

JERSEY FOOTBALL ASSOCIATION

GAME FOR CHANGE, GAME FOR LIFE

*“Uniting a football community to make Jersey
a better place to live”*

ANNUAL REPORT 2021-22



**ENGLAND
FOOTBALL**



UNITING FOOTBALL

CONTENTS



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1	President's Introduction	4-5
2	Our Goals 2021-2024	6-7
3	Headline Goals, Objectives and Key Achievements	
	a A positive environment that enhances the football experience	8-13
	b Football for all	14-17
	c Sustaining and strengthening involvement in football	18-23
	d Developing a well governed, efficient organisation that underpins a solid and sustainable future for football	24-25
4	Key Performance Indicators	26-27

PRESIDENT'S INTRODUCTION



FOREWORD



WOW. What a year Jersey Football has enjoyed with huge successes both on and off the pitch. I am extremely proud of all the players, coaches, volunteers, and staff who have helped throughout all the age groups representing Jersey and culminating in us beating our neighbours over the water in each and every Muratti. A particular highlight was the support that our women received in their first Muratti for a number of years with almost 750 supporters coming to cheer them on to victory at Springfield, our home of Football.

Off the field with the support of our Board and staff we have achieved 100% compliance within the FA Safeguarding 365 Operating Standards and recently received a glowing report from the NSPCC. We have made excellent progress across all 4 pillars identified in our 3 year strategy as we continue to focus our efforts on these and work with Government and key stakeholders over the coming years. We will continue to work with the new Government and try to provide better facilities across all age groups as football continues to grow, so watch this space.

What you will see from this report is how diverse Jersey football has become and the tremendous work that is done behind the scenes to allow such phenomenal growth across all ages and abilities. Naturally this provides challenges but our CEO David Kennedy and his team continue to do amazing work across all aspects of our game and continue to receive glowing reports from the Football Association.

It is extremely encouraging that we continue to see new teams coming into the local leagues and growth across junior and female competitions is certainly going in the right direction. Hopefully, the success of the England Lionesses will encourage even more girls and women to start playing football. Walking football and the disability programmes also have seen huge participation increases and long may this continue.

As I often allude to, football cannot be played and enjoyed without referees. So, I am delighted to tell you

that 98% of our open-aged games last season were officiated by a qualified referee and we continue to deliver courses and workshops to those just starting the journey.

Finally, I want to thank all our sponsors and supporters, who once again have provided key financial support to both the Leagues and Island Representative Teams and without this, we would not be able compete at the levels that we do and provide the platform, programmes and pathways for our younger players.

It has been a very busy and extremely rewarding season. I would like to wish you a happy and healthy summer and look forward to seeing you all back enjoying football in the forthcoming season.

A handwritten signature in black ink, appearing to read 'Bradley Vowden', written in a cursive style.

Bradley Vowden
President
Jersey Football Association



OUR GOALS 2021-24

HEADLINE GOALS & OBJECTIVES



ENGLAND
FOOTBALL

Between 2021-24 the Jersey FA is committed to delivering
12 key objectives within 4 strategic goals

1. A positive environment that enhances the football experience	1.1 Ensure safeguarding is embedded in the fabric of football in Jersey	1.2 Providing a positive matchday experience for everyone in football	1.3 Inspiring facilities that meet the needs of the modern game
2. Football for all	2.1 Ensuring football is accessible to anyone in Jersey	2.2 Effective engagement & communications that promotes football for all	2.3 Demonstrating football's diversity and inclusivity at all levels of the game
3. Sustaining and strengthening involvement in football	3.1 Ensuring a suitable pathway for sustainability in football	3.2 To inspire, support and retain volunteers in the game to provide a workforce to sustain and increase participation	3.3 Providing high quality opportunities for Jersey's better players
4. Developing a well governed, efficient organisation that underpins a solid and sustainable future for football	4.1 Effective marketing and communications that widen our network	4.2 Strong financial management that maintains current income and grows where possible	4.3 Investing in our people and processes

A red banner with white and yellow hand-drawn graphics and the text "A POSITIVE ENVIRONMENT THAT ENHANCES THE FOOTBALL EXPERIENCE". The banner is attached to a fence. To the left, there is a yellow and white checkered pattern with a crest that says "JerseyFA". The background shows a grassy field and a fence.

**A POSITIVE ENVIRONMENT
THAT ENHANCES THE
FOOTBALL EXPERIENCE**

**ENSURE SAFEGUARDING IS EMBEDDED IN THE
FABRIC OF FOOTBALL IN JERSEY**



**100% compliance
with FA Safeguarding 365
Operating Standards**

**DSO provided
on-going training and support
to member Clubs**

**Only 5 low level
safeguarding concerns
during 21-22 season**

**Annual safeguarding training
for all Board, Staff and
Referee workforce**

**Maintained status as
registered GoJ Childcare
Provider**

**Key safeguarding messages
promoted via social media
platforms**

**PROVIDING A POSITIVE MATCHDAY EXPERIENCE
FOR EVERYONE IN FOOTBALL**



**87% of Adult Clubs
have England Football
Accreditation**

**90% of Clubs with a
youth section have England
Football Accreditation**

**Bespoke support given to
new member Clubs joining
the Combination League**

**76%
of youth teams have
a qualified coach**

**Referee Committee
delivered Workshops x 4
to member Clubs**

**Weekly management
meetings held to proactively
address poor practice**





**INSPIRING FACILITIES THAT MEET THE NEEDS
OF THE MODERN GAME**



Football Foundation site visits x 5 to assist with small grant applications

Meetings x 4 with KKP and GoJ to review local football facility requirements

FF workshop held with 90% attendance of Clubs with their own facilities

Significant investment into Springfield Stadium to meet FA ground-grading levels

Grass pitches x 5 graded as “good quality”

Monthly meetings held with Football Foundation Regional Manager

A group of children are playing football on a grassy field. In the foreground, a girl in a purple jersey is about to kick a red and white football. Other children in purple and pink jerseys are scattered around the field. In the background, there is a green fence and some buildings. The text 'FOOTBALL FOR ALL' is overlaid in the center of the image.

FOOTBALL FOR ALL

**ENSURING FOOTBALL IS ACCESSIBLE
TO ANYONE IN JERSEY**



**Wildcats Centres x 4
offering coaching sessions
for 150+ girls aged 5-11**

**Player Development Centre
(girls) provided with
coaching sessions x 36**

**Girls only
Holiday Funweeks x 3
for 90+ girls aged 5-12**

**Jersey Learning Disability FC
created a junior section for
players aged 8-15**

**Girls only
football festivals x 11
organised and delivered**

**In partnership with Brightly
Charity FREE places provided
on Holiday Courses**

**DEMONSTRATING FOOTBALL'S DIVERSITY AND INCLUSIVITY
AT ALL LEVELS OF THE GAME**



**Equality, Diversity & Inclusion
training for Board, Staff and
Referee workforce**

**'Just Play' Walking Football
sessions x 146
for players aged 50+**

**Inclusion Advisory
Group delivered
Rainbow Laces Campaign**

**End of season reviews
held with identified
member Clubs**

**Equality, Diversity & Inclusion
Survey completed
by 350+ players**

**Equality, Diversity & Inclusion
Action Plan developed
for 22-23 season**

Jersey FA Rainbow Laces 2021 Podcast



10:24 / 18:40



YouTube



**SUSTAINING AND
STRENGTHENING
INVOLVEMENT IN FOOTBALL**

**ENSURING A SUITABLE PATHWAY FOR
SUSTAINABILITY IN FOOTBALL**



**Increase of 30% in the
number of registered
male players**

**Community Programme
delivered PE Lessons x 228
in Primary Schools**

**Increase of 52% in the
number of registered
female players**

**Community Programme
Skills Sessions x 448 and
Holiday Funweeks x 12**

**League fixtures x 1,108
organised along with
22 Cup Finals**

**Walking Football
fixtures x 58 for 90 players
from member Clubs x 7**



**TO INSPIRE, SUPPORT AND RETAIN VOLUNTEERS IN THE GAME TO
PROVIDE A WORKFORCE TO SUSTAIN AND INCREASE PARTICIPATION**



**Community Programme
volunteer coaches x 30
provided with mentoring**

**FA Referee Course
organised and delivered
attended by 14 people**

**£120 bursaries x 30
for coaches completing the
FA i2CF Coaching Course**

**Referees x 7 converted
from trainee referees
to Youth 1 or Level 7**

**Coach Development CPD
events x 7 delivered with 57
individual coaches attending**

**98% referee coverage
of open-aged fixtures
during 21-22 season**

**PROVIDING HIGH QUALITY OPPORTUNITIES
FOR JERSEY'S BETTER PLAYERS**



**Centre of Excellence (boys)
squads x 9 provided with
200+ coaching sessions**

**Jersey born youth
players x 3 make international
appearances for Wales**

**Formal Agreements signed
with Southampton and
Fulham FC Academies**

**£11,260 access for
Jersey Bulls FC from GOJ
Travel Grant Scheme**

**Off-Island fixtures at
Fulham FC, Southampton FC
and Dinard FC**

**Inter-Island success
for all Jersey
Representative teams**



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A photograph of four young people (two men and two women) standing on a green grass field. They are all wearing yellow England football kits. The man on the far left is wearing a yellow t-shirt and black shorts. The woman next to him is wearing a yellow t-shirt and black shorts. The woman next to her is wearing a yellow t-shirt and black shorts. The man on the far right is wearing a yellow hoodie and black shorts. In the background, there is a large stadium with white seating and a modern building with a glass facade. The sky is clear and blue.

**DEVELOPING A WELL
GOVERNED AND EFFICIENT
ORGANISATION**

**INVESTING IN OUR PEOPLE & PROCESSES
AND WIDENNG OUR NETWORK**



**93% compliance
with the FA's Code of
Governance**

**Junior Football Forum
held to review the pathway
for youth players**

**1:1 'bespoke' Workshops
held with 50% of Clubs
to support use of IT**

**Effectiveness of all
Committees reviewed during
21-22 season**

**Increased presence at
member Clubs from Board,
Staff and Referee workforce**

**Youth Council
supporting local football
events**



OUR TARGETS

OUR TARGETS



Our Key Performance Indicators are aligned to the FA Grassroots Strategy 2020-24 Survive, Revive, Thrive and are set out as Primary KPI's in the table below. These KPIs as outlined in our Game for Change, Game for Life Strategy 2021-24.

PRIMARY MEASURES	BASELINE 2021	2021/22 TARGET	2021/22 ACTUAL	+ or -
Players				
Registered male players	2,615	2,615	3,397	+30%
Registered female players	272	300	457	+52%
Registered disabled players	23	23	23	Achieved
Referees				
Number of referees	42	42	43	+1
Number of L5-L7 referees	32	32	31	-1
Recruitment measure	11	11	14	+3
Conversion measure	7	7	7	Achieved
Retention measure	34	34	32	-2
Coach Education and Development				
Youth teams with a qualified coach	76.6%	89%	76%	-13%
Continued professional development measure	0	20%	20%	Achieved
Pitches				
Quality Grass Pitches	0	1	5	+4
New 11 v 11 3g Pitches	0	0	0	Not applicable
Clubs				
England Football Accreditation - Adult Clubs	88%	88%	87%	-1%
England Football Accreditation - Youth Clubs	100%	89%	90%	+1%



JerseyFA



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