



Strategic plan to support the growth and development of football 2018-21

Our Vision:

Football for all.

Our Mission:

Inspiring a lifelong journey in football for all.

Our Values:

Pride, integrity, excellence, collaboration.

Our Ambition:

To continue to provide the structure and support that facilitates the growth and development of the game to meet the needs of our stakeholders.

Our strategy: how will we achieve our ambition?

Key strategic pillars: High quality introduction for children to football; Develop Clubs and Leagues to meet modern players needs; Embrace all formats; Engage all participants, Recruit, develop and support the workforce; Develop sustainable facilities.

Male Pathway

- Sustain the current number of affiliated 11v11, 9v9, 7v7 and 6v6 teams.
- Develop the recreational offer to increase regular male participation.
- Raise standards in affiliated Clubs and the League (including Charter Standard retention) to provide a competition structure 'fit for purpose' for the grassroots game.
- Grow the programme of in-curricular coaching, after school clubs and holiday courses for 5-11 year old male players.
- Sustain and enhance the talent pathway for male players to 'Play for Jersey'.

Female Pathway

- Sustain the current number of affiliated 11v11, 9v9 and 7v7 teams.
- Develop the recreational offer to increase regular female participation.
- Raise standards in affiliated Clubs and the League (including Charter Standard retention) to provide a competition structure 'fit for purpose' for the grassroots game.
- Grow the programme of in-curricular coaching, Wildcats Centres and holiday courses for 5-11 year old female players.
- Sustain and enhance the talent pathway for female players to 'Play for Jersey'.

Disability Pathway

- Sustain the current provision for players with a disability.
- Develop the recreational offer to increase regular participation.

Recruit, Develop and Support the Football Workforce

- Provide a coach education and development programme for Male, Female, BAME and Disabled coaches.
- Work with affiliated Clubs to encourage all Youth teams

What will success look like?

- The safeguarding of children will be fully integrated within and across all football activities.
- Football will be recognised as Jersey's number one participation sport.
- There will be increased investment of time & money into the game to provide football development.
- Player participation levels, across the whole game, will have increased.
- There will be sufficient number of qualified Referees to meet demands.
- There will be an established programme of games for players to represent Jersey at all levels.
- The Jersey FA will be acknowledged as an efficient, well run governing body that adds value.

(u18s and below) to have an FA qualified coach.

- Effectively use the affiliate FA Tutor Workforce (to include coaching, refereeing, medical and safeguarding).
- Develop a strategy which will sustain and increase the number of volunteers required for the needs of the game.
- Recruit, retain and reward the Referee workforce (male, female and BAME) to ensure a qualified official at every game.

Develop Sustainable Football Facilities

- Review and produce a Jersey FA Facilities Plan for 2019-22.
- Work with the States of Jersey and affiliated Clubs to maximise the use of the playing stock.
- Work in partnership with the States of Jersey to increase the number of AGP pitches on the Island.

Running the Game

- Embed Safeguarding Operating Standards across all areas of the game.
- Ensure all disciplinary procedures and processes are consistently applied across the Jersey FA.
- Using WGS to register all players playing affiliated football on an annual basis.
- Embed IAG and Youth Volunteering Programme into our structure and operations.
- Develop collaborative relationships with the Primary and Secondary schools football network.

The Business

- Sustain a 'fit for purpose' Corporate Governance Leadership Model that oversees our strategy.
- Establish a robust performance management framework for all full-time members of staff.
- Improve the effectiveness of our Marketing and Communications.
- Develop an effective Customer Excellence Strategy.
- Provide efficient Financial Management processes to develop the business.