**Pre-enrolment activity –BA Football Coaching and Development**

Prior to September it is useful to read around some key issues (as you see them) in Football Coaching and Development. Whilst Sky Sports News and BBC Sport headlines might be dominated by ‘results’ in competitions, or big money football transfers, spend time reading around broader issues that take your interest. This might be in sport in general, in football, or a key issue(s) (such as gender inclusion, or grassroots football coaching).

Try to think about these not just through the ‘lens’ of a sports fan or spectator, but as a football coaching / development professional. Think about how different media channels report key issues. What are the differences between tabloid (The Sun, Mirror, Daily Mail) and broadsheet newspapers (The Guardian, The Times) and other forms of TV and social media?

**Case-study: UEFA Women’s Euros** https://www.uefa.com/womenseuro/

Consider this event through the eye of an event manager, football coach, or football development professional and explore some of the questions below.

* Who are the key national and international partners who have contributed to staging the event?
* How is the event funded?
* How is the event being promoted?
* How are tickets being sold?
* Are all matches well attended?
* How are issues of inclusion and equality communicated through the event?
* How are female athletes portrayed through various media platforms?
* How might the event benefit host cities?
* What are the benefits to the local community of host cities?
* How might football development professionals harness the attention of the event to promote girls and women’s football locally?
* Research your favorite team’s Community Football Trust, are they using this international event to promote girls’ participation and performance initiatives?
* How much focus is there on the role of coaches (nationally or locally)?
* How are the home nation countries performing?

Whilst researching make some notes on key issues and organize your thoughts by writing about some of the things you find out. We won’t expect you to submit this work, but it may prompt some interesting discussions in the future.