

Marketing and Communications



*"Football for Everyone
Everyone for Football"*

5 Point Improvement Plan

2018-2021



About Somerset FA

"Football for Everyone, Everyone for Football"

Based at the foot of Glastonbury Tor in the heart of Somerset, we're the not-for-profit body responsible for the continued development and governance of grassroots football in the county.

We work with The FA to deliver the National Game Strategy in Somerset, ensuring that the beautiful game is accessible and enjoyable for all.

Somerset is home to:

500+ clubs,
1,800+ teams,
2,000+ coaches,
650+ referees,
20,000+ players,
1 County Football Association,
15 Staff, 8 Directors, &
Immeasurable passion for the game



We've developed a 5-point improvement plan as part of our three year County Strategy working with results from the FA Grassroots Football Survey and our own consultations. This plan has been developed to increase the visibility and perception of Somerset FA among the football community.

1.

Like us

The first point in our plan, and its overall objective, is that we want people in Somerset to like us. Not on Facebook – but for real.

Aspects of our role, essential though they are, are unpopular. However, we believe that through effectively communicating with all of our stakeholders, that the positive impact of our work will then speak for itself.

We're going to achieve this through points 2-5 overleaf.

2.

Hear from us.

We're very active on social media and have been issuing a monthly e-newsletter for a year, however there is a real appetite and demand to hear more, and more relevant, communications from us.

With a brand new website that is responsive on any device, we're creating and continually improving a single 'go-to' portal for our stakeholders. We also understand that not everyone wants to or is able to receive communications through the same medium.

Our vision is simply: "Football for Everyone, Everyone for Football". As part of this we have made our existing communications channels more visible and easier to subscribe to.

We are also going to provide more communications in a variety of formats suitable for our different stakeholder groups.





3.

See us.

We're very lucky to work in football, and we love the beautiful game just as much as you do.

The feedback that we receive when we attend matches, and publicise that we go out and watch games in the county, is always positive. The football family in our county really appreciate us being 'on the ground'.

We do already attend a variety of matches across the county - but we hear you! We're going to make it more obvious when we do attend matches and we'll give the teams competing that day a shout-out via our social media too! We're going to go out and attend more matches across the various rounds of our County Cup competitions and league fixtures.

We're also committed to attending a variety of events across the county and supporting them when we can. If you're doing something to promote or grow your club – be sure to let us know!

4.

Be celebrated by us.

We recognise the hard work that goes into football in Somerset, often from volunteers. It is not easy when further requirements have to be met for the good of the game and everyone involved in it.

We currently hold an annual awards ceremony where we honour the hard work of the footballing community in our county. We're going to build upon this however, and use our platforms to celebrate one new grassroots football hero every single month!

From May we are going to collect nominations from anyone in the game, and choose a new hero each month. We'll profile them and their achievements online for the entire month as well as presenting them with a certificate and a token of our appreciation.

Ian Madge, a referee who has officiated on 2,000 matches was April's hero, watch this space for more!

somersetfa.com/heroes

5.

Be able to evaluate us.

It is important that we are accountable to our stakeholders as part of our new three year strategy. We have built our plans on feedback from the community, so the community should be able to feedback to us on our progress.

We're going to make our County Strategy and this Marketing Strategy public on our website and publish our results at the end of each year against our targets. We'll also run an annual feedback survey like the one we used to build our plan to check and challenge our progress as well as highlight any new priorities in the county.

Another important aspect of being able to evaluate us, is actually understanding our role within football. It's clear to us, that our community do not fully understand our role. We're going to make it much clearer what we are responsible for, so that people in Somerset can hold us to account.



somersetfa.com/strategy

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