

## CHIEF EXECUTIVE REPORT – July 2020

Executive: Kelly Ellis



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### **Return to Football**

After a period of four months of the lockdown measures associated with Covid 19, you will be aware that The FA announced a Return to Football on Saturday 18<sup>th</sup> July. [Click here for the latest announcement.](#) Our County has obviously had the additional challenges of the local lockdown which remains in place across Leicester and Oadby & Wigston. Further information [can be found here.](#)

The Association will be fully supporting our Leagues, Clubs and Referees through the return to football administration process. In preparation for the 2020-21 season, Affiliation was opened on the 15<sup>th</sup> June, League Sanctioning from 8<sup>th</sup> July and Referee Registration from the 15<sup>th</sup> July.

### **Covid 19 Impact**

Covid-19 has had a significant impact on the LRCFA and we now have a greater understanding of the long-term and irreversible effect of the pandemic on our finances.

It might seem that football has weathered the storm by getting the top flight men's game playing again in June and the return of the grassroots game due to restart from July. However, unfortunately the past few months have impacted the Association severely and we have lost a significant amount of money that we can never recoup. We also anticipate that many of our future revenue streams will be affected for a considerable time.

The high level of uncertainty in our landscape means that we have had to plan for a whole range of potential scenarios. The recent announcement of the return to football is incredible positive to help shape the timescales of the scenarios. However, the financial impact upon the Association has and will continue to be significant.

### **LRCFA Business Plan**

The Association will be revisiting the existing three-year Business Plan (2018-11) in line with the short term and longer-term impacts of Covid 19.

### **LRCFA Operational Plan**

The Association has written a three-year operational plan (2018-2021) to deliver of the following five FA National Game Strategy objectives,

- a) High quality introduction to football.
- b) Develop clubs & leagues.
- c) Embrace all formats, engage all participants.
- d) Recruit, develop and support the workforce.
- e) Develop sustainable football facilities.

The impact of Covid 19 has resulted in a reduction of 14% FA funding for the third year of the strategy. As the return to football has now been announced we await to see what if any changes are made to the Associations Key Performance Indicators.

Despite what was a very early end to the season the LRCFA was still able to hit 13 out of 17 KPIs set by the FA. At our last FA quarterly review meeting in February the FA were very pleased with our progress and we looked on course to meet the yearly KPIs for the second year as part of the FA's 3-year strategy. There has been growth in the female, disability and futsal pathway whilst there has been a decline in the number of male players. We have 19 Girl's Wildcats centres across Leicestershire and Rutland. 90% of youth teams and 50% of adult teams now play within a Charter Standard club. Over 95% of youth teams have a coach with a Level 1 Qualification and we are educating more and more female and BAME coaches each season. The LRCFA has 541 registered referees with 54 identifying as BAME and 54 females.

Appendix 1 illustrates the progress made against each of the LRCFA Key Performance Indicators by July 2020.

### **Executive**

As part of the financial management process and proactive response to Covid 19, 15 staff members were placed on furlough leave in early April leaving 4 staff to oversee all County FA business and operational matters. Changes to furlough leave have been made during this time to ensure the ongoing maintenance requirements of Holmes Park are met as well as the planning and administration process for the return to football. I would like to extend my personal thanks to all the Associations staff for the way in which they have dealt with these uncertain times.

In June, our Groundsman James Orton was successful with a job opportunity at Leicester City FC and joined their award-winning grounds team. James has worked for the Association for five years and we wish him all the very best in his new role.

### **Safeguarding**

All individuals whose DBS checks were due to expire between 1 March 2020 and 1 October 2020 will not be required to renew their DBS checks until 1 year after the scheduled date of expiry. All referees registering in youth football are required to have an in-date DBS and safeguarding training for the start of the 2020/21 season. However, the following temporary measures have been introduced:

- If a referees existing DBS expires between 1 March 2020 and 1 October 2020, the FA have extended the date as mentioned above
- Where referees do not have an in date Safeguarding workshop, CFAs will monitor and will work with these referees to complete this ready for 2021/22 season

The focus for FA DBS Checks needs to be on new volunteers (in both youth and open-age adult football where there are U18s). On the 13<sup>th</sup> July the FA released guidance on completing Face to Face which included

- GBG Update
- Template Letter for Clubs
- Using DBS Integration
- Post Office Verification

Access to all of The FAs guidance on 'Safer Recruitment and DBS Checks can be found here <http://www.thefa.com/football-rules-governance/safeguarding/section-3-safer-recruitment-and-dbs-checks>

### **Non-Executive Director & Inclusion Advisory Group Chair**

On the 14<sup>th</sup> July LRCFA announced Professor Surinder Sharma had been appointed Non-Executive Director and Inclusion Advisory Group Chair at Leicestershire & Rutland County FA

LRCFA has launched its Inclusion Advisory Group (IAG) with a view to further progress and streamline the work towards the objective of “Football for All”.

The IAG is an independent body which provides advice to the LRCFA Board on matters of equality, diversity and inclusion to ensure children, young people and adults of all backgrounds and communities can access high-quality opportunities across grassroots football.

Furthermore, the work of the IAG will further strengthen strategic relationships with external organisations who are working with and towards similar objectives and purpose.

### **LRCFA Headquarters**

Holmes Park has been closed to staff, user groups and visitors since Tuesday 17<sup>th</sup> March. Staff members have been on site to carry out essential maintenance work and maintain the grass pitch. Work is currently ongoing with regards to the impact of Covid 19 on the facility operation.

I look forward to seeing you at the meeting.

Kelly

## Weekly KPI Report - Leicestershire & Rutland FA View

### NGS Overview (Weekly Cut: 2020-06-28)

#### Player Pathways

	Performance Monitoring			
	Baseline (2017 - 2018)	2018 - 2019 Actual (Data Cut + Reg Rec)	2019 - 2020 Jan 5th Player Data Cut	2019 - 2020 Regular Rec
01. Male Pathway	29,282	29,593	28,677	6
02. Female Pathway	3,012	3,157	3,557	0
03. Disability Pathway	940	1,003	1,000	0
04. Futsal Pathway	890	1,136	1,880	0
<b>Total</b>	<b>34,124</b>	<b>34,889</b>	<b>35,114</b>	<b>6</b>

#### FA Charter Standard

	Performance Monitoring			
	Baseline (2017 - 2018)	2018 - 2019 Actual (Data Cut)	2019 - 2020 Jan 5th Team Data Cut	2019 - 2020 Target
05. Youth FA Charter Standard	78.95%	79.58%	87.79%	92.00%
06. Adult FA Charter Standard	30.30%	30.59%	46.07%	43.00%
<b>Total</b>	<b>65.54%</b>	<b>65.94%</b>	<b>78.27%</b>	<b>N/A</b>

#### Other KPIs

	2019-20 End of Season Performance			
	Baseline (2017 - 2018)	2018 - 2019 Actual (Data Cut)	2019 - 2020 Data Cut	2019 - 2020 Target
02.1 SSE Wildcats	14	19	19	15
07. Safeguarding Operating Standard	Conditional Pass	Meets the Standard	Not Assessed	Meet the Standard
08. Respect	N/A	87%	89.8%	88%
09. Player Reg Coverage	68.00%	83.68%	81.66%	75.00%
11. Youth Teams with an FA Qualified Coach	92.00%	94.54%	95.23%	98.00%
12.1 Female Coaches - Level 1	N/A	32	24	24

12.2 Female Coaches - Level 2	N/A	11	8	7
12.3 Female Coaches - UEFA B	N/A	2	0	N/A
13.1 BAME Coaches - Level 1	N/A	54	57	51
13.2 BAME Coaches - Level 2	N/A	18	8	13
13.3 BAME Coaches - UEFA B	N/A	6	0	N/A
14. # Referees	533	553	541	533
15. Female Referees	26	61	54	52
16. BAME Referees	N/A	66	54	48
17. Grass Pitches Improved	N/A	14	28	86

		2019 - 2020 Current Season Performance		
2019 - 2020 Target	2019 - 2020 Target Performance	2019 - 2020 Affiliation	2019 - 2020 Regular Rec	2019 - 2020 Current
31,184	-2,501	30,048	6	30,054
3,438	119	3,748	0	3,748
1,000	0	1,000	0	1,000
N/A	N/A	1,870	0	1,870
N/A	N/A	36,666	6	36,672

	2019 - 2020 Current Season Performance
2019 - 2020 Target Performance	2019 - 2020 Current
-4.21%	90.67%
3.07%	49.53%
N/A	81.73%

2019 - 2020 Target Performance
4
Target Not Met
2%
6.66%
-2.77%
0

1
N/A
6
-5
N/A
8
2
6
-58

## FA DELEGATE REPORT – July 2020

Kelly Ellis



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### Covid 19

Covid-19 has had a significant impact on The FA. The pandemic immediately affected the end of season fixtures, concerts and European Championship matches scheduled to be hosted at Wembley.

Whilst the top flight men's game resumed playing in June, unfortunately the past few months have impacted The FA severely with a loss of a significant amount of money that can never be recoup.

The FA are currently planning for potential losses of approximately £300m over the next four years. As a not-for-profit organisation, this will be a considerable hit. Over recent months, The FA have analysed the budget of every division in order to identify the most suitable areas to make costs savings. and the situation has worsened to a point where we now need to reduce the size of The FA in order to deal with the financial impact of the crisis. The FA aims to emerge in the strongest possible state and be ready for better times in the future.

### FA Education

The FA Education department is currently undergoing a significant transformation. County FA's are now aware that Coach Education courses will become centralised through The FA with a focus on adapting to new online learning methods from 2021. Referee Education will become a hybrid of online learning and face to face learning.

### The FA Code of Governance for County FA's

The FA Code of Governance means each County FA can assess their current practices against the highest standard of corporate governance in football, supporting their development and ensuring they have the structures, functional operations and decision-making processes in place to offer the best possible service to the game at a local level.

The code outlines key requirements underpinned by five key principles: structure; people; communication; standards and conduct; and policies and processes.

As the national sport that millions of people play and support across the country, it is important that The FA and the CFAs serve and lead the game as effectively as possible. This new regional code of governance will support that by ensuring County FAs are best placed to deliver football as well as represent and support the communities they serve.

<http://www.thefa.com/-/media/thefacom-new/files/about-the-fa/2020/county-fa-code-of-governance.ashx>

### Code of Equality in Football Leadership

Following the 'Black Lives Matter' campaign and the subsequent spotlight on Diversity & Inclusion, Paul Elliott, the Chair of The FA's Inclusion and Advisory Board wrote an open letter to English football to unite against racism. The FA through the National Game Board are now establishing a Football Leadership & Diversity Code.