

# Cambridgeshire Football Association



CFA Strategy  
2015-19

Update for 2018

# Strategy achievements 2017

- Safeguarding workforce formalised with appointments of Board Champion, Designated Safeguarding Officer, Senior Safeguarding Lead (and deputies)
- Achieved all 17-18 team targets by December 2017
- Surpassed 2019 Coaching target (Youth Award Module 3)
- 100% youth & mini soccer teams using online player registrations
- 83% coverage of matches by qualified match officials
- Structured volunteer support for leagues and clubs
- Achieved 17-18 3G pitch target (3 pitches)
- CFA business performance improvements measured
- CFA secured access to a Development Centre at Bottisham 3G



# Our progress in numbers

PLAY					
KPI reporting	Measure	Baseline	17-18 target	17-18 January data cut	2019 Target
FA	Mini Soccer	264	306	335	308
FA	Adult Male	280	253	257	248
FA	Youth Male	337	360	362	377
FA	Adult Female	26	26	34	26
FA	Youth Female	65	63	66	65
FA	Disability Male	18	20	20	22
FA	Disability Female	2	1	1	3
COACH					
KPI reporting	Measure	Baseline	17-18 Target	17-18 to date (at Feb)	2019 Target
FA	No of FA Youth Award Module 3 Coaches	0	13	19	17
CFA	No of members of the FA LCC	556	656	710	750
FA	% LCC BAME	1.4%	2.16%	2.4%	8%
FA	% LCC Female	6.5%	7.3%	7.6%	6%
FA	% LCC Disability	0.5%	1.3%	1.5%	1.45%
FACILITIES					
KPI reporting	Measure	Baseline	17-18 Target	17-18 to date (at Feb)	2019 Target
FA	No of improved grass pitches	0	16	15	23
FA	No of new 3G pitches (excludes non funded pitches)	0	3	3	3
THE FOOTBALL WORKFORCE					
REFEREES					
KPI reporting	Measure	Baseline	17-18Target	17-18 to date (at Feb)	2019 Target
FA	% of youth and adult matches officiated by a qualified referee FA	79%	90%	77%	90%
CFA	No. of qualified and registered male referees	336	358	290*	336
CFA	No. of qualified and registered female referees	7	12	15	20
CFA	% Referee reports received via WGS Portal	80	95%	86%	95%
FA	% Referee BAME	1.7%	2.3%	8.3%	2.5%
FA	% Referee Female	2.4%	3.2%	3.9%	7.6%
FA	% Referee Disability	0.7%	1.6%	0.4%	1.4%
VOLUNTEERS					
KPI reporting	Measure	Baseline	17-18Target	17-18 to date (at Feb)	2019 Target
CFA	Total number of hours dedicated to volunteer support	74 hrs / 538 volunteers	75 hrs / 600 volunteers	55 hrs / 621 volunteers	
CFA	No. of clubs with Volunteer Development Plans	14	24	10	24
CFA	% clubs and leagues using the WGS Portal (Affiliation/discipline)	0	80%	90%	100%
CFA	% Clubs using online player registrations (Youth/Adult)	-	80%	100% / 35%	100%

\* Plus 51 trainee referees



# The Strategy in a nutshell for 2017-18

**Vision:** To serve members & maximise participation safely at affordable levels at high quality venues

**Purpose:** To administer, develop and deliver football & by embedding safeguarding best practice making the experience as good as it can be

**Values:** Passion; Service; Excellence; Collaboration; Professionalism; Friendly

## Goal 1 PLAY

- Safeguarding Operating Standards
- Team Targets to 1077
- Grow & scale recreational football
- Easy entry into the game
- Transitions from youth to adult
- Pathways for talented players

## Goal 2 COACH

- Safeguarding Operating Standards
- Coach education
- Licensed Coaches Club
- Mentors
- Targeted CPD
- Girls' Advanced Coaching Centre
- Skills programme
- Club visits for safeguarding for compliance and support to wider workforce

## Goal 3 FACILITIES

- Safeguarding Operating Standards
- 8 new or upgraded 3G pitches by 2019
- Improve at least 23 grass pitches
- Equipment Bank programme
- Advice
- Support
- Funding

## Goal 4 VOLUNTEERS

- Safeguarding Operating Standards
- Administration online
- Player registrations
- Competitions structures
- Club Support
- League support
- Referee development
- Referee appointments
- Youth Council
- Inclusion Advisory Group
- Club & League Welfare

## Goal 5 EXCELLENCE

- Safeguarding Operating Standards
- Best practice CFA
- Innovative delivery
- Commissioning
- Optimise resources
- Sound finances with surplus re-invested
- Stakeholder engagement
- MarComms strategy
- CFA owned facility

# Headlines for 2018

- Safeguarding best practice to be embedded and evidenced by achieving Safeguarding Operating Standard
- On target to achieve all team targets for 2019
- Growing Youth Male by 17 teams, & retaining Adult Male
- Deliver record numbers of coaching courses
- Devise plan to improve coverage by qualified referees
- Volunteer support focussing on safeguarding, as well as volunteer development and succession planning
- Achieve pitch improvement programme target
- Complete Council Review by electing new format representatives during summer 2018
- Further improve CFA finance and commercial performance to build facility project fund
- Plan workforce and resources for 19-22 strategy



# Improving our organisation in 2018

## Teams

2017 number of teams v target 104%

Team growth +5%  
Team retention 85.2%

Highest growth Male Disability (54%)  
Adult Female (13%)

2018 focus on Adult Male (-1.5%) Youth  
Male (5.5%)

## Clubs

Clubs online for discipline 90% (+4%)  
Online Player registrations: Youth 100% Adult 31%

## Referees

Webex support for all referees  
Training for Sins Bins (subject to FA regulations)

## Safeguarding

Progressing to independently audited standards  
Specific Safeguarding Operations Plan

## Governance

Council reforms to elect new format  
Representatives summer 2018

## Customer Service

Launching Feshdesk to measure our performance

## Engagement

Independents on all Committees  
Stakeholder engagement plan

## Marketing & Communications

Grow our 8000 Twitter followers  
New web site launched Oct 17  
Further coverage for adult 11v11 on Cambridge Radio 105  
Implement improvements from Grassroots Football Survey 2017

# The CFA Team to deliver the strategy



**Diane Bradshaw**  
Designated safeguarding  
Officer



**Colin Hills**  
Operations Manager



**Martha Sutherland**  
Marketing & Operations  
Officer



**Willem Perry**  
Referees' Officer



**Chris Abbott**  
Volunteer Development Officer



**Phil Mitcham**  
Competitions' & Registrations' Secretary



**Marting Hegley**  
Football Development  
Officer (Bottisham 3G)



**Chris Pringle**  
Chief Executive



**Katie Critchley**  
Coaching and Player  
Development Officer



**Joanne Bull**  
Facilities and  
Participation Manager



**Ashley Dean**  
Football Development  
Officer (Growth)



**Jack Drain**  
Football Development  
Apprentice



**Hayley Elphee**  
Football Development  
Officer (Disability)



**Keith Wells**  
Finance Officer

- = Development
- = Competitions
- = Administration
- = Referee

# Cambridgeshire Football Association

## Contacts

T: 01223 209 020

F: 01223 209 030

[info@CambridgeshireFA.com](mailto:info@CambridgeshireFA.com)

[www.CambridgeshireFA.com](http://www.CambridgeshireFA.com)

Bridge Road

Impington

Cambridge

CB24 9PH

[www.CambridgeshireFA.com](http://www.CambridgeshireFA.com)



 @CambsFA