

YOUR GAME YOUR SAY OUR GOAL

Staffordshire Football Association
Strategy 2008-2012



Get **into** Football



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Executive summary

Introduction:

The Staffordshire FA's strategy sets out the vision, key priorities and targets for investment into grassroots football from 1 July 2008 until 30 June 2012. Our strategy contributes to the delivery of The FA's National Game Strategy over the next four years.

Our purpose is:

To lead the successful development of football within the County and to increase the participation, quality and enjoyment of football.

Our challenges:

From the consultation process which has taken place, the following core challenges have emerged, which Staffordshire must face over the next four years:

- reduce poor behaviour and bad discipline throughout the game
- invest in facilities and signpost the football family to funding opportunities
- communicate better internally and smarter with our members and partners
- recruit more referees into the game whilst retaining the current cohort
- recognise, reward and recruit volunteers to mobilise a strong football workforce
- embrace the wider football community in respect of inclusion, representation and diversity
- halt the decline of the male 11-a-side game and support the existing teams

Tackling the challenges

To tackle the above challenges, there are four strategic Goals and three Key Enablers we need to address over the next four years – each with targets to keep us on track:

Goals:

1. **Growth and retention** – sustaining and increasing the number of players.
2. **Raising standards and addressing abusive behaviour** – creating a safe and positive environment.
3. **Developing better players** – focusing on the 5-11 age group.
4. **Running the game effectively** – leading and governing the game.

Targets: Growth and retention

Topic	2012 target	2008-09 target
Mini-Soccer teams	Support 543 existing teams and increase to 547	544
11-a-side teams – youth male	Support 772 existing teams and increase to 786	775
11-a-side teams – youth female	Support 36 existing teams and increase to 58	41
11-a-side teams – adult male	Support 490 existing teams and increase to 502	493
11-a-side teams – adult female	Support 25 existing teams and increase to 31	26
Adult Male small sided teams	Support 496 existing teams and increase to 776	564
Adult female small sided teams	Support 0 existing teams and increase to 8	4
Male Disability (Youth & Adults)	Support 3 existing teams and increase to 7	4
Female Disability (Youth & Adults)	Support 0 existing teams and increase to 2	0

Targets: Raising standards and addressing abusive behaviour

Topic	2012 target	2008-09 target
Mini-soccer and youth teams playing in FA Charter Standard Clubs	Support 56.78% existing teams and increase to 75%	61.33%
FA Community Clubs	Support 16 existing clubs and increase to 21	17
Leagues delivering the 'Respect' Campaign	30% of Leagues delivering 'Respect'	15%
FA Charter Standard Leagues	30% of Leagues Charter Standard	7%

Targets: Developing better players

Topic	2012 target	2008-09 target
Ensure there is at least one FA-qualified coach working with every youth team	Achieve 1396 by 2012	1365

Targets: Running the game effectively

Topic	2012 target	2008-09 target
Perception that Staffordshire FA has improved grassroots game	Increase from current 56% approval rating to 75%	60.75%

Key Enablers:

ie. the infrastructure which must be in place to achieve the goals.

- 1. A skilled workforce** – recruiting and developing a highly skilled, diverse, paid and voluntary workforce.
- 2. Improved facilities** – improving the access and quality of training and playing facilities.
- 3. Marketing and PR** – clear communications to everyone involved in the game.

Targets: A skilled workforce

Topic	2012 target	2008-09 target
Male coaches passing level 1	Achieve 1056 by 2012	264
Female coaches passing level 1	Achieve 96 by 2012	24
Male coaches passing level 2	Achieve 368 by 2012	92
Female coaches passing level 2	Achieve 16 by 2012	4
Number of Male Coaches passing Level 3 Unit 1	Achieve 91 by 2012	23
Number of Female Coaches passing Level 3 Unit 1	Achieve 5 by 2012	1

Topic	2012 target	2008-09 target
Male referees	Support 498 existing referees and increase to 667	542
Female referees	Support 17 existing referees and increase to 36	22
Male Referee Instructors	Support 24 existing referees and increase to 27	26
Female Referee Instructors	Support 1 existing referees and increase to 2	1
Male Referee Coaches (mentors)	Support 67 existing referees and increase to 90	75
Female Referee Coaches (mentors)	Support 3 existing referees and increase to 10	5
Male Referee Assessors	Support 40 existing referees and increase to 48	44
Female Referee Assessors	Support 1 existing referees and increase to 4	2

Topic	2012 target	2008-09 target
% of Youth Clubs with a welfare officer	Achieve 100% by 2012	100%
% of Youth Leagues with a welfare officer	Achieve 100% by 2012	100%
Number of Male Young Leaders	Achieve 77 by 2012	32
Number of Female Young Leaders	Achieve 20 by 2012	12

Targets: Improved facilities and investment

Topic	2012 target	2008-09 target
Investment in football facilities	Increase from £9,164,611 to £14,526,766	£12,164,611
Number of small grants	Increase from 16 to 32 by 2012	20
Number of CS Community Clubs with new/improved facilities	Increase from 4 to 8 by 2012	5
Number of projects submitted with a 3G pitch	Increase from 3 to 5 by 2012	2

Targets: Marketing and PR

Topic	2012 target	2008-09 target
Positive news stories	Increase from current 5 per annum to 10 per annum	10

Monitoring and evaluation:

The Board of Directors will review quarterly and annually to monitor and evaluate the 2008-12 strategy.

The Board of Directors will produce an annual report, highlighting performance against the targets contained in Sections 2 and 3 of this document.

The Board will work with our staff, Council and key partners, without whom the strategy cannot be delivered.

The monitoring process will also seek feedback through regular dialogue with our key stakeholders and partners.

Budget:

The full cost of implementing Staffordshire FA's strategy for 2008-2009 with the contribution from The FA is £58,706 excluding staff costs This will be reviewed annually over the next three years.

Core activities:

Clearly each Goal and Key Enabler needs to be underpinned by supportive activities:

Below are five core activities to support each Goal and Key Enabler.

Goal 1: Growth and retention

We will:

- Halt the decline in the 11 v 11 adult male game.
- Promote more flexible formats of the game.
- Reduce the drop out of players aged 14-16 and 16-18.
- Deliver the FA Club links project.
- Increase investment and support into local league structures to help develop and sustain teams, clubs and volunteers.

Goal 2: Raising standards and addressing abusive behaviour

We will:

- Implement the FA RESPECT campaign
- Support the appointment of Welfare Officers in to all Youth Leagues and Clubs.
- Support existing and strategically identify new FA Charter Standard clubs to ensure a network of accessible, accredited club provision
- Identify potential FA Charter Standard Leagues from existing, male, female and disability leagues across all types of football
- Continue existing campaigns against discrimination of all kinds

Goal 3: Developing better players

We will:

- Support, develop, monitor and evaluate the Girls' Centres of Excellence
- Support, develop, monitor and evaluate Disability Centres of Excellence
- Promote The FA skills (5-11 year olds) programme to children, teachers, parents and coaches
- Use Futsal (where appropriate) as a means of developing the technical skills of all young players.
- Review competition and league structures and develop the most appropriate competition and training programmes for young players to achieve their potential

Goal 4: Running the game effectively

We will:

- Identify ways to make administration of game easier - too much red tape!
- Deliver customer service policy that offers a high quality service to stakeholders
- Create a communication strategy that supports and informs in an effective manner leagues and clubs at all levels of the game
- Continually assess existing structures and decision making processes
- Support the running of all affiliated leagues in all areas of the game

Key enabler 1: A skilled workforce

We will:

- Deliver a high quality educational and support programme
- Increase support to coaches by delivering effective mentoring programme across all areas
- Increase opportunity to officiate within the County and provide targeted training & development to meet the needs at each level
- Implement a County FA workforce plan identifying the number of people in key roles and address gaps in workforce and the skills they require to deliver the County strategy
- Address Structure of County Association

Key enabler 2: Improved facilities and investment

We will:

- Work with Local Authorities to develop a network of 3G pitches
- Promote concept of multi pitch sites
- Support the Building Schools for the Future Programme and to promote increased community access to school sites
- Develop sites suitable to implement and develop futsal
- identify the facility needs of new and existing FA Community Clubs and to prioritise investment in to existing – and clubs working towards – FA Community Club status

Key enabler 3: Marketing and PR

We will:

- Develop the use of CFA websites and TheFA.com to provide information and support to our current members, and potential new participants and providers
- Develop a Staffs FA Brand
- Produce support pack for Clubs and Leagues
- Promote the Get into Football and RESPECT campaigns on a local level
- Develop a marketing and communications plan, including ideas of forms of sponsorship

For more information on the Strategy, how it affects you and what part you can play please visit www.staffordshirefa.com or contact the office on 01785 256994.