



NFL Flag 2019- 2020



NFL Flag

Vision: To provide as many young people as possible, the opportunity to become active, inspired, and develop key life skills by playing flag football

Inclusive: All genders, ages, abilities, size

Engaging: Fun, competitive , colourful,

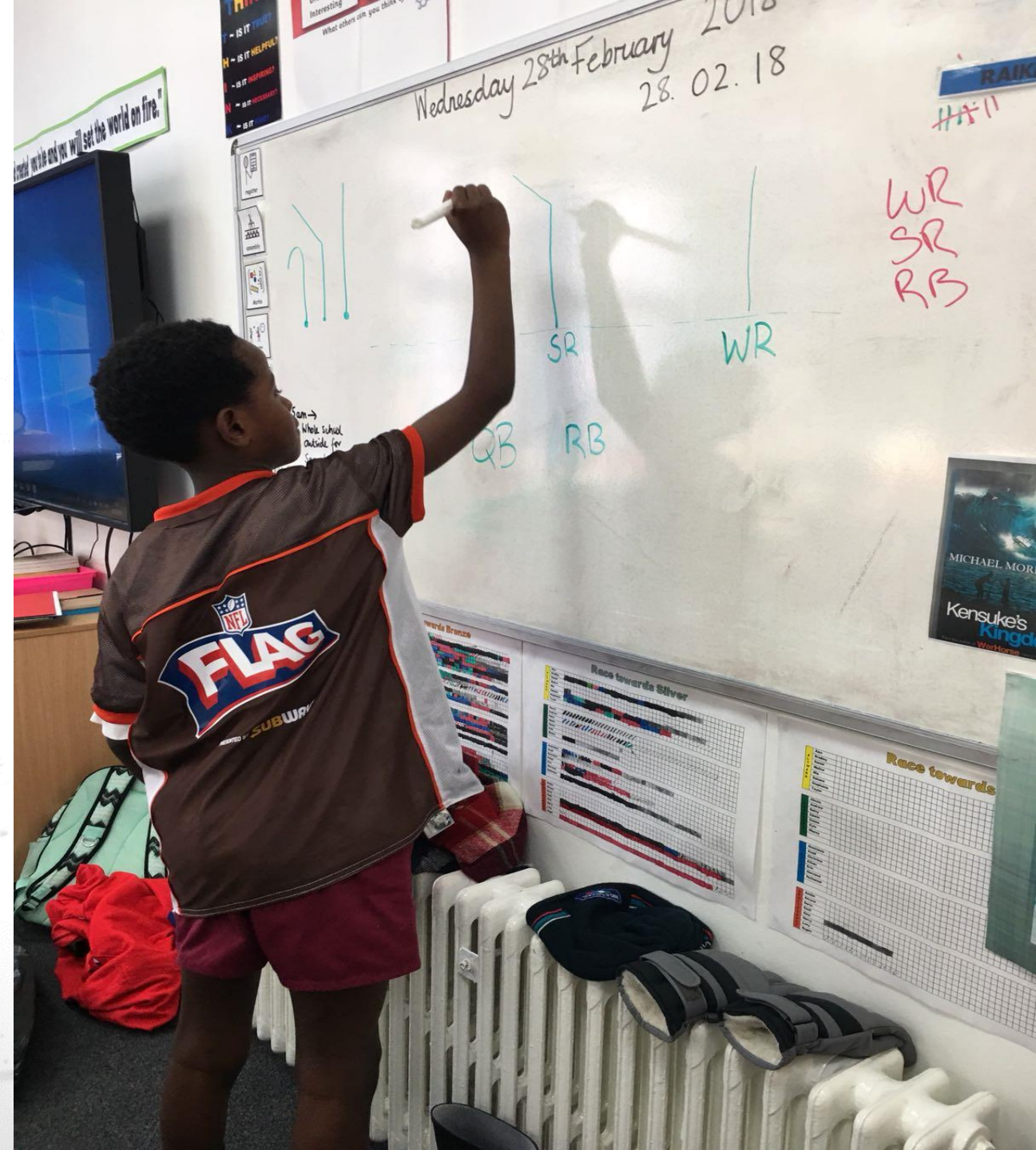
A new and exciting sport: Unique, supportive team culture, strategic, values based

Aspirational experiences: Pro Bowl, National Championships, player visits, community days, regional tournaments.



Schools

- NFL Flag is now in over 20 regions of the U.K
- Over 250 schools/organisations activated across the U.K
- 15 regional tournaments
- Teacher training days
- School Games festival
- National Championship
- Pro Bowl Championship trip



Houghton Bears

- Won the 2019 UK NFL Flag championships at the new Tottenham Hotspur Stadium.
- First UK team to compete at the NFL Flag Championships at the 2020 Pro Bowl.
- They adopted their name after being led by Bears' defensive end, Akiem Hicks, at the UK finals.
- The Houghton team played teams from the USA, Germany, Mexico and Canada.
- They were beaten in their opening three games but ended on a high with a win against Germany as Michael Adusei scored two touchdowns.
- The standout player of the tournament for Team U.K was defensive ball hawk Kasie Gray.



Houghton Bears

"This was an incredible experience for these young people and their families who came out to support them. What was great to see was how much they developed and matured with each game, resulting in a win in the final game. I'm immensely proud of each one of the players. This experience has taught us a lot about how to further develop and improve our NFL Flag programme and we are looking forward to implementing these next year and improving on this year's result".

Jason Brisbane Head of Community and Grassroots development at NFL UK



Academy

- The world's first NFL Academy launched in June 2019
- In partnership with Barnet & Southgate College, a collegiate experience for 16–19-year-old student athletes
- A developmental academy providing a platform to improve young people's lives through education and sports
- Providing the opportunity for the Academy students to go to College in the USA with a pathway to the NFL



NFL Flag reaches a gender-balanced, diverse group of students aged 8-11 and has engaged over 50k young people since 2017



47%



53%



NFL Flag has had an ongoing positive effect on the participants involved in our 12 week programme.

% of participants exceeding 1 hr of physical activity per day in relation to British Heart Foundations recommendations

