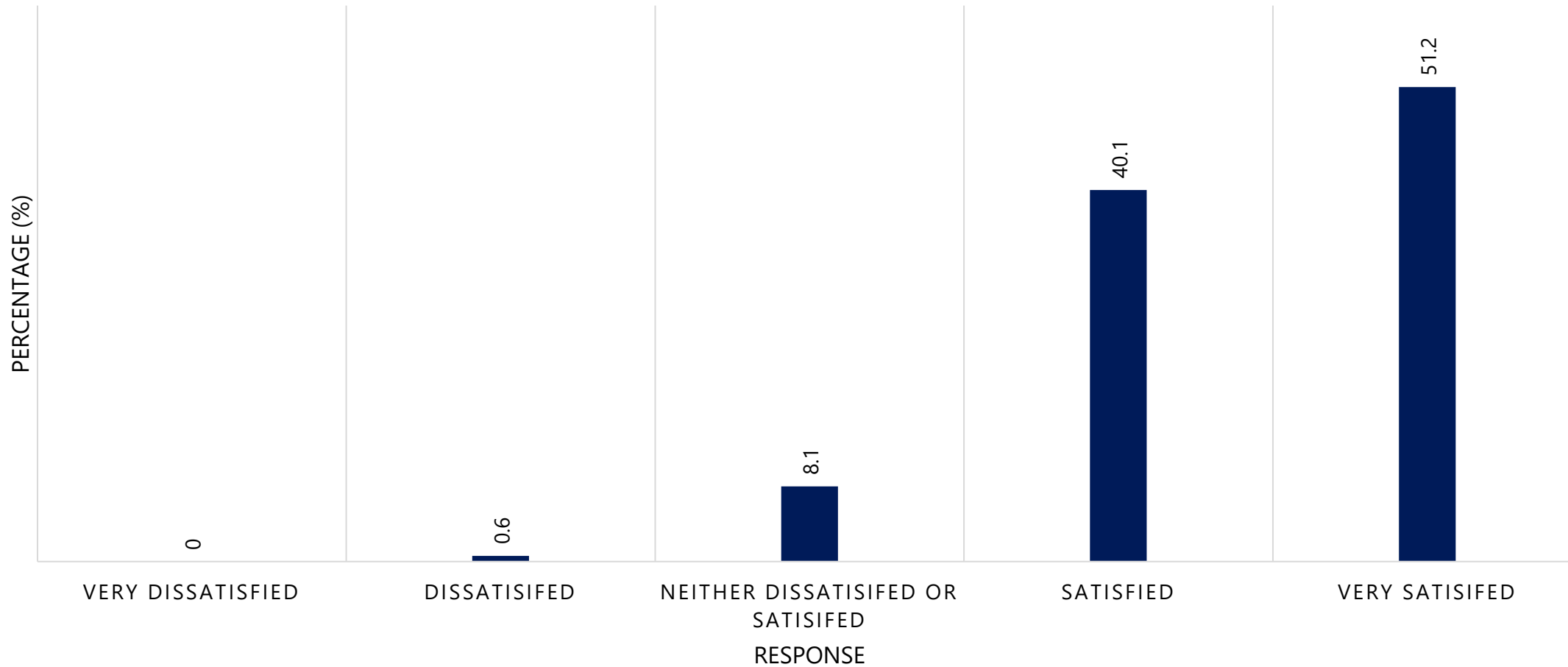
86.2% of those surveyed were satisfied with the activities

HOW DO THE CHILDREN FEEL THAT THE ACTIVITIES WORK?



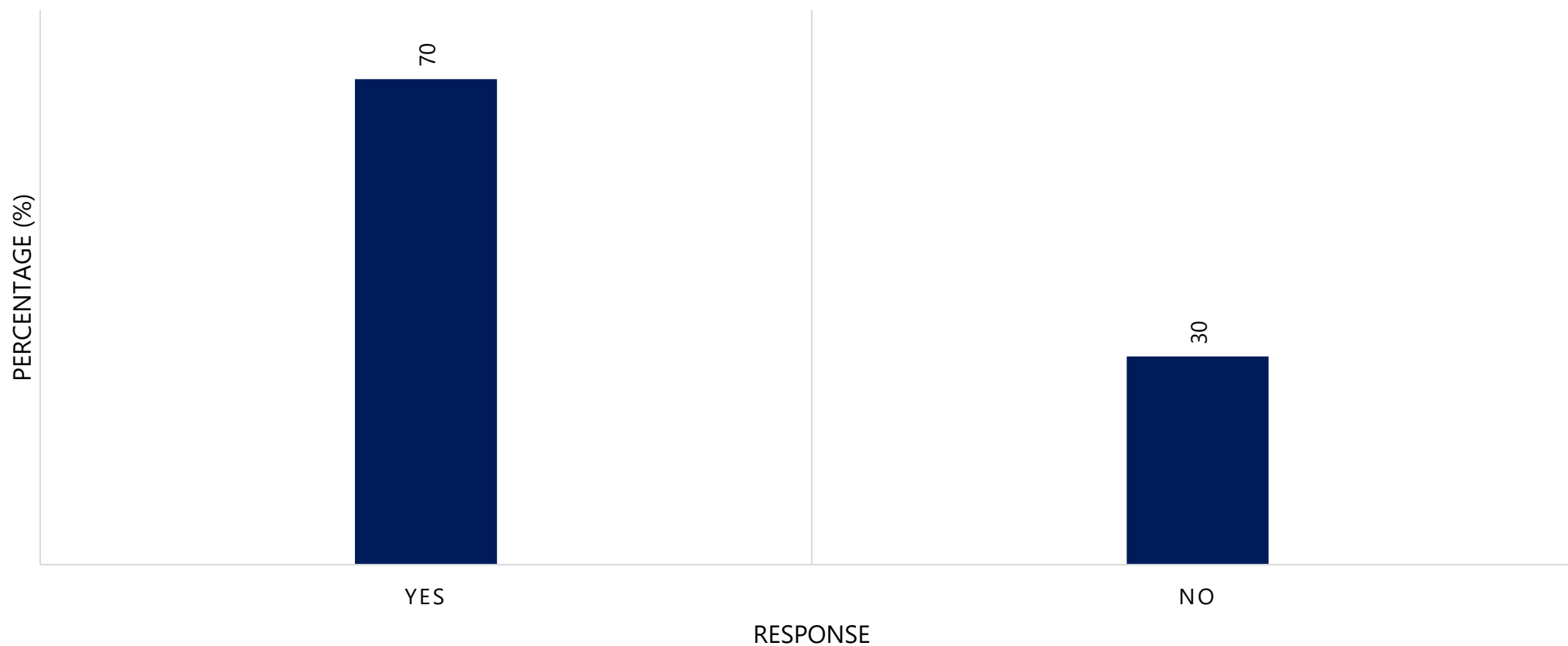
86.4% of those surveyed thought the children were satisfied with the activities

HOW DO YOU FEEL ABOUT THE MATERIAL YOU RECEIVE FROM SKOLBOLLEN?



91.3% of those surveyed were satisfied with the materials they received

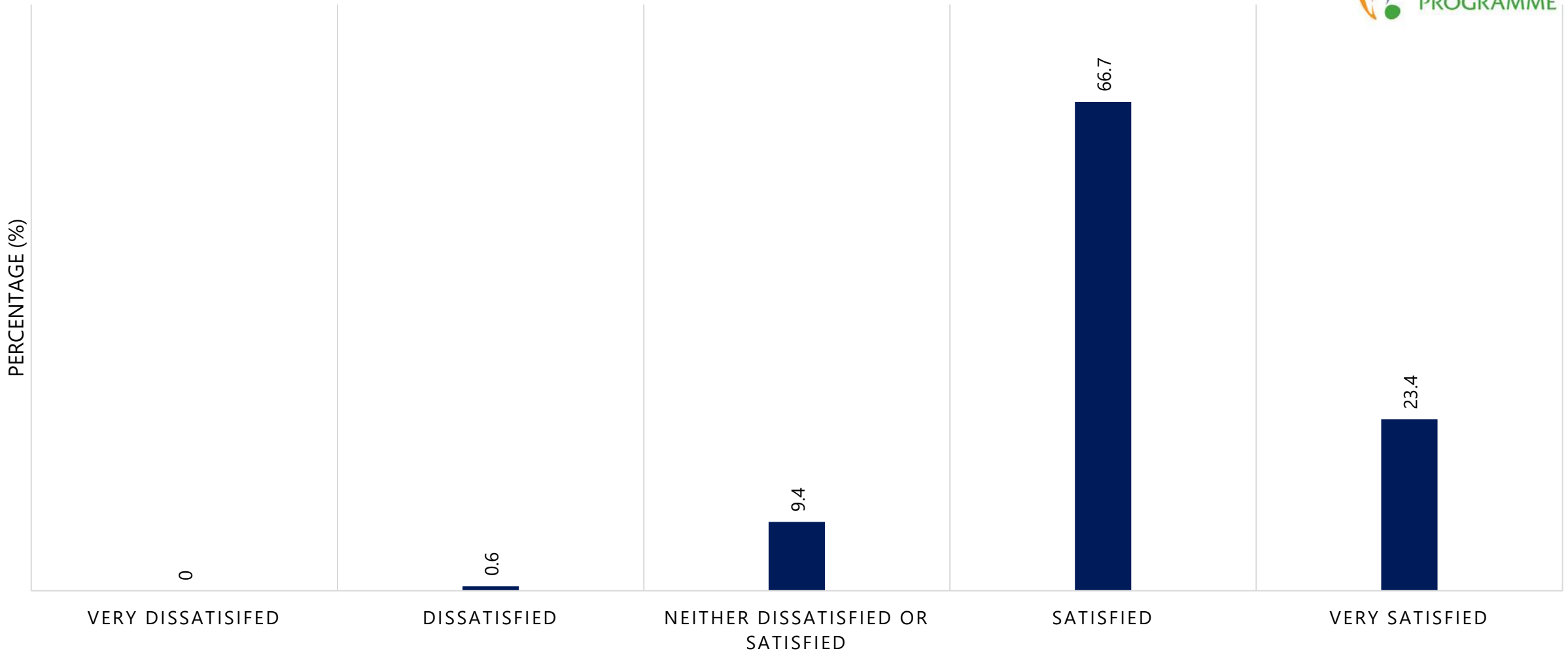
IF IT WAS POSSIBLE TO PURCHASE MATERIAL THROUGH SKOLBOLLEN, WOULD YOU BE INTERESTED?



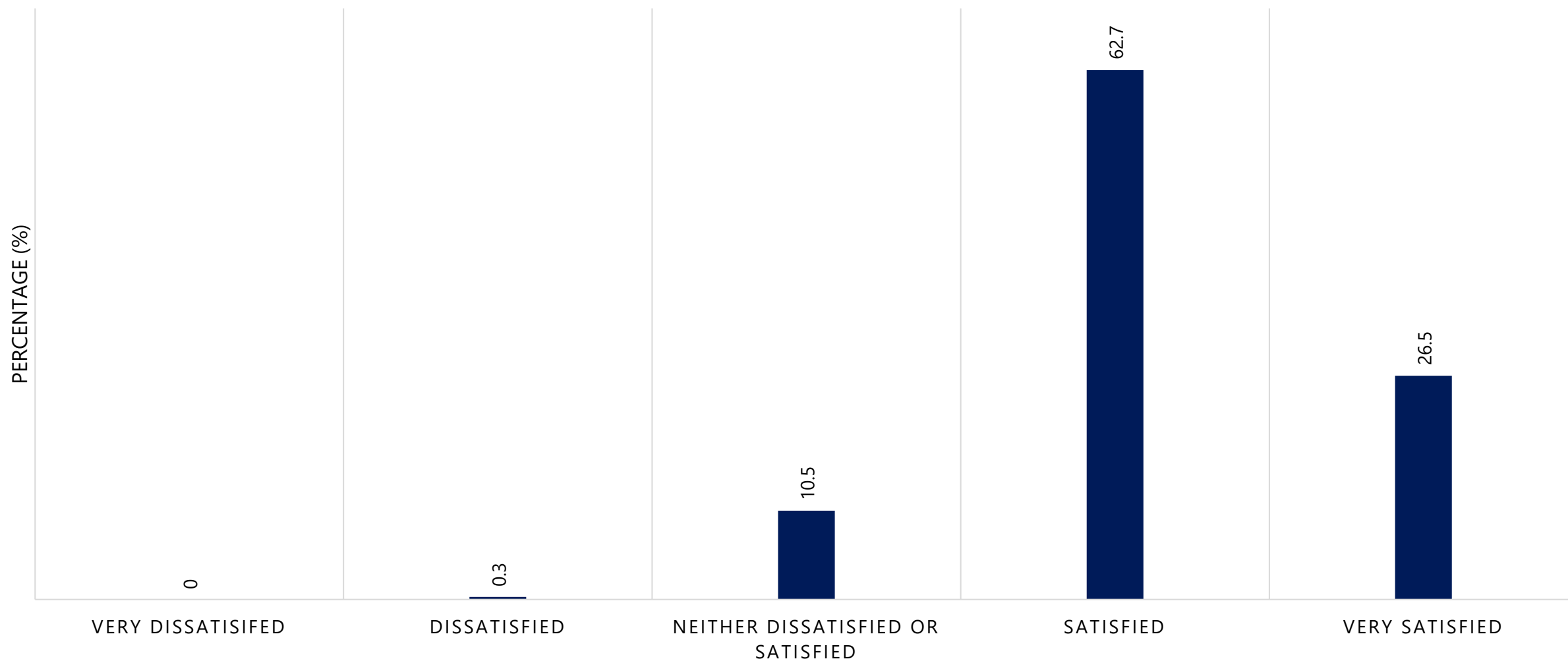


Satisfaction filtered by time in programme (1 or 2
years only)

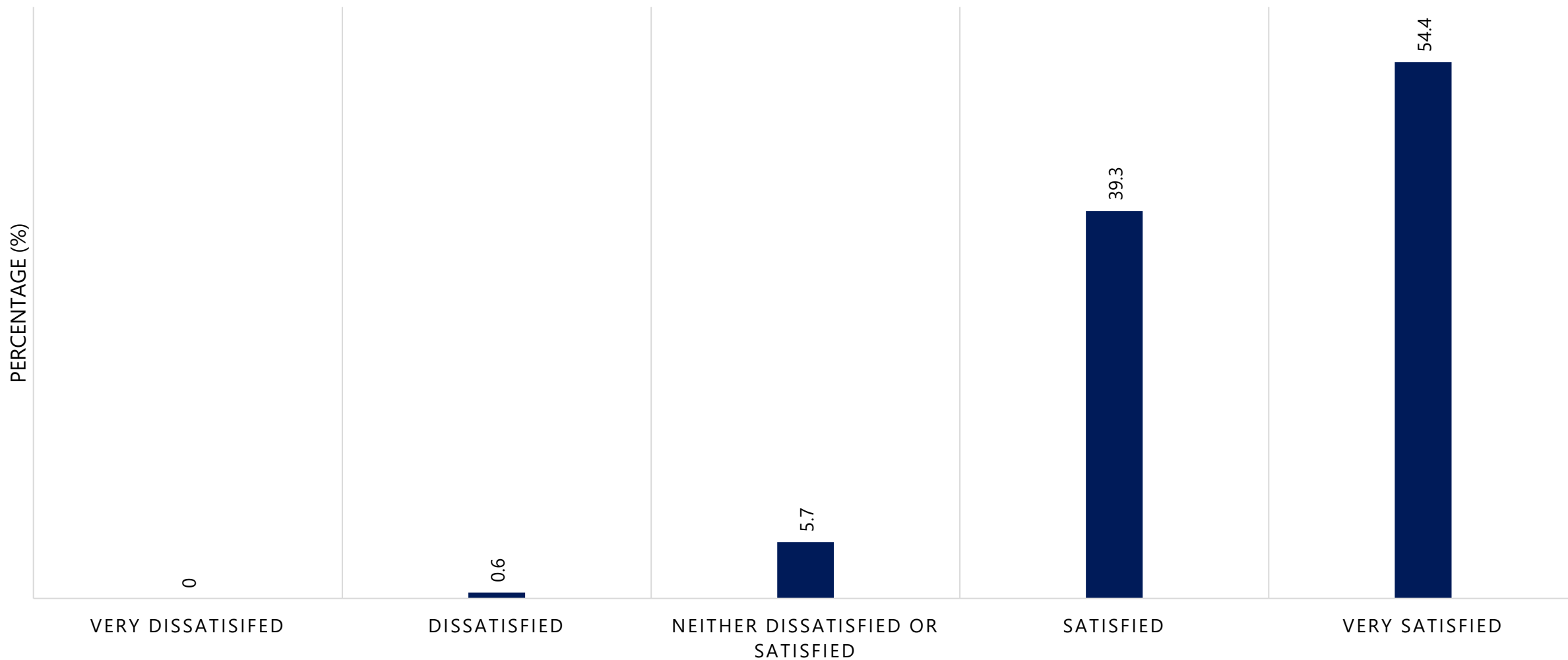
HOW DO YOU FEEL THAT THE ACTIVITIES WORK?



HOW DO THE CHILDREN FEEL THAT THE ACTIVITIES WORK?



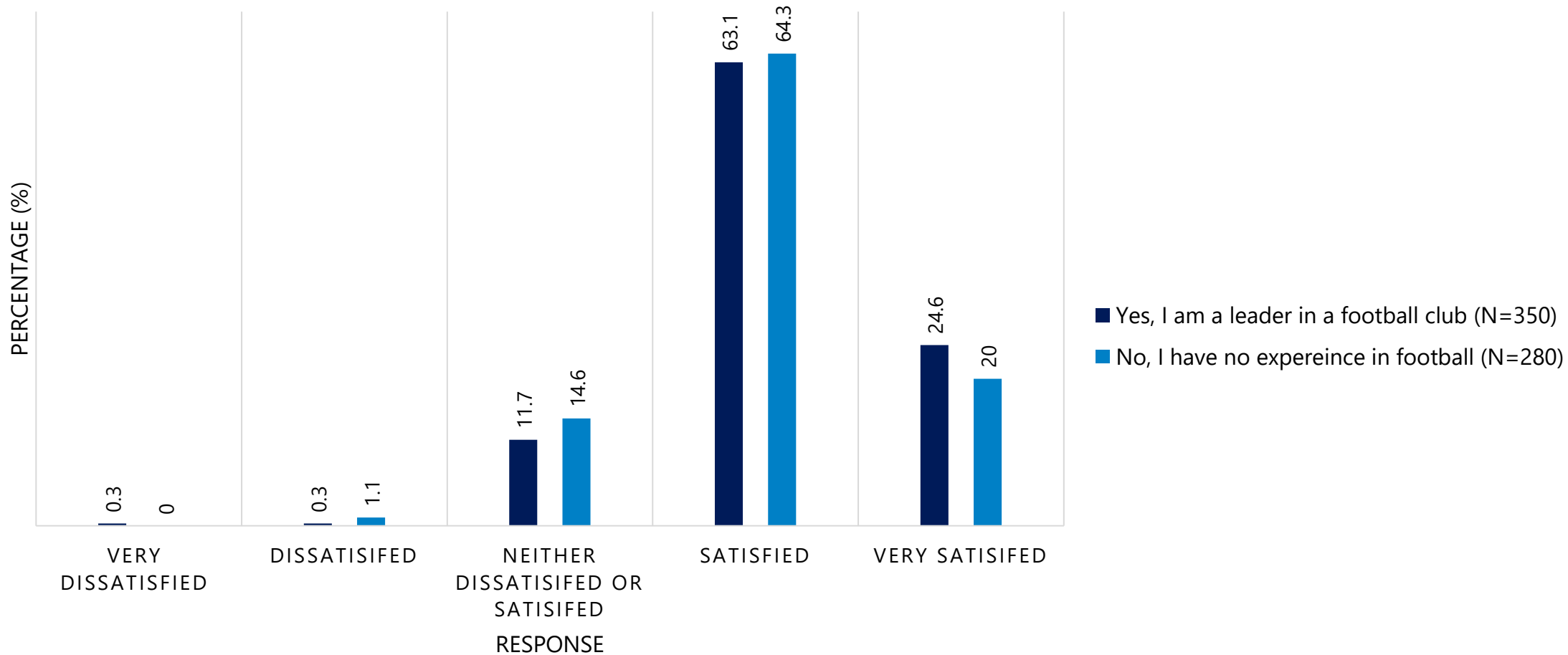
HOW IS THE MATERIAL YOU RECEIVE FROM SKOLBOLLEN?



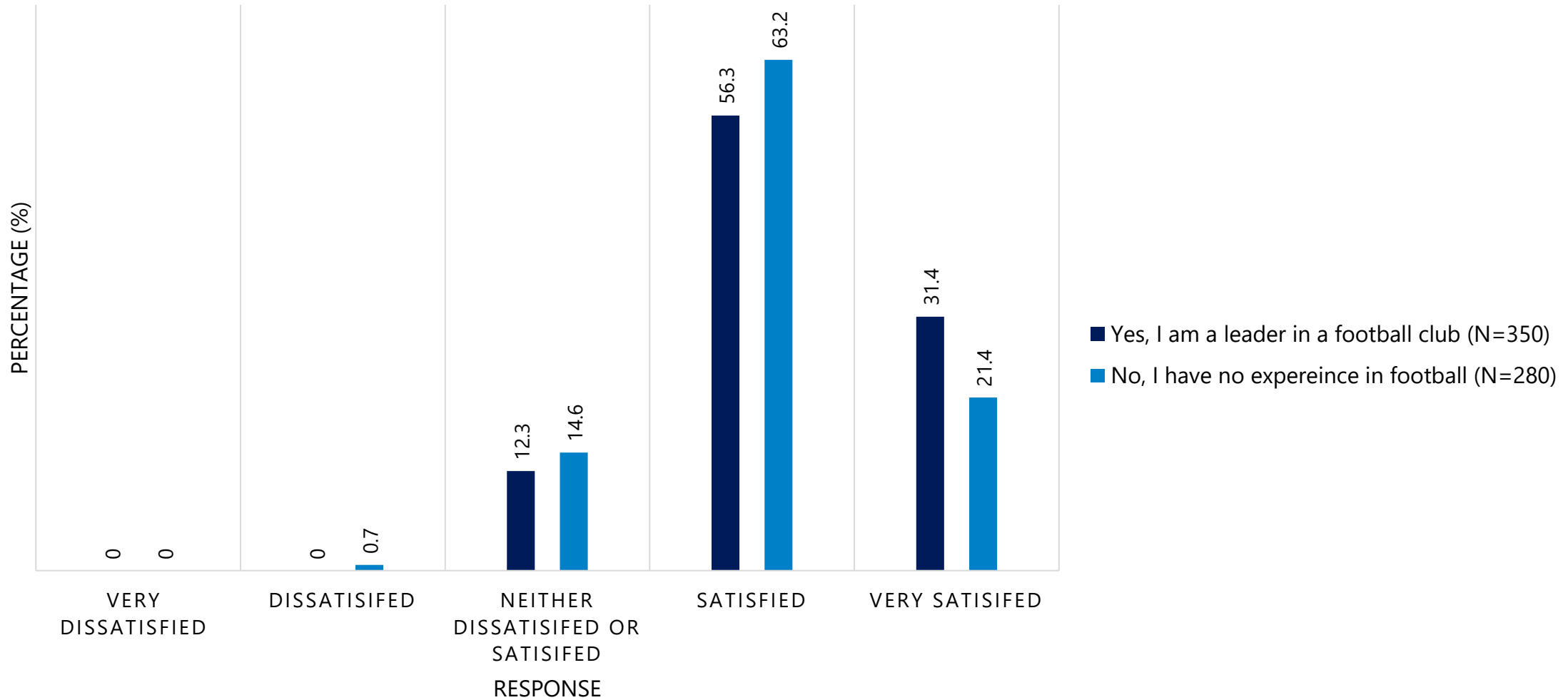


Satisfaction split by educator experience

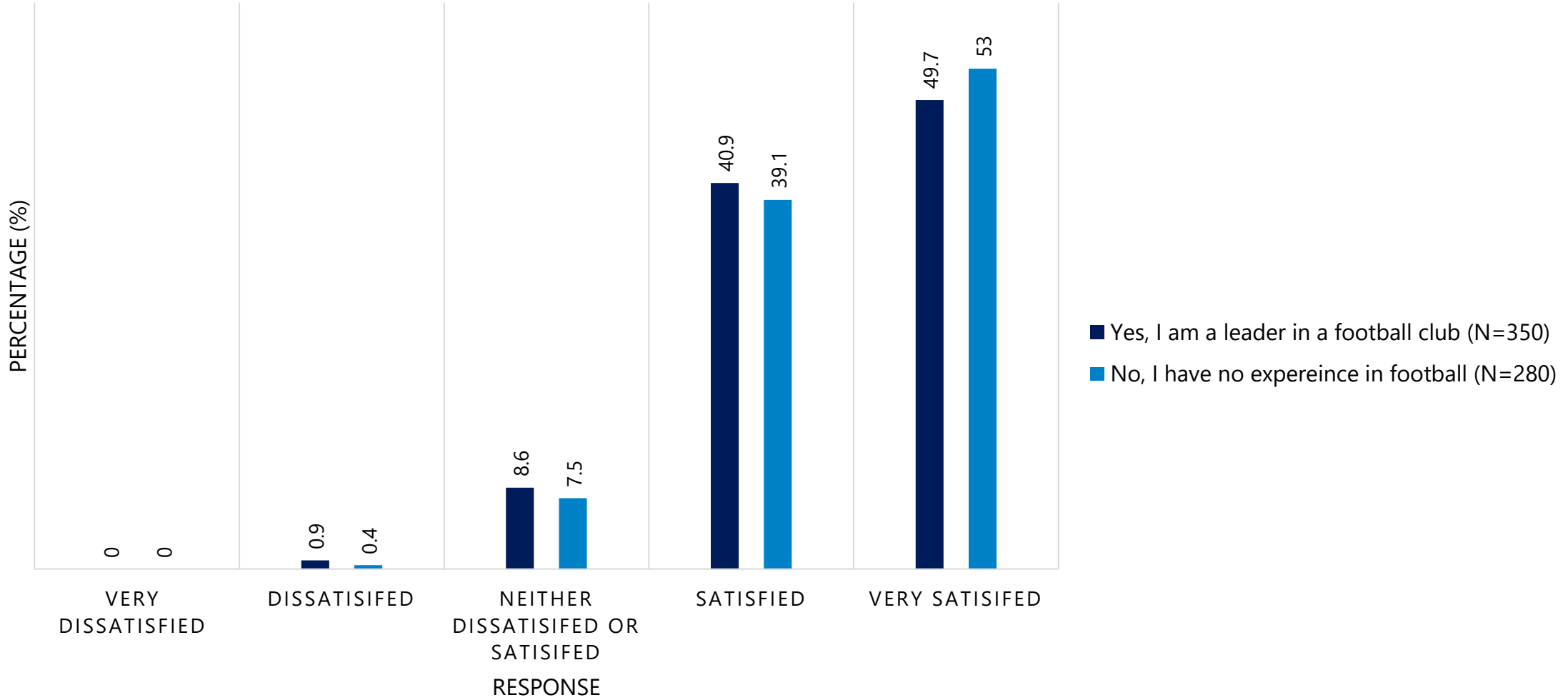
AS AN EDUCATOR, HOW DO YOU FEEL THAT THE ACTIVITIES WORK?



HOW DO THE CHILDREN FEEL THAT THE ACTIVITIES WORK?



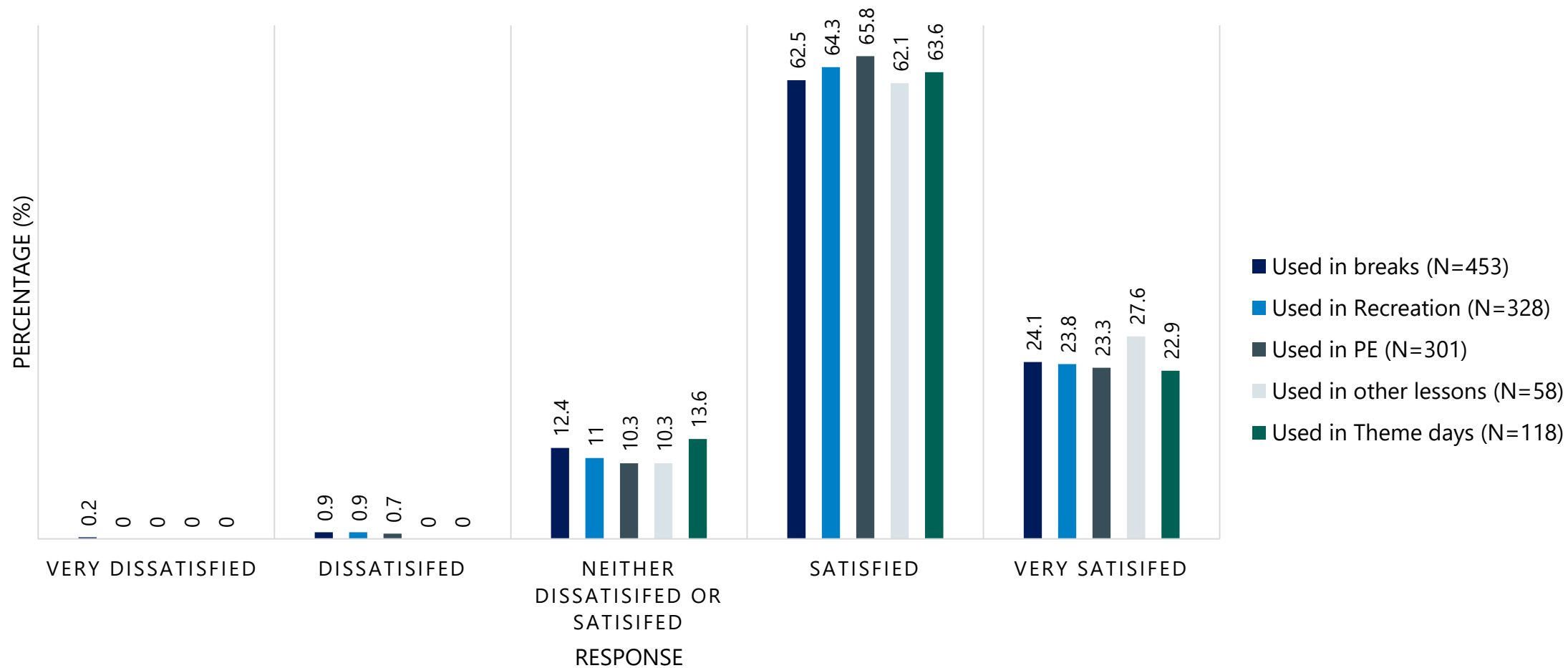
HOW IS THE MATERIAL YOU RECEIVE FROM SKOLBOLLEN?



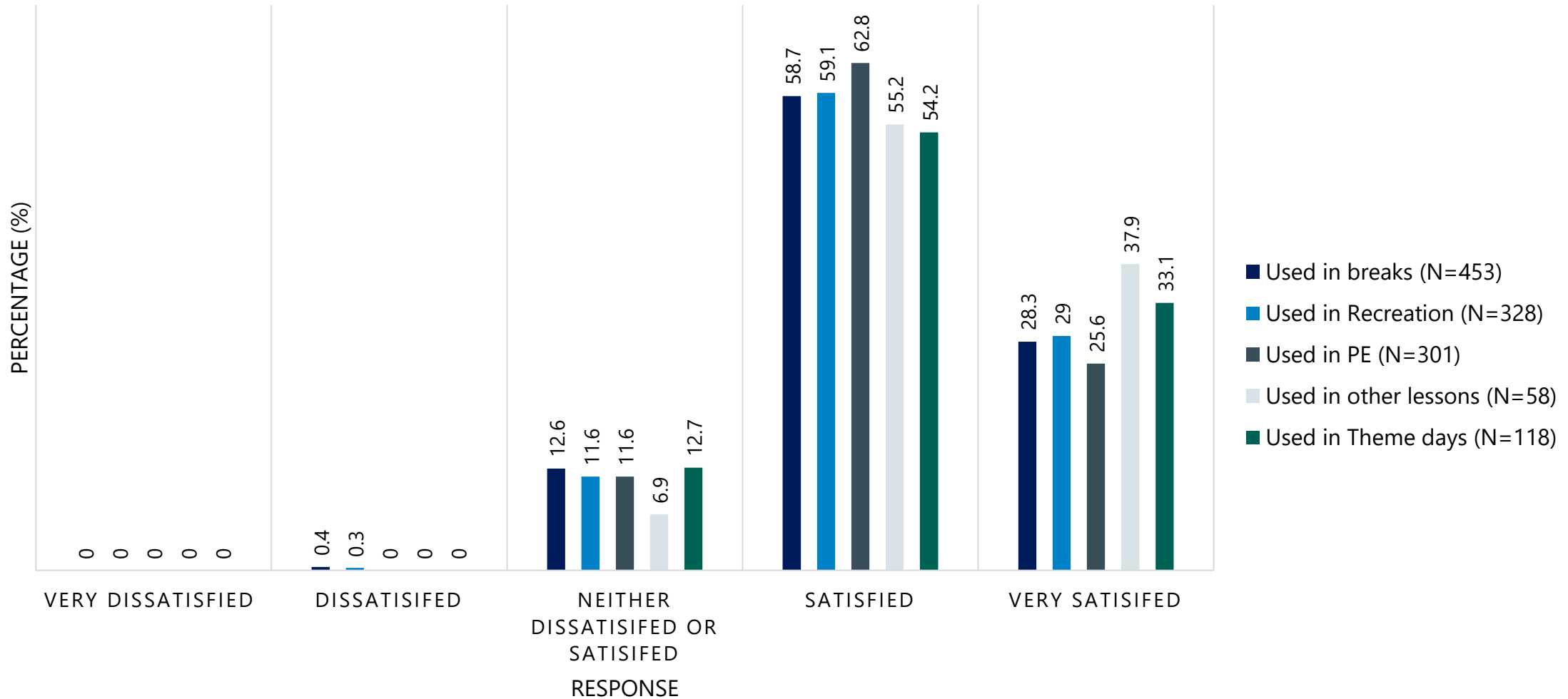


Satisfaction split by when the programme is delivered

AS AN EDUCATOR, HOW DO YOU FEEL THAT THE ACTIVITIES WORK?



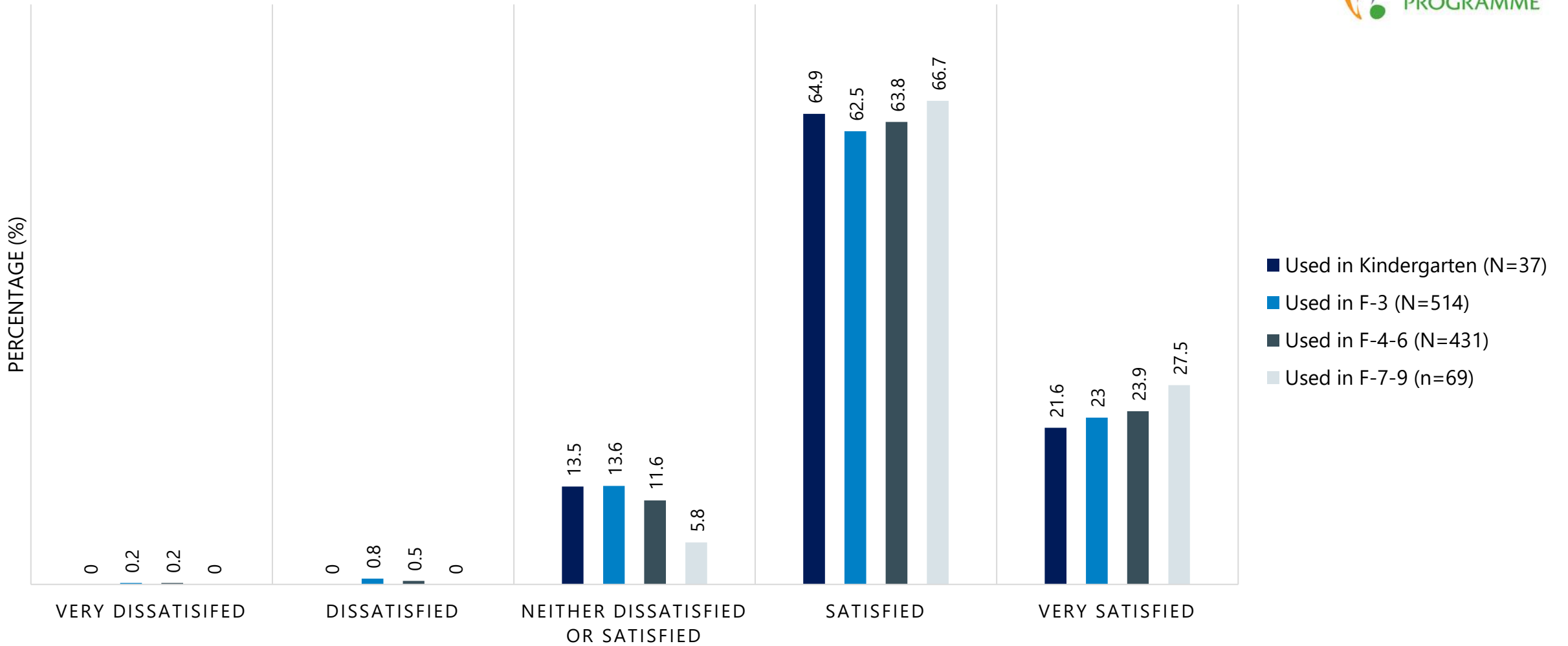
HOW DO THE CHILDREN FEEL THAT THE ACTIVITIES WORK?



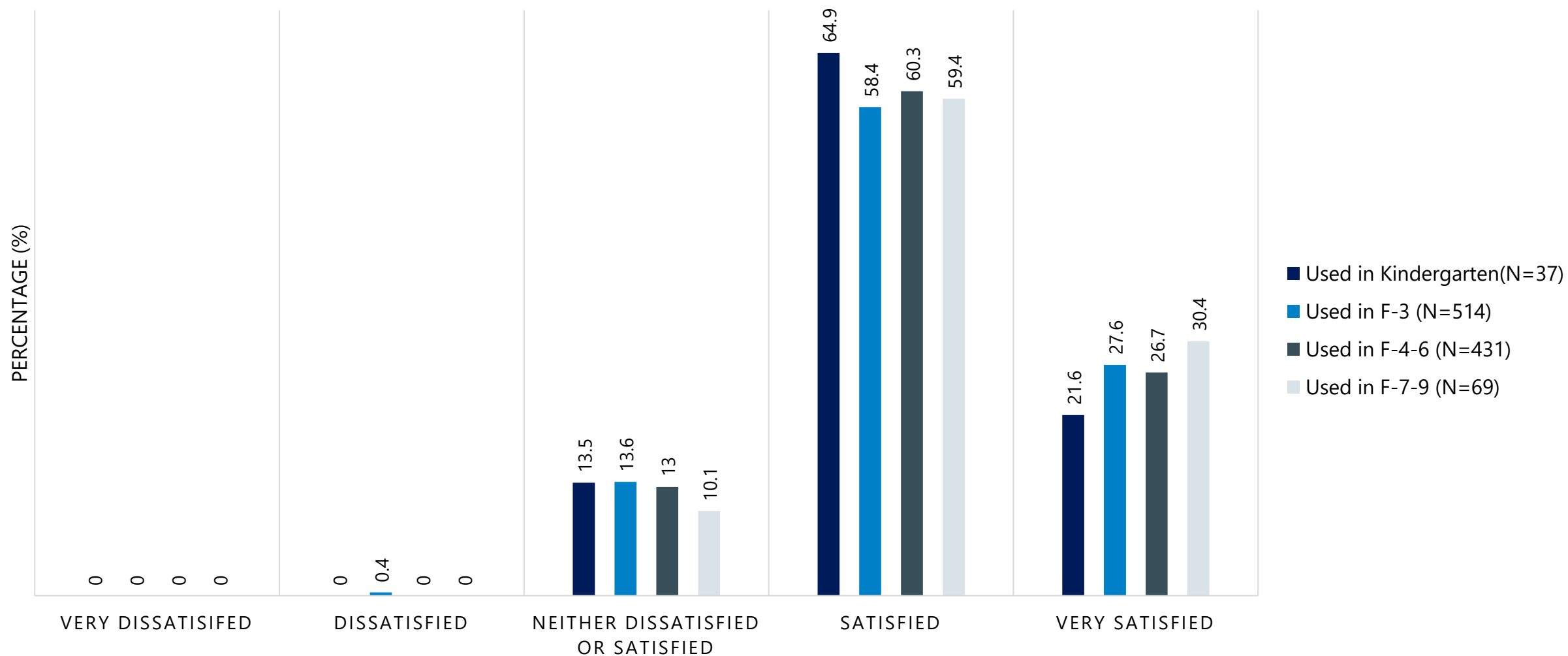


Satisfaction split by who the programme is
delivered to

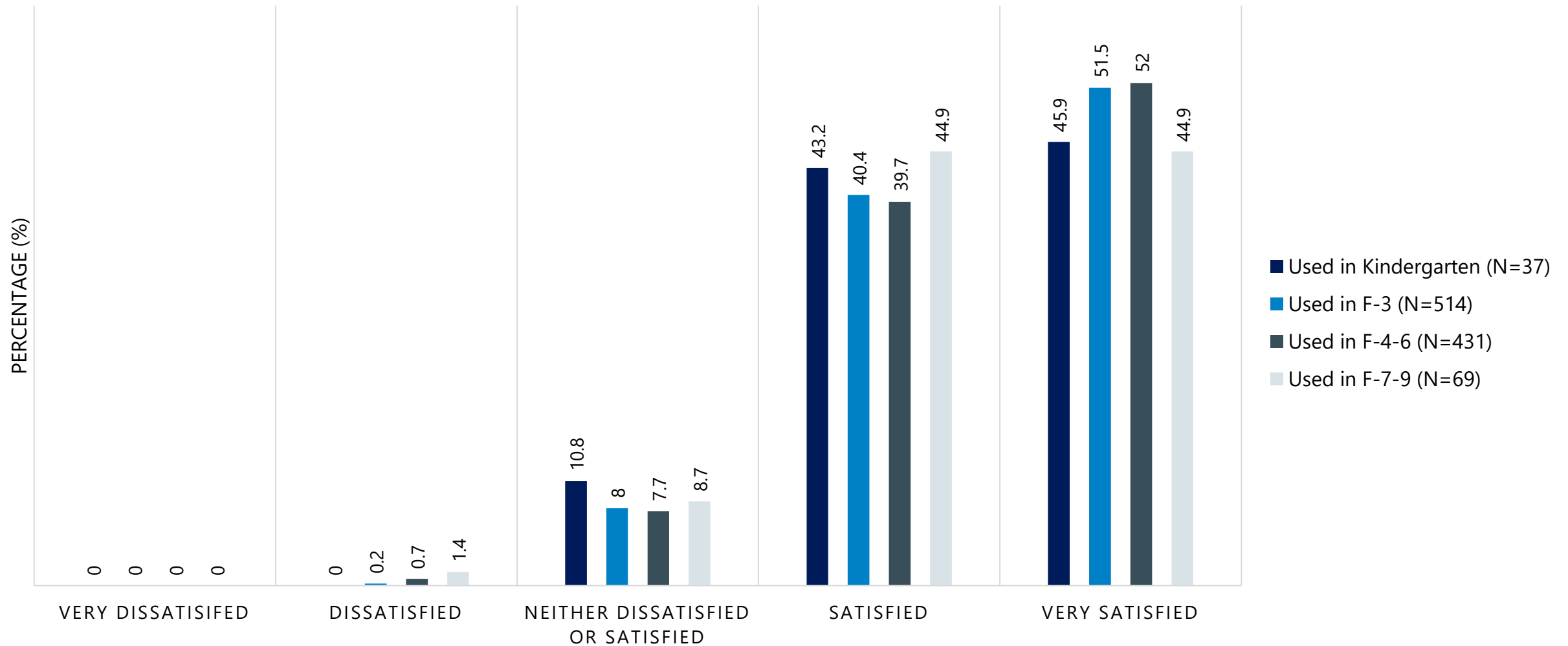
HOW DO YOU FEEL THAT THE ACTIVITIES WORK?



HOW DO THE CHILDREN FEEL THAT THE ACTIVITIES WORK?



HOW IS THE MATERIAL YOU RECEIVE FROM SKOLBOLLEN?





Key Headlines and Summary:

Key Headlines:



- Skolbollen is now active in over 1200 schools across Sweden.
 - The most important modes of communication to promote Skolbollen to other schools is through other schools and colleagues, social media and the Skolbollen website.
 - Skolbollen is used in a variety of ways to engage children (i.e. breaks, school lessons, after school and themed days).
 - Educators who deliver the programme largely believed the activities worked well (86.2% agreed), were satisfied with the materials they received (91.3% satisfied) and believed the children were satisfied with them (86.4% satisfied)
 - Satisfaction was consistent across deliverers who have previous experience compared to those who were new to delivering football.
 - Deliverers to children in F7-9 reported higher levels of satisfaction with the activities, however satisfaction was high across participant groups.
 - Regular use of Skolbollen (i.e. several times a week), increases the longer the school is in the programme.
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Football in Schools
Skolbollen Analysis
Dr Megan Hill & Professor Sergio Lara-Bercial



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