

#NorfolkFootball

FOR ALL



2020/21 –Annual Report



Welcome

A warm 'virtual' welcome to Norfolk County Football Association's Annual General Meeting, which sees us come to the end of the 2020/21 season, which due to the season's extension now finally feels like we are at its official conclusion.

The 2020/21 season will once again be remembered for non-footballing reasons, however I do hope the following summary of information within this report demonstrates just some of the good work that was still delivered and achieved throughout the course of the past 12 months.

The last 16 months has been challenging, demanding and rewarding, all rolled into one, however I strongly feel that as a County FA and Norfolk Football as whole, we have done a sterling job in surviving all that has been thrown our way. Let's all hope that next season can be one where we can go into the reviving and then thriving stages for all aspect of grassroots football.

In what is my final Annual Report as the CEO of this great County FA, I've been honoured serving Norfolk Football in the role as Chief Executive and wish all involved the very best of luck in the future.

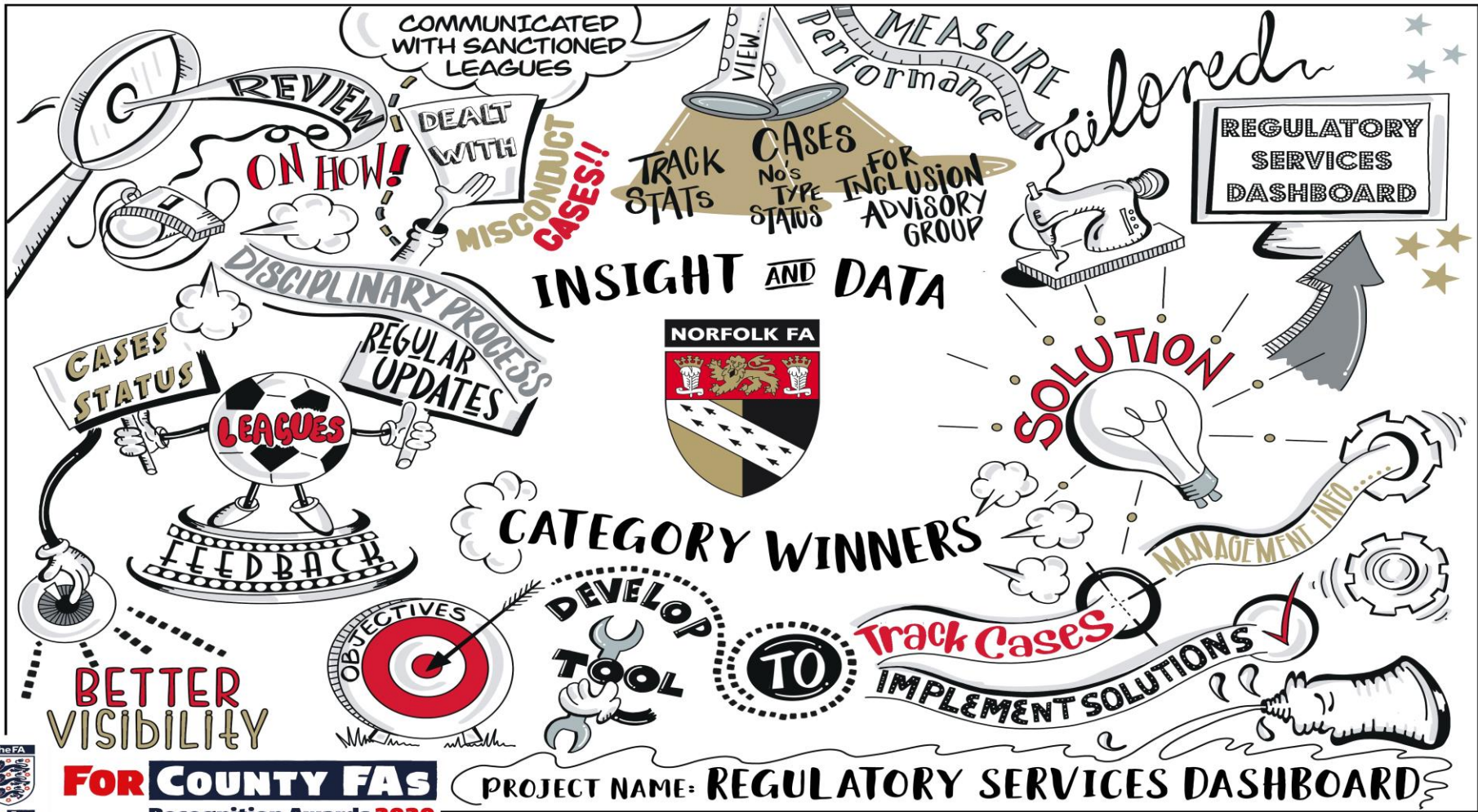
Gavin Lemmon
Chief Executive





FOR COUNTY FAs
Recognition Awards 2020

PROJECT NAME: NORFOLK FOOTBALL IS POSITIVE



Surviving the pandemic as a County FA

- Sale of the County HQ – Completed December 2020
- Consolidating our operations & running costs to one site at theFDC
- Developing a new ECO-Office (due to be completed July 2021) that will provide a staff connection space to serve Norfolk Football efficiently and effectively both short and long-term
 - Negotiated a long-term (80 years) single leasehold for theFDC
- Redevelopment of theFDC – Phase 1 Building refurbishment completed (September 2020), Phase 2 Grass Pitch redevelopment to 3G with planning approval received (June 2021), Football Foundation application submitted with a start date, subject to grant approval, of October 2021



Financial Overview

Up until 31 May 2020

Turnover - £1,305,088* (+16%)

37% (+2%) Grant Funding - The FA, Football Foundation & Government (JRS)

30.5% Surplus on Sale of Fixed Assets

17.5% (-20.5%) theFDCs & County 5IVES

0.5% (-4.5%) Discipline

0.4% (-4.6%) Affiliations & Registrations (Players & Referees)

0.4% (-2.1%) Other (inc Sponsorship & Education Courses)

0.1% (-1.4%) County Cup Competitions

*** Excluding Surplus on Sale of Fixed Assets (-19%)**



#NorfolkFootball ForAll Strategy

FA KPI's

| FA KPI Area | Baseline 19/20 | Actual 20/21 | Variance |
|--|----------------|--------------|----------|
| High Quality Introduction to Football / Clubs & Leagues | | | |
| Male Players | 25,004 | 25,123 | +119 |
| Female Players | 2,370 | 2,512 | +194 |
| Disability Players | 300 | 190 | -110 |
| Wildcats Centres | 30 | 34 | +4 |
| Youth CS % | 96% | 96% | +0% |
| Adult CS% | 60% | 64% | +4% |



#NorfolkFootball ForAll Strategy

FA KPI's

| FA KPI Area | Baseline 19/20 | Actual 20/21 | Variance |
|---|------------------|------------------|----------|
| Embrace all formats, engage all participants / Recruit, develop and support the workforce / Improving Facilities | | | |
| Online Player Registration % | 96% | 96% | +0% |
| Referees | 384 | 354 | -30 |
| Female Referees | 26 | 22 | -4 |
| BAME Referees | 14 | 18 | +4 |
| Safeguarding SOS | Met the Standard | Met the Standard | NA |
| Grass Pitches | 48 | 113 | +65 |



Football Development & Inclusion

4 new clubs obtained Charter Standard Accreditation

Central & South Norfolk League gained Charter Standard League Accreditation

34 Weetabix Wildcats Centres established

Women's Walking Football (with more in the pipeline) centre established

263 Coaches completing The FA BT Playmaker Course

Norfolk Coaches Club launched with 99 members signed up to date

Talent ID Event delivered for Disability Footballers across the County

105 County 5IVES teams playing on a weekly basis

Equality for Sport Preliminary Level Award achieved, one of only a handful of County FA's to hold this award



Facility Development & Investment

Total Facility Investment - **£2,695,800m**

Headline projects delivered include:

£1.5m Gorleston FC & East Norfolk 6th Form College

£385,825 Great Yarmouth Borough Council & Shrublands FC

£224,000 theFDC Building Refurbishment

£176,580 Football Foundation Grass Pitch Maintenance Fund

£111,500 Football Foundation Survival Support Fund(s)

£399,198k Football Foundation Small Grants

£17,033k Football Stadia Improvement Fund



Referee Workforce

Highlights

Referee Appointment Coverage – **99.06%** Saturday Football & **99.43%** Sunday Football

44 Referee Observations and **28** Coaching Visits completed throughout the season

229 Referees attended and completed CPD prior to the start of the season

Lee Betts currently representing The FA & Norfolk FA at Euro 2020

Harvey Newstead appearance on BT Sports for the FA National Futsal Series Finals

Promotions

5x Level 7 to 6 – Kian Peek, Auberon Limmer, Scott Hawkins, Leon Howard & Jack Wicks

2x Level 6 to 5 – Adrian Summons & Harry Amey

Congratulations to all Referees for this fantastic achievement!



Discipline, Player Registrations & Safeguarding

| Type | 2020/21 Actual (2019/20) |
|--|--------------------------|
| Discipline | |
| Cautions | 4,226 (5,935) |
| Standards | 360 (687) |
| Misconducts | 137 (249) |
| Affiliated Clubs - Player Registrations | |
| Adult Player Registrations | 12,200 (12,564) |
| Youth Player Registrations | 13,354 (13,751) |
| Transfers / De-Registrations | 527 (975) |
| Safeguarding | |
| Compliance Visits – 16 target | 17 (20) |



County Cup Competitions

10 County Cup Finals delivered successfully at the FDC

1,626 total attendance across all finals

Congratulations to all clubs involved, with the winners as follows;

Gorleston FC, Wells Town FC, Upwell Town FC, Norwich City Women FC, CSKA
Emneth FC, Long Stratton Sunday, Cringleford Veterans FC, Wroxham U16s,
AC Mill Lane U14s & Wroxham U12s Blues (pictured below)



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For ALL

Marketing & Communications

| Area | Baseline 19/20 | Actual 20/21 | Variance |
|---------------------|----------------|--------------|----------|
| Social Media | | | |
| Twitter Followers | 12,512 | 13,100 | + 582 |
| Impressions | 6.15M | 5.93M | -0.22M |
| Facebook Likes | 2,856 | 2,987 | + 122 |
| Instagram | 2,081 | 2,555 | + 474 |
| Website | | | |
| Page Views | 376,990 | 336,307 | - 40,683 |
| Sessions | 176,922 | 152,390 | - 24,532 |
| No of Users | 93,209 | 85,439 | - 7,770 |



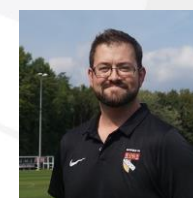
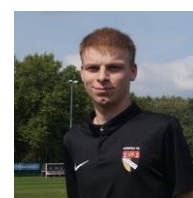
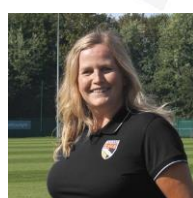
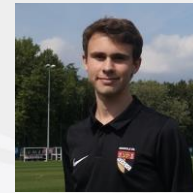
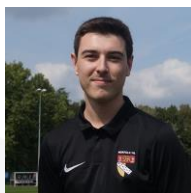
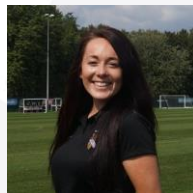
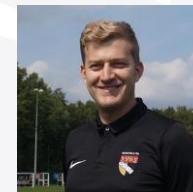
Our Partners



Thank You For Your Continued Support



Our Committed & Hard-Working Workforce



Thank You



Our Dedicated Non-Executive Board of Directors



Thank You



Norfolk Football Volunteers

Norfolk Football relies on the hard work and commitment from the thousands of volunteers across our clubs, leagues and providers and as the County FA we are and will be forever appreciative, **Thank You**



2020/21 FA & McDonalds Awards Winners

Club of the Year: King's Lynn Community Football

Coach of the Year (Youth Teams): Dan Henry

Coach of the Year (Adult Teams): Martin Francis

Grounds Team of the Year: Nigel Armes

Highly Commended – Tim Hales

League of the Year: Central & South Norfolk League

Match Official of the Year: Ryan Starkey



2020/21 FA & McDonalds Awards Winners

Project of the Year: UEA, Paul Neary

Rising Star of the Year: Luke Fossett

Highly Commended – Madelaine Pitt

Volunteer of the Year: Philip Yates

Highly Commended – Duane James & Shane Fish

Spirit of Grassroots Football: Costessey Sports FC U10s Eagles

Highly Commended – Tim Sadler



Looking to the future.....



**ENGLAND
FOOTBALL**

Norfolk Football 2021-24

A STRATEGY FOR EVERYONE

OFFICIAL LAUNCH DATE: 2 AUGUST 2021

Conclusion



Michael Banham
Chairman



Chairman's Report

Good evening,

Another year of juggling health, homelife, work life and of course football. I sincerely hope you have all maintained good health and thanks must go out to all our NHS staff, frontline workers and everyone involved in getting our country back on track, and congratulations must go to the NHS in receiving the George Cross from the Queen today, greatly deserved.

My thoughts also go out to all those within our footballing family who have lost loved ones this past year. It has been another tough year for Norfolk County FA but within that year we have managed to support the staff throughout and I thank them for their continued faith in myself, Gavin and the board of directors.

I will be thanking more individuals further into my review.

During the last year we looked at cutting overheads etc. and something which we had been mulling over for several years became a reality as we sold our County HQ based in Thorpe. It made sense to have the office facility within the FDC at Bowthorpe, we had the land to do this, so I'm pleased to say by the end of this month we will be moving into our eco designed office.



Chairman's Report

Many leagues had no option but to expunge their fixtures, but I was pleased to see that they looked at offering football with cup competitions. My thanks go out to all those volunteers working within the leagues who worked tirelessly throughout to make sure football was played.

Clubs have been hard at work to keep afloat and again many volunteers must be thanked for that.

With all that said, I can see that we will be welcoming many new teams into leagues for next season, that is fantastic news for Norfolk football.

I would like to congratulate all our County award winners for 20/21 season and I hope very soon we will have the opportunity to present them with their awards together with the 19/20 winners which was impossible to do last year.

Thanks must go to Anna Larkins for collating all the nominations and to the panel who sat and judged each category, again not an easy task to take on as there are so many volunteers who are put forward worthy of an award and I know there are many more who do not get the opportunity to be nominated, I thank you all.

Many congratulations to Norwich City who will take their place back in the premier league, very much deserved with the football they played.



Chairman's Report

Due to the pandemic Norwich were not in a position to allow us to play our finals at Carrow Road, fingers crossed we can in 2022.

We hosted all ten County cup finals this season on the field of dreams which looked fantastic. Thanks must go to our grounds team Chris Erskine and Harry Murfett for making the pitch look perfect.

Thanks also to Matt Carpenter and Harvey Newstead who did an incredible job of co-ordinating the competition to the conclusion.

It was great to see so many council members offering their help at the finals together with members of the board which I appreciated very much.

Harvey now moves on to the role of Referee Development Officer with David Robinson taking the decision to retire, I wish you well David and thank you for the work you have given Norfolk FA and of course the support you have shown to referees. Good luck to Harvey.



For ALL



Chairman's Report

Four non-furloughed members of staff have worked tirelessly throughout the last twelve months, on and above their normal working hours to keep Norfolk FA thriving, they have shown support to the members of staff who were furloughed, leagues, clubs and referees. My personal thanks go to Gavin, Matt, Ian and Lynnette.

Thanks to the board of directors who have supported myself and Gavin over the last twelve months.

I was pleased to be able to invite Di Cunningham to move from an advisor on the board for inclusion to be our first female director at Norfolk FA. Congratulations Di.

We have also gone through a safeguarding audit, once again Norfolk FA came through with flying colours and we will continue to put safeguarding at the front of everything we do.

Of course, from my own point of view, I haven't had the opportunity to watch the games I would have liked to, so hopefully this season I may have the opportunity to get out and about, but I haven't sat still as I like to think I have helped Gavin and the team as much as they needed me.

This now leads me onto one final thank you, but not goodbye.



For ALL



Chairman's Report

As you will all be aware by now Gavin is moving on to work as Regional Manager for The FA and will cover the East which will include Norfolk FA so we will be keeping in touch.

Over the past four years Gavin has brought a new light to Norfolk FA. It has been a pleasure and an honour to work alongside him, I would like to think we have bonded in friendship over the time and maybe I have offered him a little advice on the way, but he still ignores my requests not to work late into the night! I don't expect that will change!

He certainly will be leaving a legacy within Norfolk FA with his ideas and motivation to get things done. His commitment in getting us through the pandemic was immense and leaves us in a great position to move onto the next chapter of Norfolk FA.

I'm sure like myself and the Board, Council, together with all of Norfolk footballing family we wish you well.

But now is your time to spend more time at home and especially with your family.

Fingers crossed we will commence the new season with no restrictions but please stay safe.

Have a great 2021/22 season.

Thank you and come on England.





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