

Q. Peng, Z. Chen, J. Li, B. Houlihan, N. Scelles (2022). The new hope of Chinese football? Youth football reforms and policy conflicts in the implementation process. *European Sport Management Quarterly*.

Appendix 1: National policies supporting youth football development in China as part and continuation of the 2015 reform agenda between 2015 and 2020

Issuing/Leading Unit	Policy	Date of release
Chinese State Council	<i>The Overall Plan for Chinese Football Reform and Development</i>	27 January 2015
The Ministry of Education	<i>Guidance on Accelerating Youth Campus Football Development</i>	27 July 2015
The General Administration of Sport, the CFA & the Ministry of Education	<i>The Mid- and Long-term Plan for Chinese Football Development (2016-2050)</i>	6 April 2016
The CFA & the Ministry of Education	<i>Chinese Youth Football System Construction “165” Action Plan</i>	23 January 2017
The CFA	<i>The Chinese Football Association Clubs Entry Regulation (2018)</i>	12 December 2017
The CFA & the Ministry of Education	<i>About Issuing the National Youth Football Physical and Educational Combination Development Policy List</i>	11 June 2018
The Ministry of Education	<i>National Youth Campus Football Work Leading</i>	26 March 2019

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	<i>Group's Notice on the 2019 Campus Football Work</i>	
The Ministry of Education	<i>About the Construction Work of National Youth Campus Football Specialised Schools, Polit County (Region), and 'All Star' Football Training Camps</i>	29 June 2020
The Ministry of Education	<i>National Youth Campus Football 'Eight System' Construction Action Plan</i>	28 August 2020

Appendix 2: Interview Guide

1. Please briefly introduce yourself and your role in the organisation.
2. Since the 2015 national football reform, what has been changed in the area of youth football development?
3. What is your experience of implementing these youth football policies?
4. How much money has been invested annually by your organisation in youth football development? And how has the money been spent?
5. What is your perception of the relationships with other stakeholders in the (local) FA/schools/clubs systems in terms of youth football development?
6. Any collaborations and/or conflicts during the implementation stage?
7. What are the current challenges of youth football development?