

# Stewardship Quality and Development (SQUAD)

# Proposal Summary | To intervene and address long-standing challenges



## Summary:

A proposal for a cross-football collaborative reform programme

A response to long-standing and well documented structural challenges being faced by all Clubs in the stewarding marketplace

An opportunity to jointly intervene to effect positive change in targeted strategic and operational areas that Clubs cannot meaningfully influence themselves

To work towards the creation of a credible, competent and well-motivated stewarding workforce for the long-term benefit of supporters, clubs and leagues



## The Opportunity | A competent and motivated stewarding workforce

### Priority 1

Raising entry level competence

### Priority 2

CPD for existing stewards

### Priority 3

Building a community

### Priority 4

Improving agency supply

- ✓ Develop a consistent approach to training for stewards for the *first time ever* in football
- ✓ Estimated 3,500 new entrants into stewarding each year
- ✓ New SQUAD content maps with the National Occupational Standards for Spectator Safety
- ✓ Drive up standards through approved provider and Quality Assurance
- ✓ Aligned with the training needs for all sports and events – transferable skills for stewards



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competence

**Priority 2**  
CPD for existing  
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**Priority 3**  
Building a community

**Priority 4**  
Improving agency supply

- ✓ Ensuring that the body of existing stewards have access to refresher training
- ✓ Estimated 18,000 stewards currently active (limited data available)
- ✓ Providing an evidence base for CPD through the new Learning Management System
- ✓ Driving up standards across the existing workforce



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Improving agency supply

- ✓ A process requiring that all stewards who work at football grounds be registered and uniquely identifiable
- ✓ A means for football to communicate directly with stewards for the first time
- ✓ Ensuring that all stewards are trained and have access to refresher training and advice
- ✓ Opportunity to provide peripheral life-skill training for all stewards – CV ‘currency’
- ✓ Recognised attainment/quality standards for stewards at football matches
- ✓ Clear safety and security benefits



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- ✓ Recognising the important role played by agencies - develop new strategic partnerships
- ✓ Agreeing common minimum standards across football for the supply of agency stewards
- ✓ An accreditation programme for agencies, 'approved agencies' meeting minimum standards with monitored quality assurance
- ✓ Agreed use of SQUAD training materials for training of agency stewards



## Where are we now | *next steps...*

1. Budget agreed and project Steering Group established with focus on project governance, risks and stakeholder mapping
2. Project secondment begins full-time July 2024 but current focus on:
  - a) Early engagement with sample of clubs across pyramid
  - b) Establishing key milestones for delivery in year 1 to ensure momentum
  - c) Forging of communications plan to ensure engagement of all stakeholders



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