

CASE STUDY: **PHYSICAL OBSERVATIONS**

# The Football Association — Consumer

## THE PROJECT

Our client, a leading sports body, introduced a trial of a change of rules in grassroots youth football leagues that aimed to improve safety. They needed members of the public to attend youth football matches and record data that would enable them to assess the trial's effectiveness.

## THE PROFILE

Our target was to achieve a minimum of 600 observations. This needed to include observations of matches within leagues who had signed up to the trial and those who had not. The target included matches:

- ✓ Between boys only teams, girls only teams and mixed teams
- ✓ Across an age range from under 7 up to under 16 games

## THE PROCESS

## THE OUTCOME

We received 732 match observations across both trial and non-trial matches. We were also able to achieve a good mix of match observations across age groups and genders. The sports body returned to us for the second phase of the trial, where we aim to obtain a further 600 observations.

## KEY FIGURES

**732**

Observations Achieved

## RESEARCH METHODOLOGY



Physical observations