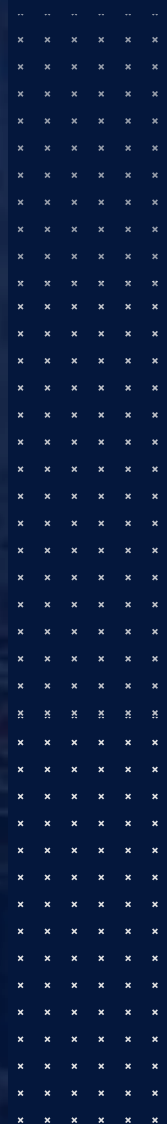




THE SCOTTISH FA

# SUMMER OF FOOTBALL





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# PROJECT OVERVIEW

*“The 2026 Fifa World Cup puts Scotland back on the world stage. The Summer of Football brings us together as one nation, celebrating, inspiring, and backing the team as they chase their dreams, while we create unforgettable moments and spark new dreams here at home”*

**Ian Maxwell - CEO Scottish FA**

## OUR OPPORTUNITY

- To bring communities together through football
- To create **moments of joy, pride and belonging** across the country
- To make Scotland’s World Cup journey **felt in every community**
- To ensure football is **fun, inclusive and accessible for all**

*This is more than events — it’s about creating memories.*

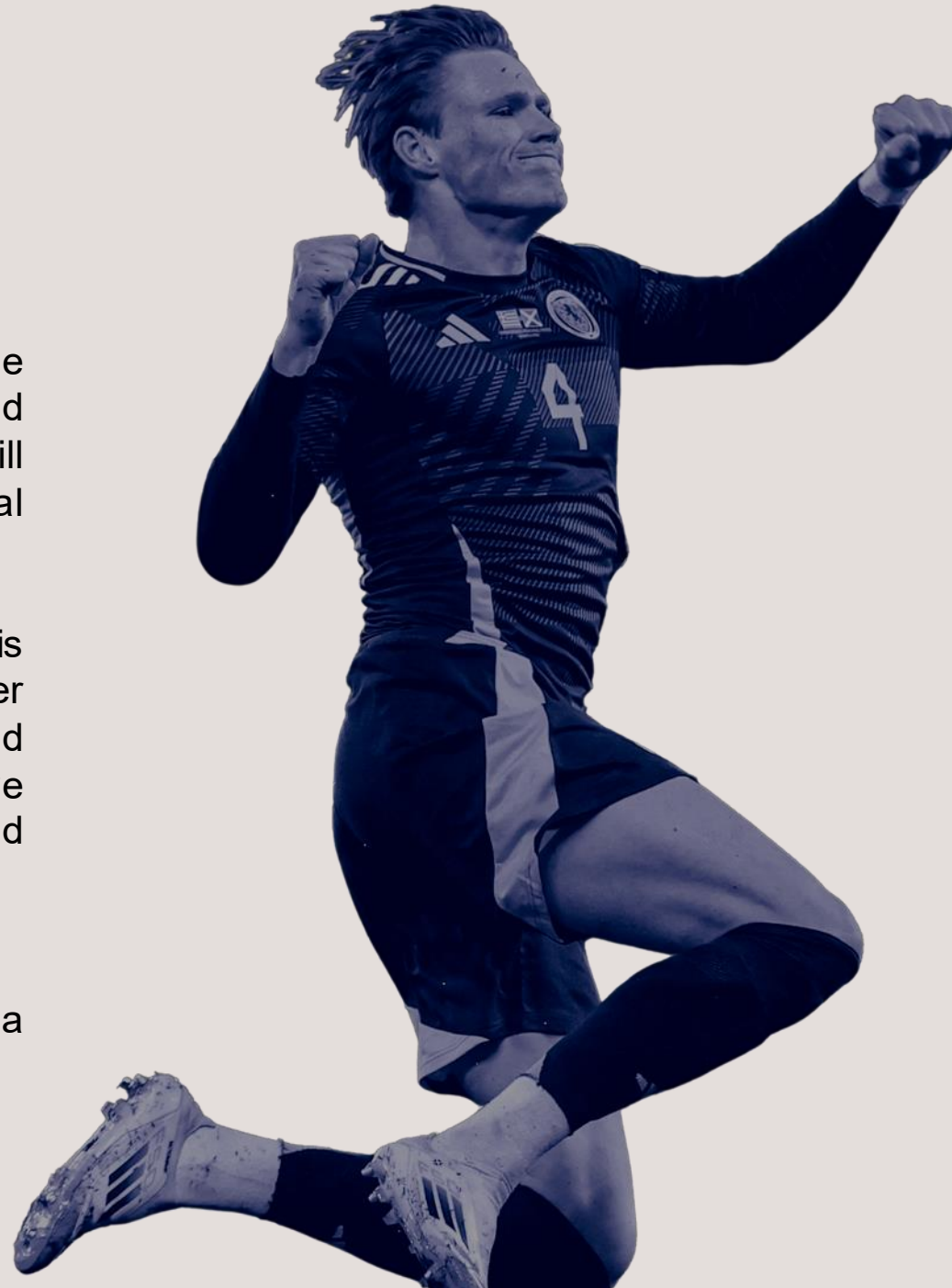


# PROJECT OVERVIEW

This will be a summer to remember. Backed by investment from the Scottish Government as part of the wider Summer of Sport initiative, and delivered in partnership with the Scottish FA, the Summer of Football will place children, families and communities at the heart of a unique national celebration.

As Scotland's Men's A Squad return to the FIFA World Cup, this programme provides a powerful opportunity to bring people together through the joy of the game. With dedicated funding in place, clubs and communities across the country will be supported to create fun, inclusive and memorable experiences , opening their doors, filling pitches, and creating moments that inspire participation, connection and pride.

This is more than football; it is a chance to unite the nation and create a truly special summer for everyone involved





SUMMER OF FOOTBALL

# DELIVERY MODEL



# DELIVERY MODEL

The project will be delivered across three core themes outlined below, with further detail provided within this document. Clubs are expected to deliver the summer and legacy activity, with flexibility to deliver one, two or all the matchday events depending on capacity.



**Matchday Events**  
Scotland game-day festivals, activity + watch events



**Summer Activity**  
Targeted “come and play” (teenagers, girls, para, walking football)



**Legacy Activity**  
August – March programmes to sustain participation





# MATCH DAY EVENTS

**£2,500 available per Scotland Men's A Squad World Cup game**

*Aim: Create memorable, community-driven celebrations of Scotland's World Cup journey*

Events to take place **on or around the Scotland Men's A world cup group stage matchdays**. Create a **fun, family-friendly, festival atmosphere**. Focus on **community, inclusion and celebration**

## ACTIVITIES CAN INCLUDE:

Small-sided games

*Beat the goalkeeper / fun challenges*

Informal play and football-themed activities

## FUNDING SUPPORTS:

Facility / pitch hire

Equipment and kit

Staffing and delivery

Catering and event set-up

Events **FREE** at the point of contact

## WATCH ALONG EVENTS:

Encouraged where appropriate

Must ensure **safe, well-managed environments**

All **permissions, safeguarding and protocols** in place

Delivered in line with **local authority and stakeholder guidance**

# SUMMER ACTIVITY

**£7,500 available per club**

*Aim: Build on World Cup excitement to inspire people back into football across the summer*

Activity can run **throughout the full summer period**

Focus on **re-engaging and attracting new participants**

Delivered as **fun, informal “come and play” sessions**

Designed as **entry-level opportunities** to join the club or wider activity



## TARGET GROUPS INCLUDE

Teenagers

Girls and women

Para football participants

Walking football



## DELIVERY APPROACH:

Link with **existing club** or **Scottish FA** programmes

Work in partnership with **local stakeholders** where **possible**

Enhance (not duplicate) current provision

Keep activity **free, inclusive and/or affordable**



# SUMMER ACTIVITY

## MINIMUM DELIVERY EXPECTATIONS

Deliver a **minimum of 1 session per week** across the school summer holiday period  
Each session to be a **minimum of 2 hours duration**  
Target a minimum of **20 participants per session**  
Support free activity or affordable which is accessible and has varied opportunities

**Monitoring & Evaluation:** Maintain accurate **registration and attendance records**.  
Use templates provided within the **evaluation toolkit**

**Support:** For further guidance, contact your **Regional Office** - [Scottish Football Developmental Regions | Scottish FA](#)

Or use the **Summer of Football contact email** - [summeroffootball@scottishfa.co.uk](mailto:summeroffootball@scottishfa.co.uk)

# LEGACY ACTIVITY

**Up to £7,500 available per club**

*Aim: Sustain momentum and create long-term opportunities beyond the World Cup*

Activity delivered **from August through to March**

Build on engagement from **matchday and summer activity**

Provide **ongoing opportunities** for participants to stay involved

Delivered as **weekly, fortnightly sessions**

## **Focus areas:**

- Targeted groups based on **local community need**
- Support **transition into regular club activity**
- Opportunity to develop **new or expanded programmes**

## **Delivery approach:**

- Act as **seed funding** to grow sustainable activity
- Flexible to **plug gaps and strengthen club provision**
- Support **free activity or affordable which is accessible and has varied opportunities**
- Help build **long-term club capacity and infrastructure**

# LEGACY ACTIVITY

## Legacy Delivery Expectations

Deliver **regular activity (weekly or fortnightly)** from **August to March 2027**

Sessions to be a **minimum of 2 hours duration**

Target a minimum of **20 participants per session**

## Monitoring & Evaluation:

Maintain accurate **registration and attendance records**

Use templates provided within the **evaluation toolkit**

## Key Outcome:

Aim to register a minimum of **50 new club members on COMET by March 2027**

## Support:

For further guidance, contact your **Regional Office** [Scottish Football Developmental Regions | Scottish FA](#)

Or use the **Summer of Football contact email** - [summeroffootball@scottishfa.co.uk](mailto:summeroffootball@scottishfa.co.uk)



SUMMER OF FOOTBALL

# APPLICATION PROCESS

# APPLICATION NEXT STEPS

Read through the **toolkit guidance and FAQs**

Click the **application link** - [Summer of Football - Funding Application – Fill out form](#)

To begin your submission.

- High demand is expected — **not all applications may be successful**
- We will aim to support **as many clubs and organisations as possible**



## BEFORE APPLYING, PLEASE ENSURE YOUR CLUB/ORGANISATION:

- Is registered on the **Scottish FA COMET system**, and/or
- Meets **Minimum Operating Criteria (MOC)**, and/or
- Is part of the **Quality Mark (Club Accreditation)**, and/or
- Is an existing **Scottish FA delivery club partner**



## NEXT STEPS

- Complete and submit your application by 6<sup>th</sup> May **deadline**
- Applications will be assessed against programme criteria  
Successful applicants will receive a **grant offer letter** to progress by 11<sup>th</sup> May latest



## SUPPORT AVAILABLE

Contact your **Regional Office** for guidance  
[Scottish Football Developmental Regions | Scottish FA](#)

Summer of Football email – -  
[summeroffootball@scottishfa.co.uk](mailto:summeroffootball@scottishfa.co.uk)



# SUMMER OF FOOTBALL **BRANDING**



# BRANDING

*Aim: Ensure consistent, high-quality promotion across all activity*

- A **branding toolkit** will be shared with all successful clubs
- Includes **digital assets, templates and promotional materials**
- Supports promotion of activity throughout the **World Cup period**

## REQUIREMENTS



- Follow **Scottish FA branding guidelines**
- Ensure all activity is **clearly and consistently branded**



## ACCESS

- Toolkit will be **available to download**
- Clubs can use assets to support **local promotion and engagement**





SUMMER OF FOOTBALL  
**EVALUATION**



# EVALUATION

*Aim: Capture impact, demonstrate value and inform future delivery*

- An **evaluation toolkit** will be shared with all funded clubs
- Includes templates, guidance and reporting requirements
- Designed to make evaluation **simple and consistent**

**What type of areas you will need to complete:**

**PHASE 1**

## SUMMER EVALUATION (AUG–SEPT)

- Number of events delivered
- Total participants
- Breakdown by **male/female and age groups**

**PHASE 2**

## LEGACY EVALUATION (APRIL)

- Ongoing/legacy activity delivered
- Participation numbers (male/female)
- Summary of activity and outcomes
- **Photos and participant quotes**

**SUPPORT**

## SUPPORT

- Clear guidance will be provided
- Ongoing support from **regional staff**



**THANK YOU**  
SUMMER OF FOOTBALL

