

The FA England Football Learning Hub

CREATED BY ZONE FOR & WITH THE FOOTBALL ASSOCIATION

zone +
A Cognizant Digital Business



Since the pandemic, the England Football Learning team (Coaching division) has started to move away from the established model of face-to-face course delivery to one in which the learner completes some, if not all, of their learning online. Learners are primarily coaches but include other members of the workforce such as referees and medics. The existing platform delivered a broken experience, it was hard to use by employees and did not reflect or target the diverse reality of learners.

We were asked to create a new user-facing learning hub that matched the strategic goals of The FA Education Department and the quality of The FA as a global brand, and to deliver a genuinely learner-centred experience.

We created a brand-new learning hub that offers a personalised, connected experience while addressing and resolving the challenges posed by a hybrid online and offline learning approach. The hub drives ongoing learning, heroes the female and BAME communities, while empowering the workforce with the resources needed to help grow the game from grassroots to elite.



As a new product, we were also tasked with creating a new look and feel. This new branding reflects the **inclusive and empowering values** of the hub itself, while remaining true to The FA and its fans' passion for the game. We introduced a new visual style to distinguish it from the rest of the England Football brand while remaining true to its important elements. The new brand makes the hub an **exciting, recognisable destination that reflects its purpose**. Developed as a **scalable and usable design system**, we have created an energetic, elegant, and entirely accessible design. Its success has led to the branding, originally designed primarily for the learning hub, being **adapted and widely used** across marketing initiatives within FA Education.



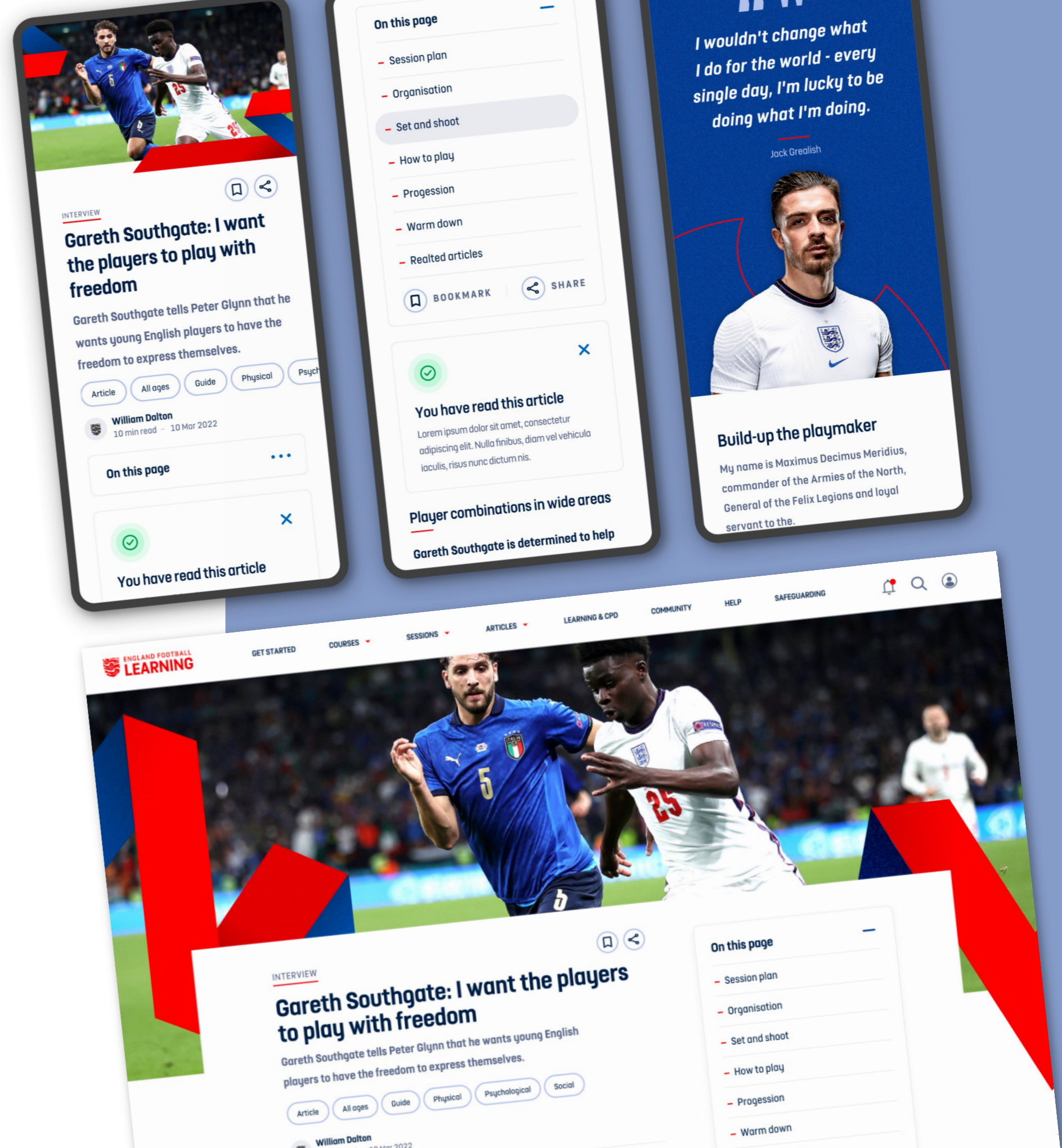
Our solution effectively integrates the needs of all The FA's audiences **whatever their context, ethnic background, or goal** — from edutainment to progressing to elite. It also **meets the need to be inclusive of learners with disabilities and those who do not learn through a standard 'linear' pattern**, such as one course after another with qualifying exams to gate-keep.



How we bring it to life

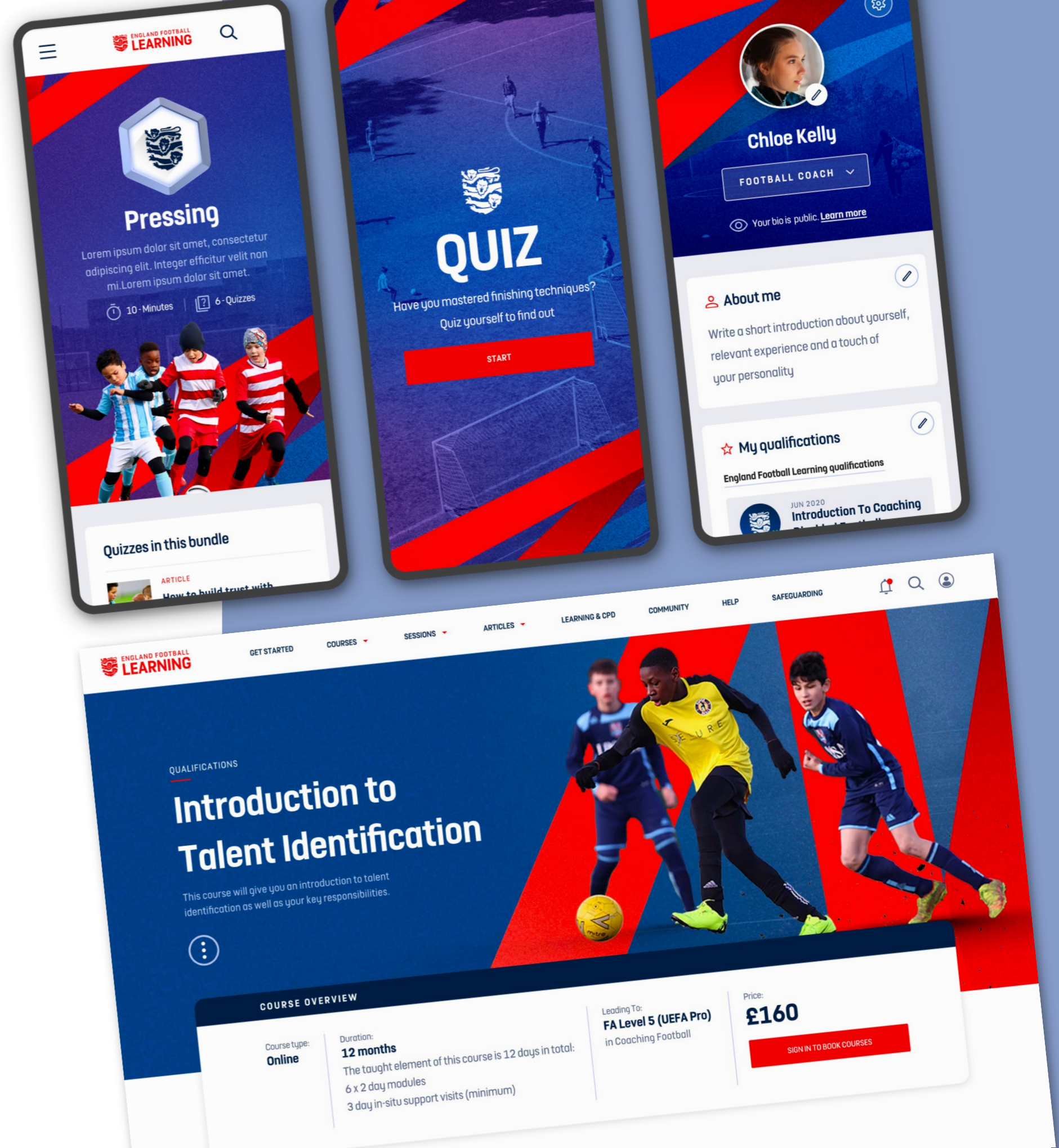
What we made was a new digital product with strong content strategy foundations. This ensures that we can target and surface a variety of content in multiple formats, to build an inclusive environment for the audiences highlighted. The new learning hub satisfies both serious and more casual learners, those favouring a more standard way of learning, and those who would prefer to discover content as they go or consume it in smaller, bite-sized pieces.

Ultimately, we wanted to make sure that the new learning hub reflected and responded to the user. The content is more accessible and inclusive and personalises even further as the learner interacts and explores the hub. It surfaces more relevant content as it discovers the learner's preferences, background, learning context and areas of improvement.



In the longer term, the learning hub has been road-mapped to grow and evolve over the next three years, building on its successes and allowing it to learn from insights for optimal performance. We set up Google Analytics 4 on the site to future-proof performance tracking. This enables us to establish the right data foundations to create a truly connected and personalised experience that unlocks the full power and potential of progressive profiling.

Leveraging the existing England Football (another FA product) Sitecore solution meant there was minimal cost involved in the set-up of this solution, it also afforded us the flexibility to re-use the many components, infrastructure and deployment pipelines already in use by England Football. This also meant that we could control the content for both England Football and England Football Learning from the single Sitecore CMS.



Attacking skills ↑

Sounds like you're a attacking coach

Try these bundles of sessions and articles aimed at anyone interested in taking a more active role in grassroots football.



The basics

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1 - trophy awarded



20 - mins



5 - Quizzes

Bundle name

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🕒 10 - Minutes | 📄 3 - Quizzes

Quizzes in this bundle



ARTICLE

How to build trust with your players

ENGLAND FOOTBALL LEARNING

The home of football learning

FIND YOUR PATHWAY

COURSE BT Playmaker by England Football

COURSE Introduction to Coaching Football

Discover England Football Learning

COURSES SESSIONS

Personalise your site!

Help us surface more relevant content to you each time you visit the site.

START NOW

Trending Sessions

SESSION SESSION

QUESTION 01 / 05

What are you hear to do

Please select a single answer

Start learning

Find courses

Find session plans

Find articles

Find ongoing learning

NEXT

Sessions

Showing 75 Sessions

Transition To Attack

Passing And Receiving

Goalkeeping: Defending The Space And The Goal

Goalkeeping blocking, spreading and foot saves

How to build trust with your players

Transition To Attack

Passing And Receiving

Goalkeeping: Defending The Space And The Goal

Goalkeeping: Defending the space and the goal

FILTERS

Theme

- Attacking
- Goalkeeping
- Goalkeeping
- Disability football
- Futsal
- Match day

Skill

- Covering
- Finishing
- Intercepting
- Marking
- Moving with the ball
- Passing
- Pressing

SHOW ME 5 SESSIONS

RESET RESULTS


What makes the learning hub especially notable is that it's the first step in providing a holistic and personalised ecosystem within the FA — specifically FA Education. The foundation of this is a learner profile which acts as a central point of reference and learning, while connecting the user with the appropriate content across the learning hub and other digital products within The FA.

The learning hub offers learners their own learner profile, with public and private areas allowing them to expand their presence and knowledge significantly more easily than ever before. The public section, their bio, allows users to create and share their learner profiles in order to build their professional networks.

In the private sections, users can bookmark content and sessions to share or to use during training, allowing them to store it easily while continuing to quickly access important content. Learners can also track their progress, access supporting materials, talk to the FA community, and ask coach developers for support and guidance on their learning journey.




BIO MY LEARNING BOOKMARKS BUNDLES



Chloe Kelly

FOOTBALL COACH ▾



👁 Your bio is public. [Learn more](#)





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 **About me** 

Write a short introduction about yourself, relevant experience and a touch of your personality

 **About me** 

Write a short introduction about yourself, relevant experience and a touch of your personality

 **My qualifications** 

England Football Learning qualifications

 JUN 2020
Introduction To Coaching Disabled Football

 **My qualifications** 

England Football Learning qualifications

 JUN 2020
Introduction to Coaching Disabled Football

 JUN 2020
Introduction to Coaching Football

 JUN 2020
UEFA C Licence

Other qualifications



THE IMPACT, ONE MONTH IN

- **74%** increase in the average monthly page views during the first month after launch, compared to the average views from the previous learning site, measured between Sept – Oct 2022. A notable achievement for a new site.
- Over **50%** of visits to the area of the site where learners take courses led to bookings.
- We achieved a significant **797%** above our user target and **2022%** above our page view target.

THE IMPACT, ONE YEAR IN

Delivering a connected digital ecosystem

- An increase of 640,000 learners by June 2023, since launch in Sept 2022. This represents **83%** of our target with three months remaining.
- A 5.5 million increase in interactions with content by June 2023, since launch in Sept 2022. This represents **141%** of our target with three months remaining.
- **32%** of monthly users are active users – classified as 'very good' by industry standards.

Supporting Operations and Customer Services

- 280 person hours was saved annually through a new email automation process we implemented as part of the new site, achieving **200%** of our target.
- 180 days of manual effort saved annually through automation to remove duplication process – achieving **280%** of our target.