

CASE STUDY TOPIC:
3V3 TOURNAMENT

DEVELOP, COMPETE, CREATE, INSPIRE.

CLIENT:
STRIVE EVENT

DATE:
FEBRUARY 2026



THE BRIEF

In early 2026, the English Football Association revealed that they would be rolling out the FA Future Fit campaign - which would see U7 football in the UK go from 5v5 format to 3v3 format for the 26/27 season.

There are many benefits for 3v3 football - one of which including increased number of touches on the ball. However, with a smaller area and at a level where ball control is weaker in younger players, playing with cones would mean that there would be less opportunity for this, and therefore less benefit.

THE SOLUTION

The Strive Group came up with the solution to look at 3v3 inflatable football pitches, meaning that the ball would stay in play for the entirety of the football game, whilst having more touches on the ball, and an encouragement to keep the ball on the floor to avoid the ball going out of the inflatable.

Strive Group, in partnership with Vauxhall Motors Football Club, invited 18 teams to the facility in order to play a round-robin tournament with teams from the region to test out the new format.

Whilst attracting viewership to Vauxhall Motors FC and the new format, it was also a good money maker for the football club - with all setup, planning, invoicing and organisation done by The Strive Group - and the football club simply taking a commission profit at the end of it.

INTERESTED IN OUR WORK?

If you are interested in our work, and want a free consultation with our Sales Team, contact us now on sales@strivegroup.uk, or on +44 (0)7436 360470.

