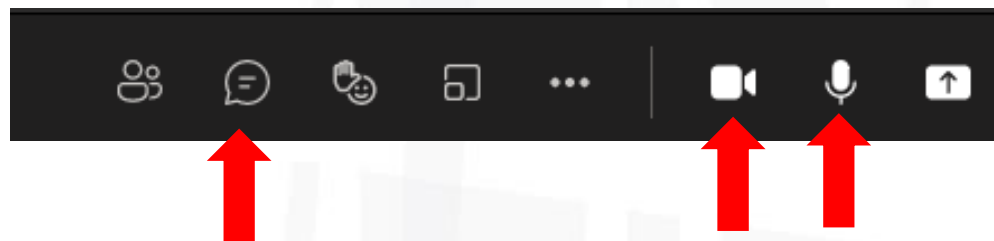
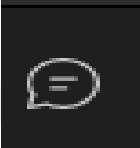


26.04.2021 – London FA Club Webinar



Housekeeping



- Microphones on mute
- Cameras on (If possible)
- If you have a question, please post this in the chat. 
- We want your voices heard, but please be respectable when asking your question
- The webinar will be recorded and uploaded to our Webinars webpage.



LondonFA

CEO Update



LondonFA

2017/18 teams	2021/22 teams	Difference
3079	5115	+ 2036

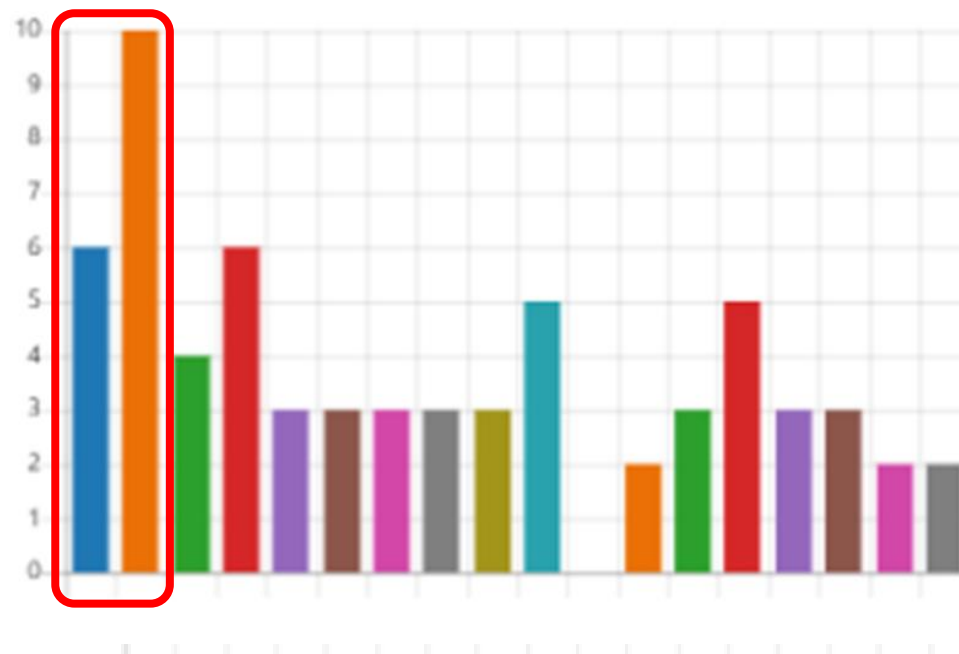
Stakeholder feedback



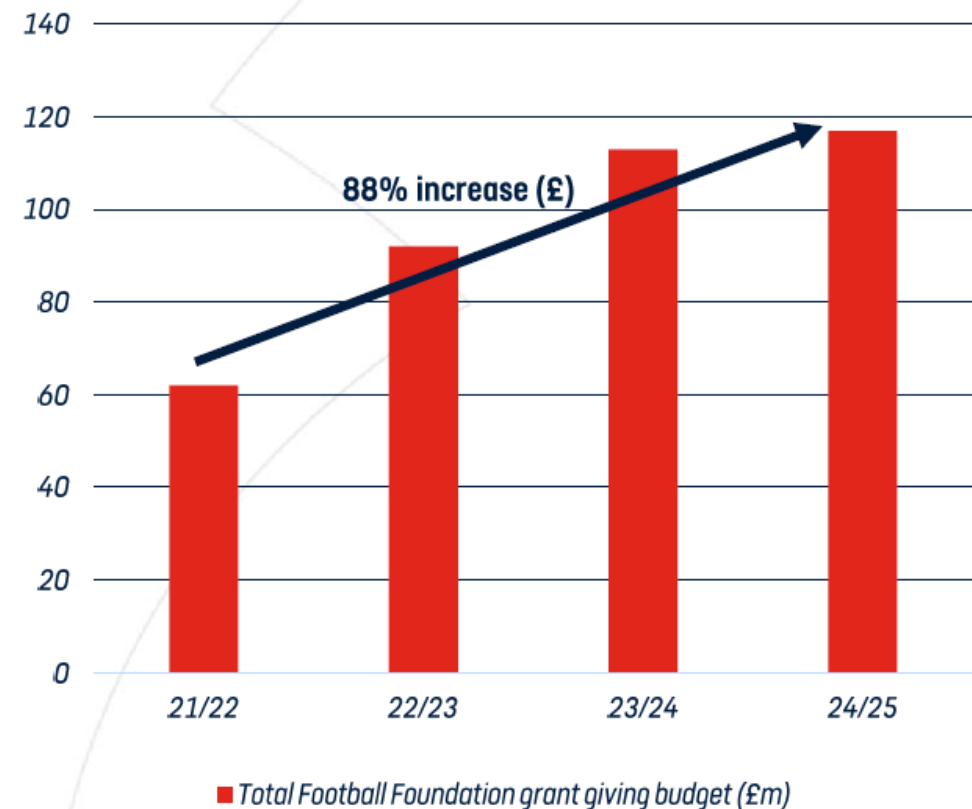
LondonFA

Q:What areas does your league need support with (if any)?

Pitches and Facilities	6
Referees	10
League Administration	4
Player Registration	6
Marketing	3
League Website	3
Finding Teams	3
Safeguarding - DBS	3
Safeguarding - Welfare Officer...	3
Volunteer Recruitment	5
Creating New Divisions	0
England Football Accreditation	2
Recruit/Train League Officers	3
Sponsorship	5
Discipline	3
Affiliation	3
Cup Competitions	2
Other	2



- *88% increase*
- *£172m additional*
- *£322m grant giving budget*
- *>£500m total investment*
- *Significant opportunity to improve facilities in your local area*



London FA Facilities Plan



- 3G facility projects:
 - Clapham Common, Whitefoot Lane, Charlton Park & Meath Gardens
- Existing grass pitch quality
- Explore 'hybrid pitch' option
- Playzone small-sided facility programme

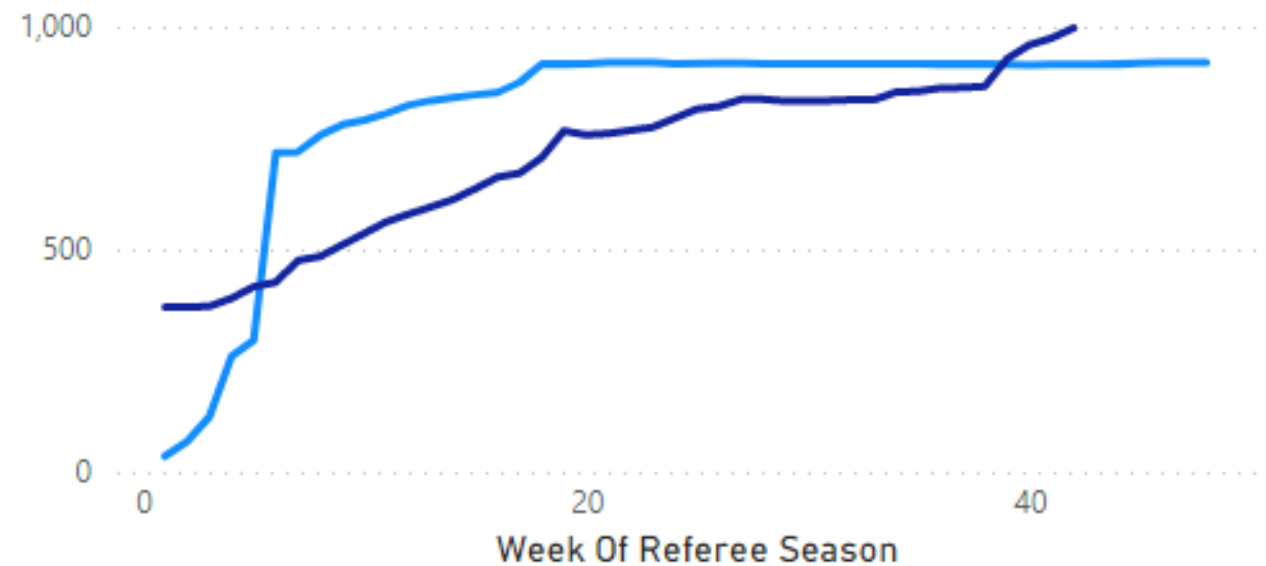
Referee training & recruitment

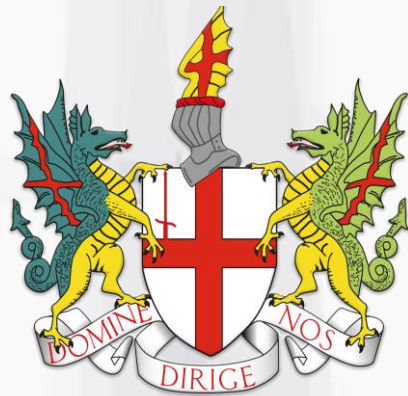


Count of WGSContactID

BY SEASON, WEEK OF REFEREE SEASON

Season ● 2020 - 2021 ● 2021 - 2022





London FA

London FA Racial Equality Action Plan

March 2022

5. HEADLINE GOALS AND OBJECTIVES



SAFER ENVIRONMENTS FOR PEOPLE TO THRIVE

1.1

Embed safeguarding into all of London FA's work

1.2

Increase safeguarding awareness across the London football network

1.3

Faster and more robust processing of poor on-pitch discipline



LEAD THE GROWTH OF STRUCTURED FOOTBALL IN LONDON

2.1

Halt the decline in the male affiliated game

2.2

Double the number of female players by 2025

2.3

Drive growth across the recreational game

2.4

Provide more opportunities for specific under-represented groups



DEVELOP A WORKFORCE THAT IS AS DIVERSE AS THE CITY ITSELF

3.1

More active and diverse coaches

3.2

More active and diverse referees

3.3

More active and diverse administrators



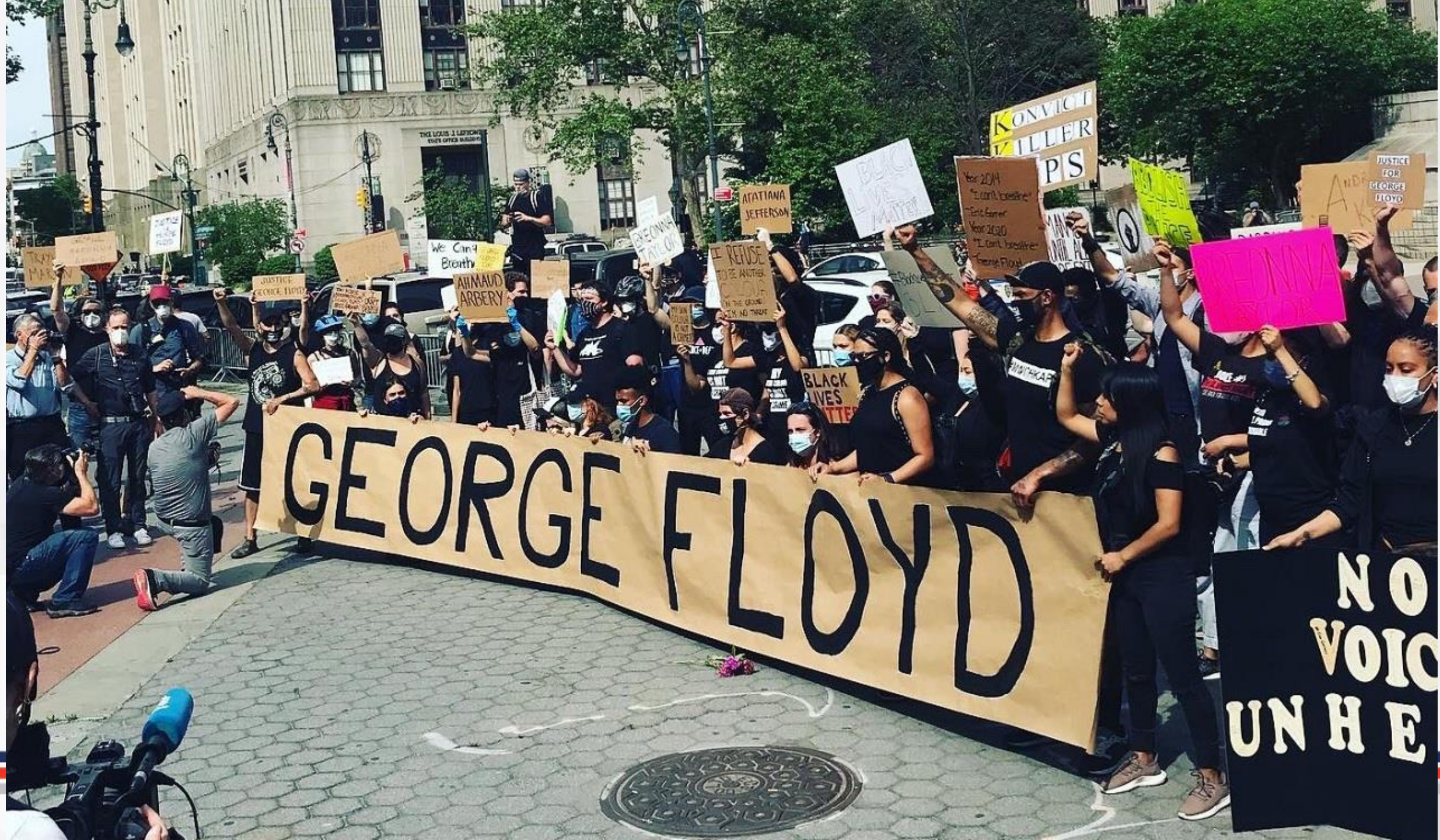
IMPROVE THE BUSINESS, TO BETTER SERVE OUR MEMBERS

4.1

More engaged and satisfied members

4.2

Improved management of our finances, to re-invest back into the game



2020 / 21 areas of focus



- Board & Council Governance Reform
- FA Regional Discipline Officer Programme
- Racial Equality Training
- Communications
- Reformed Inclusion Advisory Group (IAG)
- Independent IAG Chair
- Updated IAG Plan
- Foundation Level – Equality Standard

MOVING THE DIAL ON DIVERSITY

One Year On: A Transparency Review of UK Music's Ten-Point Plan



Ten-Point
Plan



UK Music Diversity Taskforce March 2020 | Jennifer Geddes ©

2020 / 21 areas of focus



- Board & Council Governance Reform
- FA Regional Discipline Officer Programme
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- Communications
- Reformed Inclusion Advisory Group (IAG)
- Independent IAG Chair
- Updated IAG Plan
- Foundation Level – Equality Standard
- **London FA Racial Equality Group**
- **Racial Equality Consultation & Action Plan**

Summer
2021

- Member consultation
- Quantitative & qualitative

Autumn
2021

- Report writing & sign off

December
2021

- Action Planning Working Sessions
- Inclusion Advisory / Racial Equality Group, Staff & Board

January
2022

- Stakeholder engagement (The FA)
- Resourcing plan

February
2022

- Board sign off (plan & resources)

Main report findings



LondonFA

- A consensus that racism exists in grassroots football in London
- Football is still perceived as a predominantly white institution, especially in relation to positions of power and influence
- People from diverse ethnic communities have to navigate 'white spaces' and there is a lack of lived experiences

1. Culture

- Institutional racism exists and manifests itself in a lack of representation across coaching and other senior roles across football
- Racism manifests itself both overtly but also in more subtle ways, for example, racial stereotyping and perceptions of unfairness / inequality

2. Training & Development

- There is a lack of clarity across London FA members on who to report to and how to report instances of racism and discrimination

- There is a serious lack of confidence in existing mechanisms for reporting racism and in the disciplinary processes

3. Communications

- There is a perception that racism in football is so widespread and therefore racism is explicitly condoned

4. Football Disciplinary



ENGLAND
FOOTBALL

LONDON FA RACIAL EQUALITY ACTION PLAN

March 2022 – June 2024





LondonFA



1. Culture change



Action	Measurement	Who	Timescale	Costs
A. Increase the diversity of London FA's coaching workforce (specific programme focussed on racially minoritised groups, to follow on from 100FC project)	<ul style="list-style-type: none"> Power BI 	NF (EJR)	Long-term	£5,000 (tbc) FA P&I Funding, 2022-23 LFA CC time
B. Increase the diversity of London's refereeing workforce (specific programme focussed on racially minoritised groups, e.g. Hackney Scholarship Programme)	<ul style="list-style-type: none"> Power BI 	DD (EJR)	Long-term	£5,000 (tbc) FA P&I Funding, 2022-23 LFA WDO time
C. Identify and target specific geographical areas in London and use football as a tool to increase community cohesion and improve the relationships between different ethnic groups	<ul style="list-style-type: none"> Sport England Monitoring & Evaluation Framework 	AB	Long-term	£4,150 FA Youth Retention Hub Funding
D. Achieve the updated Sport England/UK Sport Code of Sports Governance and the FA's Code of Governance for County FAs	<ul style="list-style-type: none"> FA Code Equality Standard (Prelim Level) 	PB	Short-term	No direct costs CEO time
E. Cascade governance reforms across all of London FA's structures, with a focus on Committees and Working Groups	<ul style="list-style-type: none"> Annual diversity audit Committee ToR 	PB (TB)	Long-term	No direct costs CEO/INED time
F. Detailed review of London FA's recruitment processes and policies, to ensure they encourage more applications from racially minoritised groups (inc. reviewing consultant E,D&I policies if relevant)	<ul style="list-style-type: none"> Diversity data through application process 	PB (IdC,JB)	Medium-Term	No direct costs Voluntary support from IdC CEO time
G. Review the London FA Behaviour Framework and internal codes of conduct to ensure equality, diversity and inclusion is built into the organisation's values	<ul style="list-style-type: none"> Updated framework Updated codes of conduct 	PB (IdC,JB)	Short term	No direct costs Voluntary support from IdC CEO time

Additional Staffing & Resource Requirements



Item	Costs	Details
Administrative staffing support	£100,500 <i>1 x FD Administrator</i> <i>1 x FS Administrator</i>	<ul style="list-style-type: none">• To release staff time to deliver specific projects• Create additional Football Services capacity• Fixed term contract up to end 2023/24 season (27 months)• Taken from London FA cash reserves
PR / MarComs Support	£7,000 <i>1 x MarComs Intern</i> <i>(voluntary student placement)</i>	<ul style="list-style-type: none">• PR support to launch racial equality action plan• Expertise & support on specific projects:<ul style="list-style-type: none">◦ <i>Campaign (Comms, 2)</i>◦ <i>LFA website restructure (Comms, 3)</i>◦ <i>Discipline resources (Football Disc., 4)</i>• Taken from FA Perf & Innov. Fund• Annual cost
Specific Project Delivery Costs	£19,600	<ul style="list-style-type: none">• Taken from FA Perf & Innov. Fund• Annual cost

Next steps



- Launch – April 2022
- Internal Operational Management Group – March 2022
- Detailed operational plan and targets – 2021-22 season
- Main project delivery to start – Sept 2022



LondonFA

Women & Girls

VITALITY WOMEN'S FA CUP FINAL 2022

**BUY YOUR
TICKETS NOW**

SUNDAY 15 MAY

ADULTS FROM £20
KIDS ONLY £2.50
STUDENTS AND OVER 65 ONLY £10

[WEMBLEYSTADIUM.COM/TICKETS](https://www.wembleystadium.com/tickets)



WEMBLEY STADIUM CONNECTED BY EE

**TICKETS
ON SALE
NOW**

BUY NOW
[UEFA.COM/
WOMENSEURO](https://uefa.com/womenseuro)



#LetGirlsPlay Football Sessions

An opportunity for women and girls' to give football a-go

WHAT – During July, opportunities for females to play football in local community

WHO – clubs with no female provision / pathway gaps / increase players / Accreditation status / disability sessions / adult recreational

WHEN – Registration opens 10th May

HOW – Events platform, promoted nationally, expecting 100,000s to be looking for activity

WHAT NEXT – Wildcats opens early, Barclays Fund (Sported) £500 to diversify your club offer, Female Friendly Club Training





Resources & key dates

- **Last few workshops!!**
FA Female Friendly Club Toolkit & Training: <https://bit.ly/3E38ZYQ>
(includes Stepping Over the Sidelines pilot invite 16th May)
- **#LetGirlsPlay**
Registration opens 10th May: <https://bit.ly/33OYJGs>
- **Affiliation**
Register new teams/sessions (“find football”)
Enter Girls County Cups
- **100FC** applications reopen during affiliation
- **Weetabix Wildcats | Squad | Just Play**
Applications reopen from August 2022
- **#RoadtoWEuro22** <https://bit.ly/3jMqEgdc>



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Discipline



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Safeguarding Updates for 2022/2023 Season



LondonFA

Contents



- Club Visits Feedback
- Safeguarding Compliance requirements.
- DBS Ticket system for upcoming season.



Safeguarding Visit Feedback



Highly Positive experience for all staff.

High standard of safeguarding provision.

98% of clubs passing visit.



Safeguarding Visit Feedback



Positives	Areas of Improvement
Very positive feedback from players and parents.	Making the CWO role more prominent within clubs.
Compliance and documentation a high standard.	Ensure First Aid kits are available.
Great examples of managing poor practice.	Keeping records up to date.



Safeguarding Requirements



- As usual, all coaches must obtain an enhanced DBS through WGS
Cannot affiliate without.
- NEW: All officials are now required to complete the FA Safeguarding for children course.
 - Clubs that have coaches without qualification will be viewed as 'Non-compliant'
 - Open Age CWOs need safeguarding for all only



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London FA's new DBS Ticket System



LondonFA

Questions

Responses

London FA DBS Inquiry Form

We are using a form system to manage DBS enquires. Fill in the form below and we will address. We will be in touch if we need further information.



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London FA's new DBS Ticket System



Allows for a more organised approach to DBS system.

Allows LFA to store and house all enquires.

Removes the 'back and forth' nature of emailing in.





LondonFA



LondonFA

**Affiliation
2022-23 season**

Affiliation 2022-23



- Affiliation overview
- Support to clubs
- Timeline
- Club and Team Fees
- County Cups
- League Sanctioning

Club Affiliation Overview



- Opening on 16th May 2022
- Clubs will have a designated affiliation lead to support them through the journey.
- Club affiliation guide and checklist to help guide clubs through the process.
- Early bird discount ends on 31st July. Late affiliation fee will be imposed from 1st August 2022 if not at ready for review.

Club Affiliation Overview



- For the sixth season running, we have not raised our affiliation fees.
- Public Liability Insurance will also be staying the same.
- Prior to the start of the COVID-19 pandemic, our insurance provider increased Personal Accident Insurance for both Youth and Adult teams slightly.
- Throughout the pandemic we were able to negotiate a 23% reduction in these costs; however, we can now confirm they have returned to pre-pandemic levels.

Club Affiliations Timeline

Item	Key Dates	Lead
Clubs Webinar <ul style="list-style-type: none"> ○ Check all qualifications are in date ○ Get DBS sorted before affiliation opens ○ Reminder to clear all club debts 	26 th April 2022	London FA
Club affiliation opens	16 th May 2022	Clubs *Clubs will have a dedicated member of staff to help with their affiliation
Affiliation drop-in support with affiliation lead	June – July 2022	London FA
Early bird discount ends (after this date a late affiliation fee of £50 will be added) if not submitted your affiliation to us	31 st July 2022	London FA
Support with player registration via the Club Portal	July - August 2022 (Opens from 5th July)	Support from the playerreg@londonfa.com email
League season starts	From 1 st September 2022	Leagues



Club Type	Club Affiliation Fee	Team Affiliation Fee (Per Team)	Sportsguard Public Liability (1 per club)	Sportsguard Personal Accident (Basic) Per Team	Sportsguard Personal Accident (Excellence 30) Per Team	Sportsguard Personal Accident (Excellence 50) Per Team	Sportsguard Personal Accident (Excellence 75) Per Team	Sportsguard Personal Accident (Excellence 100) Per Team
Premier League	£275.00	£20.00	Not covered by Sportsguard	Not covered by Sportsguard	Not covered by Sportsguard	Not covered by Sportsguard	Not covered by Sportsguard	Not covered by Sportsguard
Football League	£175.00	£20.00	Not covered by Sportsguard	Not covered by Sportsguard	Not covered by Sportsguard	Not covered by Sportsguard	Not covered by Sportsguard	Not covered by Sportsguard
Senior Clubs (step 1- 5)	£105.00	£20.00	£16.00 (only applicable to Step 5 clubs)	£27.00 (only applicable to Step 5 clubs)	£40.00 (only applicable to Step 5 clubs)	£72.00 (only applicable to Step 5 clubs)	£108.00 (only applicable to Step 5 clubs)	£138.00 (only applicable to Step 5 clubs)
Senior Clubs (step 6 – 7)	£80.00	£20.00	£16.00	£27.00	£40.00	£72.00	£108.00	£138.00
Adults Clubs- Men and Women (Saturday, Sunday, Midweek, Veterans)	£30.00	£20.00	£16.00	£27.00	£40.00	£72.00	£108.00	£138.00
Youth (U18 and below)	£10.00	£10.00	£16.00	£15.00	N/A	N/A	N/A	N/A
Development Football (U5/U6)	£10.00	£0.00	£16.00	£15.00	N/A	N/A	N/A	N/A
Adult small sided	£5.00	£5.00	£16.00	£13.50	Please contact LFA for prices	Please contact LFA for prices	Please contact LFA for prices	Please contact LFA for prices
Walking Football	£0.00	£0.00	£16.00	£13.50	Please contact LFA for prices	Please contact LFA for prices	Please contact LFA for prices	Please contact LFA for prices
Disability	£0.00	£0.00	£16.00	£13.50	Please contact LFA for prices	Please contact LFA for prices	Please contact LFA for prices	Please contact LFA for prices

County Cup Fees

County Cup Competition	Cost Per Team
London Senior Cup (for Clubs Step 1-5)	£30
London Senior Trophy (for Clubs Steps 6 -7)	£25
London Saturday Junior Cup	£25
London Sunday Challenge Cup	£25
London Sunday Trophy	£25
London Sunday Junior Cup	£25
Capital Women's Cup* Subject to approval	£20
London Veterans Cup	£25
London Girls Cup – Saturday/Sunday (U12-U18)	£20
London Youth Cup – Saturday (U12 – U18)	£20
London Youth Cup – Sunday (U12 – U18)	£20



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Player Registration Updates

Player Registration Overview



- Online consent lasts for five seasons, so should be a simple process for clubs to submit their players to the league.
- Offline consent only lasts for one season, so clubs will need to complete this process again.
- Clubs can submit players to your league from 5th July 2022.
- Player photos; please make sure when submitting your players, it is an actual head and shoulders shot.
- We strongly encourage all clubs to access their Club Portal (clubs.thefa.com) account and detach any players that are no longer part of your club.



London FA Dream Team (IT Test)

Grassroots Service Desk



To raise a ticket through the grassroots service desk , please use the following <https://grassrootstechnology.freshdesk.com/support/tickets/new> instead of the email address (GrassrootsTechnology@thefa.com)

Submit a ticket

Requester *

[Add cc](#)

Subject *

FAN (FA Number)

Role *

League / Club Name

*Best to contact London FA first, who can look to help resolve your query much quicker.

Grassroots Technology Hub

<https://grassrootstechnology.freshdesk.com/support/solutions/48000265985>



LondonFA

Player Registration

Full-Time

The FA Matchday App

Events Platform

Whole Game System

Club Portal- Adding Team Officials in



You can now add/remove your team officials through the Club Portal ([Clubs.thefa.com](https://clubs.thefa.com)) by using the '**Officials**' tab instead of doing this in WGS as in the past.

Best to do this now, so you are ready for when affiliation opens on 16th May.

Club Portal



PART OF ENGLAND FOOTBALL

London FA Dre...
County Admin

Dashboard

My Club

Players

Teams

Officials

Officials

All Officials

Key Officials

Safeguarding

Show Filters

Search Official

NAME*

57096077

DATE OF BIRTH*

28/06/1994

Clear Search

More Options

1 Official Found

Official Name	Age	Current Club	Action
Aquila Burgess	27 Male	WGSO Central, WGSO South, London FA Dream Team (IT Test)	

Club Portal- Add Official



Club Roles

Team Roles

Select Role

All Officials

☒ Accreditation

☒ Discipline

☒ Executive

☒ Football Development

☐ Club Coach

☐ Community Officer

Please select the role(s) for:
Aquila Burgess

Club Roles

Team Roles

Select Role

☒ Administrator

☒ Coach

☒ Manager

☐ Assistant Team Manager

☒ Team Manager

☒ Medical

Search Teams

☐ Baldon Sports (Youth) U10 Falcons

☐ Baldon Sports (Youth) U10 Lions

☐ Baldon Sports (Youth) U10 Panthers

☐ Baldon Sports (Youth) U10 Pumas

☐ Baldon Sports (Youth) U10 Tigers

☐ Baldon Sports (Youth) U11 Orange

☐ Baldon Sports (Youth) U12 Blue

Club Portal- DBS Glitch



*When trying to add a coach through Club Portal, if it doesn't allow you to assign them as a Club Coach, select the 'Community Coach' option found in the Football Development drop down. This can occasionally happen even if the individual has an in-date DBS on their FAN.

Once this has been completed, the system will then update to see whether a DBS can be found. Replace the coach as Community Coach and add as 'Club Coach'.

QUESTIONS

Any questions or support required, please email
development@londonfa.com or playerreg@londonfa.com
inbox.





LondonFA

AOB

England Football Accreditation



AFC Collective Old Oak
Aloysius FC
Anubis FC
Clapton
Eltham Palace FC
FCE Crouch End FC
Greenwich Peninsula
Julians FC
Katanga Youth FC
Kiwi
Latin Football
LCA
London Athletico

Mondial FC
Northcote Elite FC
Racing FC
Roehampton University
Rose & Crown
Rose FC
Rosendale Sports
Saving Souls
Spartak London
Spiceborough FC
Sporting London FC
Wimpole Mews FC



The image shows a red rectangular board with a green grass border, displaying a list of football clubs and their accreditation status. At the top left is the LondonFA logo, and at the top right is the England Football logo. The list is organized into two columns, with each club name followed by a star rating (1 to 5 stars) and then the club name again followed by a star rating. The clubs are listed in alphabetical order by name.

Club	Stars	Club	Stars
Alexandra Park Youth F.C.	★★★	AFC Lewisham	★★
Athenlay (Youth) F.C.	★★★★	AFC Leyton	★★
Balham F.C.	★★★★	AFC Southgate (Youth)	★★
Beckenham Town Junior (Youth) F.C.	★★★★	AFC Wimbledon Ladies	★★
Bloomsbury F.C.	★★★★	Badu F.C.	★★
Broomwood FC (Youth)	★★★★	Barking F.C.	★★
Crayford Arrows (Youth) F.C.	★★★★	BedHead (Youth) F.C.	★★
Danson Sports Football Club F.C.	★★★★	Camden (Youth) FC	★★
Dulwich Village F.C.	★★★★	Charlton Athletic Girls F.C.	★★
Foots Cray Lions JFC (Youth)	★★★★	Clapham Rangers (Y) F.C.	★★
Junior Reds (Youth) F.C.	★★★★	Dalmain Athletic Girls F.C.	★★
Long Lane F.C.	★★★★	Doverhouse Lions Youth, Disability, Adults, & Girls F.C.	★★
Pettis Wood (Youth) F.C.	★★★★	East End Lions Football Club F.C.	★★
Regents Park (Youth) F.C.	★★★★	East London Ladies F.C.	★★
Sporting Duet (Youth) F.C.	★★★★	European Football Academy F.C.	★★
Welling United FC	★★★★	FC Elmstead (1958) (Youth)	★★
AFC Craydon Athletic	★★	FC Elmstead (1958) (Youth)	★★

The Grassroots Football Awards

Nominations have opened
Nominations close on **May 16th**



- Grassroots Coach of the Year for Youth
- Grassroots Coach of the Year for Adults
- Grassroots Club of the Year
- Grassroots League of the Year
- Grassroots Volunteer of the Year
- Rising Star of the Year
- Grassroots Grounds Team of the Year
- Grassroots Project of the Year
- Grassroots Match Official of the Year
- The Spirit of Grassroots Football Awards



LondonFA

Thank You!