



Staffordshire FA



The FA



FOR ALL

Staffordshire FA

Annual Report 2017/18

www.staffordshirefa.com



STAFFORDSHIRE FA

HOW GRASSROOTS FOOTBALL IS SUPPORTED IN STAFFORDSHIRE

**930 REGISTERED REFEREES
OFFICIATING ON LEAGUES
ACROSS THE COUNTY**

**OVER 1,850 AFFILIATED TEAMS
ACROSS YOUTH, ADULT AND
DISABILITY FOOTBALL**

**1600 PEOPLE RECEIVING E-
NEWSLETTERS ON A
REGULAR BASIS**

**£16.76 MILLION INVESTED BY
THE FOOTBALL FOUNDATION
INTO STAFFORDSHIRE
FACILITIES SINCE 2001**

**£35,000 INVESTED INTO
COACH EDUCATION VIA
COACHING BURSARIES**

**65% OF AFFILIATED CLUBS
WITH CHARTER STANDARD
STATUS**

**80 YOUNG LEADERS
DEVELOPED OVER THE LAST 12
MONTHS**

**20 AFFILIATED LEAGUES
PROVIDING 'TRADITIONAL'
FOOTBALL OPPORTUNITIES
AT WEEKENDS**

**14 COUNTY CUP
COMPETITIONS ACROSS ALL
AGE GROUPS**

**16 CLUBS GIVEN ACCESS TO
THE FA COACH MENTOR
PROGRAMME DURING
2016/17 SEASON**

**OVER 30,000 PLAYERS
ACROSS ALL AGE
GROUPS**

**£90,000 INVESTED TO NEW
TEAMS VIA THE GROW THE
GAME INITIATIVE**

**105 SITE VISITS VIA THE FA
PITCH IMPROVEMENT
PROGRAMME**

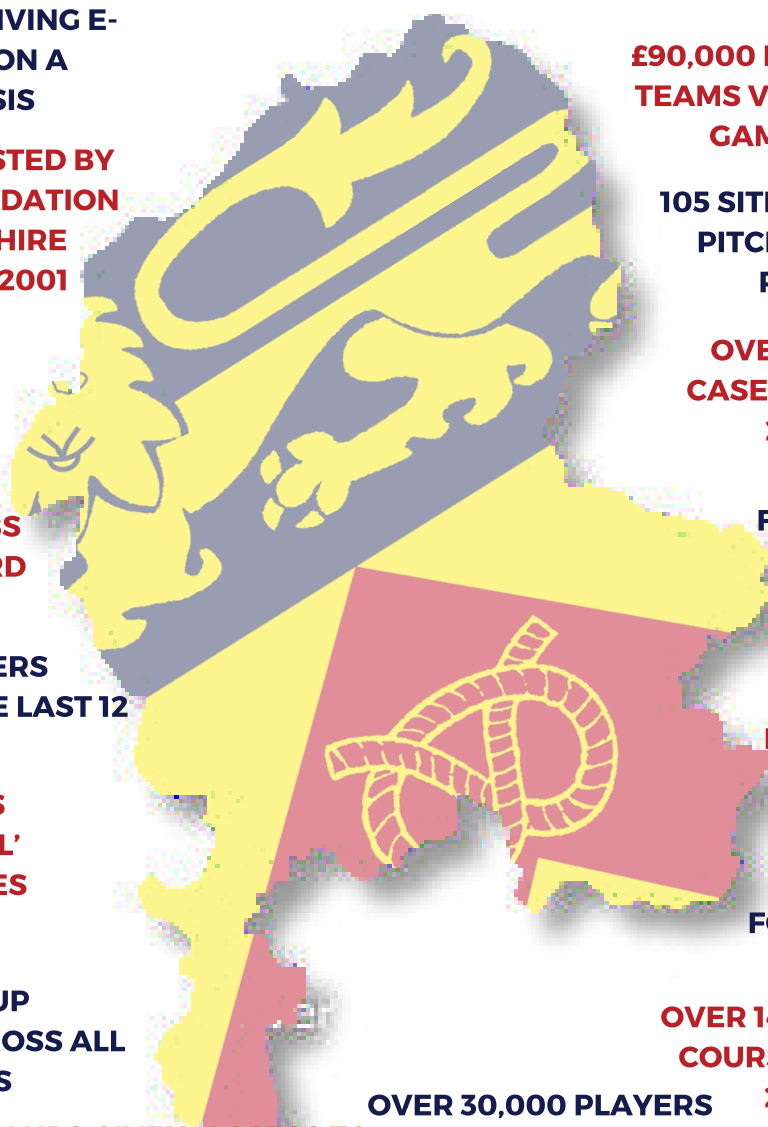
**OVER 8,560 DISCIPLINE
CASES PROCESSED IN THE
2016/17 SEASON**

**OVER 95% OF LEAGUE
FOOTBALL COVERED BY A
QUALIFIED MATCH
OFFICIAL**

**32 WALKING FOOTBALL
SESSIONS PROVIDING
FOOTBALL OPPORTUNITIES
FOR THE OVER 50'S**

**8 AFFILIATED LEAGUES
PROVIDING 'FLEXIBLE'
FOOTBALL OPPORTUNITIES
DURING THE WEEK**

**OVER 140 COACH EDUCATION
COURSES RAN DURING THE
2016/17 SEASON**



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MAKING A DIFFERENCE
THROUGH FOOTBALL

CHAIRMAN'S INTRODUCTION

Where has 15 months gone since our last AGM?

In August 2017 we lost a very close friend to us all, Tom Myatt a person who would always give good sound advice when asked for and for me personally a close friend and mentor.

I am very pleased to report that the Association has moved on “Leaps and Bounds” over these months with many important objectives being achieved. When the Chief Executive Officer was appointed he spoke passionately about reorganising the way the Association carried out its’ business. Subsequently we changed the staffing structure and with the help and assistance of the workforce, we have continued to move forward.

It soon became obvious together with initiatives being imposed by the Football Association that we needed a complete Corporate Governance review. To achieve this I will always be greatly appreciative of the help, advice and support given to me by the former Board Chairmen. Following many lengthy meetings a comprehensive report a re-structure was produced. The bones of the re-structure Dave Ramsbottom so eloquently outlined to Council in April 2018.

Running alongside this we realised that the Articles of the Association were not in accord with our new Corporate Governance document. With the valued assistance of the review group and the Chairman of our Regulatory Committee, revised Articles of the Association were produced and approved in early June. These Articles have been subjected to a general tidying up by the President to whom I am also grateful to. These will have been presented for approval at the EGM before our September AGM.

Alongside all of the above not only did the Association have to continue with its daily operations, the Football Association, following numerous high profile child abuse situations involving football administrators and players, enforced this Association to adhere to the FA’s Safeguarding Operating Standards. In late September/early October the Association received guidelines on:

- what it had to do and achieve by December,
 - who within the Association (Staff and Council Members) needed to be involved.
- Basically everyone was affected in some form or other.



MAKING A DIFFERENCE
THROUGH FOOTBALL

Numerous briefing sessions and Safeguarding Children's workshops, were arranged. The staff arranged Workshops exclusively for Council Members as they were required to complete the online Safeguarding Committee Members Course. The Association was assessed to ensure it had implemented the FA's Safeguarding Operating Standards and could continue to operate as failure to do so would result in being placed in special measures.

I am very pleased to announce that the assessment which took place in early January, over several days when our officers were interviewed at length, the Association came out with "flying colours". The Chief Executive officer received numerous emails of congratulations from various senior members of the Football Association. This is a great accolade for the Staff. On the down side though is the fact that a number of current Council Members, no matter what their status, cannot continue as a Member of Staffordshire Football Association if they have not met the FA's Safeguarding Operating Standard and any future new Member will have to go through this procedure.

I must mention the exploits of our Representative Youth Team and congratulate them and their Management team on reaching the FA Youth Cup Final held at Stoke City in mid-April. Sadly they were beaten on the day by Norfolk CFA.

In late April 2018 the Football Association brought forward our current funding Strategy and requested that we write a new Business Plan 2018-2021 within a 6 week deadline!

The Chief Executive Officer and the Head of Strategy & Investment together with the staff produced a 24 page detailed plan entitled "Making a Difference Through Football". This was presented to a select FA group in early June headed by one of the Football Association's Board Directors and senior executives of the Football Association. Again our Business Plan was not only accepted but we were congratulated on our initiatives. I can only stand back, as your Chairman, and express my gratitude for the commitment shown by all the staff ensuring the Association has achieved this and other initiatives. Long may it continue.



Michael Stokes
Association Chairman



MAKING A DIFFERENCE
THROUGH FOOTBALL

A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

I reflect on another busy season for the Association and one where significant progress has been made. My sincere thanks go to all of the club and league officials, as well as the Association's Workforce both staff and volunteers for their commitment and dedication to the local game this season.

I am proud of the huge strides that have been made during the season which at times has been tough going but the results of which are clear to see within this report. One key piece of work has seen our members recognise the challenges that the game faces and indeed they have had the foresight to carry out a review of how we work and engage with the local game. We have critically analysed our workings from top to bottom, we have listened to our members and as a result have restructured which will allow a more inclusive approach, something that I am particularly passionate about.

If we are to achieve great things then we need to take a strategic approach to develop the right structures, systems and capability whilst making short term improvements that have an immediate and positive impact enabling us to gain momentum towards the successful future of the game in Staffordshire. Our Council of volunteers have responded brilliantly to this. These are the people that carry out the work behind the scenes to enable the local game to exist, for little or no reward they have made things happen for many years. Personally I have always been in awe of their knowledge and commitment to the game and it is vital that this group are involved with the future of the local game. They have recognised the need to align the structure to that of the paid workforce which will provide us with a coherent approach and will be important in the delivery of our strategy. Together we can achieve more enabling us to shape the future of the local game and this new transparent approach will allow our members to feel part of their County Football Association and contribute to the game.

In addition to the changes to the Council structure we have recently undergone a restructure of our paid staff and I would like to thank them for the work that they have done during the season. It is easy to say, but their dedication to their roles is outstanding. We aim to employ people with energy and enthusiasm for the game and the majority of them have been or are still involved with the grassroots game. Empathy is a key skill to understand the needs of our members and the voluntary workforce, we are here to serve you and we are honoured and privileged to do so. We all recognise that we have a major responsibility to support you the members and create the best possible environment for the game to thrive. We pride ourselves on being in touch with the local game and fully recognise the incredible effort that the volunteer workforce contributes. Through continuing to work together we believe that we can overcome current and future challenges to help ensure the game thrives within Staffordshire.

At the time of writing last season, the game had been rocked by the news of the historical abuse suffered by young players in the professional game. I am delighted to see how the game has reacted to this terrible situation and that Safeguarding is now embedded into everything that



MAKING A DIFFERENCE
THROUGH FOOTBALL

we do. There can be nothing more important than ensuring that the game is played in a safe and enjoyable environment for all, this is our key priority and will remain so for as long as I am in post. I am proud that this Association was one of the first nationally to achieve the Football Association's 'Safeguarding Operating Standard' and we continue to be a leading light in this area. Your Club may well have received a visit by members of our team at training, match days or club meetings which have been a breath of fresh air and it is pleasing to witness first hand the excellent work going on to ensure that our children can enjoy the game in a safe environment.

I would like to pay tribute to our outgoing President David Bathurst who will step down after twelve years in post. His expertise and experience especially in the area of rules and regulations are of great value to the game and he has served as an ambassador with great enthusiasm. I would like to place on record my personal thanks for his support and look forward to him remaining active from the 'back benches' for many years to come.

The Board of Directors have continued to lead the Association diligently, remaining open to new ideas and change. Led by Chairman Michael Stokes they have given invaluable support whilst championing the key initiatives and allowing the Association to progress in the manner that it is doing.

This report will provide you with an update on progress delivering our Strategy focussing on the achievements in all of the aspects of local football, you will see that this is wide and varied but none of this would be possible without the invaluable support of the volunteer workforce within the County.

The 2018-2019 season will see the launch of our new ambitious strategy 'untying the knot' which provides a vision for the future of the Association this is based on a new modernised approach as previously alluded to where inclusion is key. I look forward to this new challenge and working with you all to shape the future of Staffordshire Football.

I wish you every success for the 2018-2019 season.

Adam Evans
Chief Executive Officer





MAKING A DIFFERENCE
THROUGH FOOTBALL

STAFFORDSHIRE FA VISION:

We aim to ensure the long term future of the game by providing the best possible environment and infrastructure where football will flourish in the County for all backgrounds and abilities.

STAFFORDSHIRE FA OBJECTIVE:

To build a culture of lifelong participation in football

STAFFORDSHIRE FA VALUES:

The Values of the Association have been reviewed to ensure they meet the business and strategic priorities for the County. These Values establish the core at which our staff work to support the game across the County and to ensure we put the participant at the heart of what we do.

insightful

Having or showing an accurate and deep understanding

innovative

Introducing new ideas; original and creative in thinking

inclusive

Open and accessible to all

influential

Having a positive influence

inspirational

Providing a creative or spiritual inspiration



MAKING A DIFFERENCE
THROUGH FOOTBALL

KEY HIGHLIGHTS

The last 12 months has provided a further opportunity for Staffordshire football to work together to inspire new participants, further develop the football workforce and support the thousands of hours spent administering the game.

| Our Ambition Is |

To ensure the highest levels of customer excellence expected by our members

- Deliver excellent Corporate Governance
- To ensure that the game is played in a Safe Environment for all
- Building a culture of lifelong participation in Football
- Supporting a strong and efficient paid and voluntary Workforce
- World Class Financial Management
- Brand Consistency and an integrated Communications plan.
- To secure the long term future of the Association
- Reach beyond the game
- Deliver a Staffordshire FA Hub of Football
- Technological Excellence
- More playing opportunities through flexible and accessible playing opportunities for all

| SFA Strategic Priorities |

Through the implementation of the Corporate Governance Review objectives this has enabled us to clearly define the Strategic Priorities for the Association. These can be defined within the following key areas;

Participation

- Build a culture of lifelong participation for all in Football
- Reach beyond the game by building relationships with new partners in the health sector to ensure that we are using the power of football to positively influence the local community
- More playing opportunities through flexible and accessible formats of the game

Workforce

- A strong and efficient inclusive paid and voluntary Workforce
- Investing in and up skilling the Off Field Workforce
- Support a forward thinking leagues and clubs system that engages with the whole community

Regulation

- Excellent Corporate Governance - by implementing the new structural changes to Council and the Committee makeup by July 2019.
- Ensure that the game is played in a Safe Environment for all
- Appropriate Laws and Regulations are implemented consistently

Business

- The highest levels of customer excellence expected by our members
- World Class Financial Management
- Brand Consistency and an integrated Communications plan
- Deliver a Staffordshire FA Hub of Football



MAKING A DIFFERENCE
THROUGH FOOTBALL

FACILITIES & INVESTMENT

£828,000

PREMIER LEAGUE & FA FACILITIES
FUND

£1.1 MILLION

WORTH OF PROJECTS DEVELOPED

**2 NEW 3G PITCHES &
1 NEW CLUBHOUSE**

£48,000

FOOTBALL STADIA IMPROVEMENT FUND

£29,000

REQUESTS FOR GROW THE GAME FUNDING

£12,000

REQUESTS FOR RETAIN THE GAME FUNDING

£15,000

PREMIER LEAGUE AND FA SMALL
GRANT FUND

Identifying further opportunities to support investment in the game in Staffordshire remains a priority whether it is for facility developments, to increase participation or support the paid and volunteer workforce across the County. This season has seen the completion of a number of projects funded in 2016, with a further three projects supported at Sporting Khalsa Football Club, Wolverhampton Wanderers Foundation and Burton Albion Community Trust.

Since November 2017 we have been working with Local Authority Colleagues to establish Local Football Facility Plans which will help identify the facility need in each Local Authority in Staffordshire, Walsall and Wolverhampton. These plans will prioritise 3G, Grass Pitch, Clubhouse and Recreational facilities that are needed to grow participation over the next 10 years.

Our Grass Pitch Improvement Programme continues to support the improvement of grass pitches. 10 site visits took place in the 17/18 season with a total of 39 pitches inspected.

WALSALL 3G DEVELOPMENTS

In 2015 Walsall had one full size 3G football facility to service over 400 teams. Working in partnership with Walsall District Council, The FA and The Football Foundation, four new full size 3G pitches have now opened following the final pitch being completed at Sporting Khalsa's Noose Lane Ground in July this year. £1.8 million of funding has been provided by the Football Foundation to Walsall Facilities, with a total project cost of £2.4 million. Facilities at Sporting Khalsa, Oak Park Active Living Centre, Wolverhampton University and West Walsall E-Act Academy now support over 150 teams with training and match play facilities.





MAKING A DIFFERENCE
THROUGH FOOTBALL

ADULT MALE FOOTBALL

431

32

72 TEAMS

AFFILIATED ADULT MALE TEAMS

WALKING FOOTBALL SESSIONS

IN FRIDAY NIGHT 11 V 11 LEAGUES

Staffordshire FA are keen to ensure that we support & develop both traditional and flexible formats of the game, ensuring that all adult males across Staffordshire can access their preferred format of the game. In addition to offering regular support to our 8 traditional leagues that are providing 11v11 football on a Saturday & Sunday, Staffordshire FA are also supporting the development of numerous flexible 11v11 football leagues across Staffordshire to cater for those players who cannot commit to weekend football.

| Key Achievements |

- Constructive plans in place with all adult male leagues to ensure that all adult male teams have a qualified first aider in place at their club, funded by the Staffordshire Football Association. That initiative will also result in many more adult teams being able to achieve FA Charter Standard accreditation – which includes the receipt of 10 Nike match balls, a £100 kit voucher, and the opportunity to apply for a grant of £750 from the Football Foundation in 2019, aimed at supporting the retention of adult male football.
- The Association have created an 'Adult Players Focus Group' to ensure that players can have direct communication with the Association and feedback their thoughts, concerns and ideas with the aim of improving the adult male game across Staffordshire.
- The Association have created a 'Step 1-7 Clubs Focus Group' to ensure that all non league clubs in Staffordshire can have direct communication with the Association and feedback their thoughts, concerns and ideas with the aim of improving the level of support the National League System Clubs in Staffordshire receive from the County FA. There is a wealth of knowledge and experience across those 36 Clubs and much of that good practice is not always shared – hopefully this new focus group will provide a platform to do that.
- The Potteries & District League continues to run a successful Friday Night Veterans League, providing playing opportunities for men over the age of 35 in the north of the county. The veterans' league will be running with 8 teams in 2018/19.
- The Stafford & District Sunday League has successfully created an open-age Friday Night 11v11 League, targeting those players in the local area who can no longer commit to playing weekend football. In partnership with Staffordshire FA, the league has successfully recruited 8 teams for the 2018/19 Season.
- The number of teams playing flexible 11v11 football on a Friday evening in Staffordshire has now grown to 72 teams, with a realistic chance of that figure growing to 88 teams by January 2019. The Friday night leagues are providing regular playing opportunities for over 2000 adult males in Staffordshire.
- The number of weekly Walking Football sessions taking place across Staffordshire has risen to 32 in 2018, providing regular playing opportunities for hundreds of adult males – the vast majority of whom are over the age of 50 years old.



MAKING A DIFFERENCE
THROUGH FOOTBALL

FRIDAY NIGHT 11 V 11 FOOTBALL LEAGUES

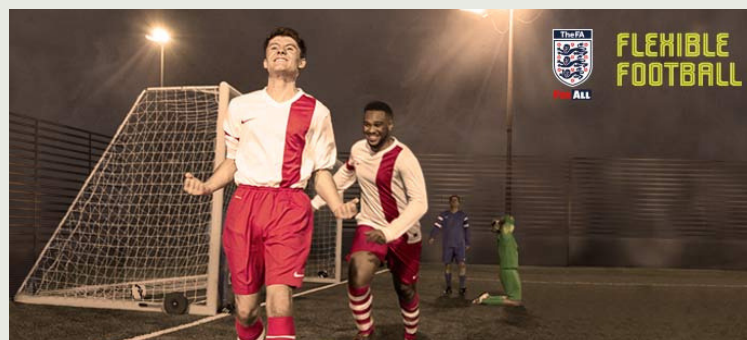
Whilst the Association and our traditional affiliated leagues are working hard to try and retain the number of teams playing traditional 11v11 football on a Saturday & Sunday, research, data and our own local knowledge informs us that many people can no longer commit to playing the traditional format of the 11v11 game – whether that be down to family commitments, work commitments, other footballing commitments, lack of quality facilities, etc., to name but a few. In response to the challenge of keeping these people playing football in some capacity, Staffordshire Football Association have taken the lead on the creation and development of flexible 11v11 football leagues, played at a time which is more convenient for many and also removing many of the barriers by reducing the administration, time and financial commitments.

Using a slightly more flexible version of the 11v11 game, a total of 72 teams are now playing 11v11 on a Friday evening across Staffordshire. Some of the key features involved in the flexible 11v11 format includes: a central venue 3G pitch, generally an 8-team league, 60-minute games, teams playing on a fortnightly basis rather than a weekly basis, two games played at the central venue pitch each week, minimal administration, minimal financial commitments and minimal hassle for the team organiser.

Below is a summary of the seven flexible football leagues currently across Staffordshire, many of which involve key delivery partner organisations.

1. Veterans League South (24 teams)
 2. PDSL Veterans League (8 teams)
 3. St. George's Park Veterans League (8 teams)
 4. Stafford & District Sunday League (8 teams)
 5. Stoke City Community Trust League (8 teams)
 6. Burton Albion Community Trust League (8 teams)
 7. Keele University League (8 teams)
- (Total = 72 Teams)

Staffordshire Football Association is keen to try and protect and develop the 11v11 game – both traditional and flexible formats of the game – and we will continue to work hard in partnership with our affiliated leagues during the 2018/19 Season and beyond, to try retain as many teams as possible, whilst also developing other formats of the game to cater for those players who can no longer commit to the more traditional format of the game.





MAKING A DIFFERENCE
THROUGH FOOTBALL

YOUTH MALE FOOTBALL

1,270

AFFILIATED YOUTH TEAMS

64%

YOUTH TEAMS IN CHARTER
STANDARD CLUBS

7

YOUTH LEAGUES

The Youth Male game has seen a steady growth in mini soccer across the County. Although currently struggling for Youth Male numbers, this area of the game has had an increase of Charter Standard Clubs.

| Key Achievements |

- All Youth Male Leagues adopting the use of Player Registration and FA Full Time to dramatically reduce the administration for volunteers in future years.
- Increase in participation of Youth Male and Mini Soccer
- All Youth Leagues abiding fully with the Competition Structure as lined out by the Standard Code of Rules (Youth)
- Respect Marshall initiative piloted and to be implemented across all Youth Football in the County
- 3 U13 Inter League fixture programme organised for over 120 teams across 4 leagues to support with retention
- Welcome to Youth Football Workshop delivered in both League and Club settings to introduce parents and coaches to the beautiful game.

LICHFIELD CITY FOOTBALL CLUB

At the start of the 2017/2018 season, the Junior Section Committee of Lichfield City Football Club took the decision that the club and in particular the Junior Section needed to develop and promote itself to a greater standard that it had been. Working closely with Staffordshire FA mainly Bethan Woolly, Jan Scott and in particular Danny Hickinbottom, we have worked as a team to hold a successful Wildcats group averaging 30 girls playing each week. We will be fielding 3 new teams from these sessions in 18/19. We hosted Pete Sturgess Foundation DNA roadshow and the Respect Marshall campaign, as well as holding a Level 1 coaching course and 1 planned next season.

The staff have been very professional, provided good advise and encouraged the club's development and we look forward to their help progressing the club further.

Richard Webb, Lichfield City Youth Club Secretary



MAKING A DIFFERENCE
THROUGH FOOTBALL

WOMEN AND GIRLS' FOOTBALL

144

AFFILIATED TEAMS

MUMS PLAY

FOOTBALL PROGRAMME
INTRODUCED

22

SSE WILDCATS

Staffordshire FA are being challenged to double female participation by 2020, the past year has seen great growth within all areas of the female game, with a number of initiatives to support this. The Staffordshire Girls and Ladies League continue to support grassroots football within the county, working together and supporting development plans to increase participation.

| Key Achievements |

- 22 SSE Wildcats Girls Football Centres have been launched in Staffordshire
- 1 Female Only FA Level One Delivered in partnership with Wyrley Juniors FC & Staffordshire Girls and Ladies League
- 3x Discounted Female Referee Courses
- Over 250 Ladies playing women's recreational football
- 1 x FA Girls Schools Football Partnership in Stoke - on - Trent
- Amalgamation of Girls and Womens leagues to create Staffordshire Girls and Ladies League
- Stoke City Girls retained Regional Talent Club Status
- 8 x Mums Play Football Centre's Launched

MUM'S CAN PLAY FOOTBALL

Stafford Soccer Mums had a dozen ladies playing in the Staffordshire Ladies Over 30s league at the end of 2017, after joining the Mums Play Football Initiative over 50 ladies aged 18-56 have been involved.

Ellie, 39, "I was tired of just standing on the side-lines... Now I could never give it up. It is making me healthier... it's great fun and I am part of a large group of friends".

Debs, "It's a dream for a child of the 70s to be able to do what I could only watch from a segregated playground"





MAKING A DIFFERENCE
THROUGH FOOTBALL

LICHFIELD CITY - SSE WILDCATS

We were over the moon when we received the news that our bid to become a SSE Wildcats centre had been accepted. We started promoting the new centre locally in shops, schools and restaurants and our fliers and posters could be spotted all over Lichfield. The date was set for our first session, coaches prepped and SSE Wildcats merchandise collected and ready to go.

Nothing prepared us for our first session on Monday 16th April when 39 girls turned up! We were overwhelmed with the numbers and could not believe the popularity for a new venture. The majority of the girls had never played football before so it was a great challenge for the SSE Wildcats coaches. To our amazement the numbers increased on week 2 of the programme and 43 girls attended. Overall we have had 55 different girls attend and this number is still increasing each week.

SSE Wildcats is tailored to engage and develop young girls aged 5-11 through football
"Wildcats is really good as I get to play with other girls who like football too and we have good fun, my best bit is playing the matches and making new friends" - Player 1

The impact has been massive to us as a football club but also the local community. Until the SSE Wildcats started there was only 2 girls teams in Lichfield and these were at older age groups so it has brought a whole new opportunity to young girls in Lichfield. As a football club we have embraced the SSE Wildcats centre and our team of coaches and support staff have ensured the smooth running of each session every Monday evening. As a result of the success of the SSE Wildcats centre we are setting up 3 new girls teams all of which will play in the SGLFL. We have welcomed 2 new managers into the club and one existing manager will be taking over the third team.

To us the SSE Wildcats programme has been a massive success and the three new teams will hopefully flourish and be the benchmark for future teams as well. These girls would have not have had the opportunity to play football without the SSE Wildcats centre so that in itself, is a massive achievement.

"As a parent the Wildcats session have really brought a new enthusiasm of girls football to the area, my daughter gets to play amongst girls of the same age and from different schools, in a friendly and fun environment. It has really helped her confidence... She is really looking forward to continue with the sessions and take to the next level of being involved in a team " - **Parent 1**





MAKING A DIFFERENCE
THROUGH FOOTBALL

DISABILITY FOOTBALL

34

AFFILIATED DISABILITY TEAMS

FIRST

FEMALE DISABILITY
AFFILIATED TEAM

29

TURN UP & PLAY SESSIONS

4

FA COACHING DISABLED
FOOTBALLERS COURSES

The 2017/2018 season has been a successful season for the development of disability football in Staffordshire, with the growth of participation still rising. The number of affiliated teams went from 26 to 34, with the first female only disability team affiliated. Disability participation hubs were formed in local authorities to support with the delivery & transition of both recreational & competitive football.

| Key Achievements |

- The Staffordshire Ability Counts League has developed 3x age groups during the 17/18 season including open age (13x teams), u16's (5x teams) & U12's (2x teams).
- Disability participation hubs were formed in local authorities to support the delivery and development of disability football locally. Partners included Local Authorities, Community Trusts, Charter Standard Clubs, Community Groups, College's & Schools.
- Four FA Coaching Disabled Footballers courses were delivered with 39x participants completing the course.



As part of the new Disability Talent Strategy Stoke City Community Trust supported by Staffordshire FA were successful 1 of only 13 Disability Talent Hubs in the county. 2 players from the hub were identified for the regional trials.

Staffordshire hosted 4x FA People's Cup disability categories this season, Adult Premiership, Adult Championship, U16's & Female. With Staffordshire teams progressing to both the regional and national finals.

The first female disability team was affiliated in Staffordshire this season, with progress made in 2x other areas of the county with potential to develop further next season.

1x Regional Female Disability Event was held in Staffordshire in partnership with other local CFA's, this is to be developed into a bi-monthly opportunity next season.

College/6th Form ability counts festivals took place throughout the season with 3x regular college's taking part.

4x Mental Health Turn Up & Play sessions were delivered through local partners. With an end of season MH tournament taking place at Stoke City Community Trust.



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THROUGH FOOTBALL

WHYCH LADIES FC

"I started going to a disability youth club with my own son about nine years ago. He's got severe learning difficulties and is autistic as well. I ended up staying and volunteering, and from that I became a youth worker."

"We run our youth club activity sessions on a Friday night and a lot of them have been coming to us for over ten years now, so we've seen them grow up. They trust us. Because we know a lot of them so well now, they know we're going to look out for them."

"One thing we did at youth club was football, but because there's so much going on – cooking, arts, crafts – we wanted to take things away so we could focus just on that."

"The FA got involved, so we had ten-week sessions with them. Then last year, we stepped it up and started to take it a bit more seriously. We started running football on Monday nights, and The FA found Owen to come along and coach for us."

"Stafford College have been fantastic and really accommodating – they give us an extra half-hour just to coach the girls before the mixed session."

"We want to develop the ladies because they are keen to play, but it's really hard to get them a game because there are not that many others out there. It is great to see the ladies playing and the confidence that came out. They come every week. It's a chance for them to enjoy the game, be with their friends and have a bit of fun. We don't push for them to win or anything – winning's a bonus."

"If they get a goal they're chuffed. It's all about team building, and health and wellbeing especially. For a lot of them this is about fitness but also aggression – they get rid of a lot of it."

"The FA is brilliant. They promote us, are always there to help and support. I've completed the Level One coaching so that I can support the ladies. They don't just come for a football session, there's everything else that's going on in their lives as well. It doesn't end here."

Whych Ladies became the first affiliated ladies disability team in Staffordshire during 17/18 season. The ladies team were able to take part in the Female Disability FA People's Cup in the county as well as a regional female world cup festival held at St. George's Park in addition to taking part in their mixed fixtures as part of Whych FC in the Staffs Ability Counts League. In Staffordshire we are developing more opportunities for ladies in the county so that moving forwards there will be more teams like Whych Ladies FC.

Debbie Kent, Whych Ladies FC Secretary



SAFEGUARDING & WELFARE

The FA have continued with their commitment to making the game safe with the introduction of Safeguarding Operating Standards across every county FA in the country. These standards provided a national framework for the County to check and challenge everything it does with under 18's. It also is a tool to help ensure all children in football are safeguarded through robust, audited processes conducted by independent external verifiers.

Through the commitment of everyone involved Staffordshire FA were successful in completing the verification process. This means that has a County we meet the requirements to deliver football in line with good safeguarding practices. We would like to thank everyone for their commitment to achieving this accreditation. This however is only the beginning and we will continue to develop safeguarding practice to protect everyone involved in the game.

Last season Staffordshire FA staff completed 31 Safeguarding visits across county. These visits continue to be well received and have also provided an opportunity to provide information and education to players, coaches and parents. There have also been new risk assessments introduced to all activity planned and delivered by Staffordshire FA and it's partners.

The County also embedded a new safeguarding reporting system which was introduced by the FA. The system allows for the county to accurately report and monitor safeguarding incidents and poor practice across the county. It also provides the County FA board with information about safeguarding activity ensuring all levels of the organisation are fully aware of informed of the levels of activity in the county.





MAKING A DIFFERENCE
THROUGH FOOTBALL

REFEREES

930

REGISTERED REFEREES

251

NEWLY TRAINED
REFEREES SINCE AUGUST 2017

31 PROMOTED

REFEREES COUNTY WIDE

With 930 Parent County registered referees throughout Staffordshire there has continued and new development opportunities offered to all to further enhance their refereeing experience.

| Key Achievements |

- Staffordshire FA hosted a Female Only Referee's Course in July 2016 with another scheduled for July 2017.
- A new Mentoring Scheme has been established and implemented in North Staffordshire in conjunction with the North Staffs Referees Club. This group of Referees meet on a monthly basis and have an individual mentor. They also referee on Port Vale Academy games and gain mentor feedback as well as video analysis.
- Newly qualified Referees are allocated to specific leagues in order to improve Referee coverage following the completion of the course.
- The Referee Development Team has been restructured in order to implement a more streamlined approach to Referee development.



REFEREE PROMOTIONS AND PRESTIGIOUS APPOINTMENTS

Congratulations to Craig Taylor who was appointed to The FA Vase as Assistant Referee at Wembley Stadium in May. We would like to congratulate Chloe Matthews on her appointment as assistant referee on The FA Women's Youth Cup.

Staffordshire FA would also like to congratulate Jon Maskrey and Paul Stonier on being promoted to Panel Select Assistant Referees for the 2018/19 Season.

FEMALE REFEREEING IN STAFFORDSHIRE

Over the past 12 months Staffordshire FA has delivered 3 Female only referee courses in partnership with Stoke City RTC, Port Vale and Wyrley Juniors. Two of the courses were delivered around the Girls Football Week in April and used one course was delivered specifically for the Stoke City Regional Talent Centre to give different opportunities to the players involved with the academy and potentially a different pathway in football. In total 48 referees completed the course and are now out refereeing within the mentor system, on local leagues, all of the newly trained referees were invited to the newly formed Female Development Group to offer support throughout their refereeing endeavours.



MAKING A DIFFERENCE
THROUGH FOOTBALL

COMPETITIONS

14

COUNTY CUP COMPETITIONS

500

ENTRANTS

OVER 10,000

PARTICIPANTS

Across the 2017/18 season, the Staffordshire FA have facilitated 14 high quality, competitive competitions for over 10,000 participants across a multitude of ages, backgrounds and abilities.

We offer congratulations to our 14 winning teams and also offer our thanks to all the volunteers, from the clubs, the leagues and the County FA alike who work tirelessly behind the scenes to help make these competitions such a continued success.

| Key Achievements |

- We have worked closely with local clubs and stakeholder partners to deliver 14 successful County Cup Final Events in front of over 4,200 spectators
- We have worked with all standing committees to adopt a uniformed and concise approach to all 14 sets of Competition Rules ahead of 2018/19 season.
- We have carried out a major rebrand on the Cups Section of the Staffordshire FA website.
- Thank you to our hosts Brocton, Stone Dominoes, Stafford Rangers, Walsall, Stafford Town, Uttoxeter Town, Stoke City & Eccleshall.

Senior Challenge Cup

Stafford Rangers 3 – 2 Hednesford Town

Walsall Senior Cup

Rushall Olympic 2 – 2 Walsall Wood (Pens: 4-3)

Senior Challenge Vase

OSSMA Blurton TTFC 2 – 1 Redgate Clayton 1st

Challenge Cup

Madeley White Star Football Centenary 3 -1

Staffordshire Moorlands FC

Sunday Premier Cup

The Staffordshire Knot FC 3 – 0 Victoria FC

Sunday Challenge Cup

Potters Bar FC 4 – 2 FC Gnosall

TB Williamson Cup

Knave FC 0 – 7 The New Talbot

Sam Kimberley Trophy

Creswell Wanderers 0 – 2 Anchor Athletic

County U21 Sunday Cup

Four Oaks Club Rangers 1 – 9 Redgate Clayton

Ladies Challenge Cup

Sporting Khalsa First 0 – 2 Stoke City First

Floodlit Youth Cup

Wednesfield 0 – 1 Rushall Olympic Development

County Youth Challenge Cup

Eccleshall 0 – 2 Audley Juniors

Under 16 Sunday Cup

Ball Haye Green Youth 1 – 3 Red Star AFC

Under 15 Sunday Cup

New Park Village Academy 0 – 0 Hednesford Town Newlands (Pens: 3-2)



MAKING A DIFFERENCE
THROUGH FOOTBALL

REPRESENTATIVE TEAM

| FA County Youth Cup |

29 Oct 17 Manchester at Hednesford Town - won 2 - 1
03 Dec 17 Northamptonshire at Stafford Rangers FC - won 1 - 0
21 Jan 18 Oxfordshire at Hednesford Town - FT 0 - 0, AET 2 - 2, Pens won 3 - 1
25 Feb 18 Berks & Bucks at Bracknell Town FC - won 5 - 2
14 Apr 18 Norfolk at Stoke City (Final) - lost 0 - 2

| Midland Counties Youth Football Championships |

12/11/17 - Staffordshire 1 - 1 Nottinghamshire
26/11/17 - Staffordshire 2 - 0 Herefordshire
8/4/18 - Staffordshire 4 - 1 Northamptonshire
29/4/18 - Staffordshire 3 - 0 Bedfordshire
6/5/18 - Staffordshire 0 - 1 Leicestershire & Rutland
27/5/18 - Staffordshire 1 - 0 Birmingham

Pos		P	W	D	L	GD	PTS
1	Leicestershire & Rutland U18	6	5	0	1	14	15
2	Birmingham U18	6	4	1	1	14	13
3	Staffordshire U18	6	4	1	1	8	13
4	Bedfordshire U18	6	2	1	3	-4	7
5	Nottinghamshire U18	6	2	1	3	-10	7
6	Northamptonshire U18	6	1	0	5	-10	3
7	Herefordshire U18	6	1	0	5	-12	3

| Management Team |

Head Coach - Jeff Ashton

Coach - Carl Simmons & Wayne Minton

Goalkeeper Coach - Jason Scott

Physiotherapist - Bob Thomas

Scout - Ray Jenkinson & Darren Middleton

Team Administrator - Nick Adshead

STAFFORDSHIRE U18 REACH FA COUNTY YOUTH CUP FINAL

After a successful season and a semi-final victory over Berks & Bucks U18's, Staffordshire U18's reach the final of the U18 FA County Youth Cup which was played against Norfolk U18's at the Bet 365 Stadium. Appearing in the final for the first time since 2011 an excellent, well contested game resulted in a 2 - 0 victory for Norfolk. Reaching the final was a huge testament to the efforts of all the players & management team. Lets hope they can have another successful season next year.



MAKING A DIFFERENCE
THROUGH FOOTBALL

COACH EDUCATION PROGRAMME

142

COACH ED COURSES DELIVERED

576

NEW LEVEL 1 COACHES

74

COACHES UNDERGOING
LEVEL 2 TRAINING

Over the last 12 months, Coach Education across the whole of The FA has seen some huge changes. Newly developed courses such as The FA Level 1 and Level 2 have been positively received, and courses such as FA Safeguarding and FA Emergency Aid continue to be well attended across the county. In response to the changes made by The FA, Staffordshire FA now have a new workforce who deliver our Coach Education Programme.

| Key Achievements |

- Record number of Coach Education Courses Delivered by Staffordshire FA
- New UEFA B course delivered to 24 learners in Staffordshire
- Mentoring Programme aligned to Coach Education to provide ongoing post qualification support to learners
- Over 100 coaches attended FA Foundation Phase DNA Event at Lichfield City with Pete Sturgess
- 10 Coaching Roadshow events across the calendar year

Thanks to all of the venues that have supported our delivery this season.

NSCG COLLEGE PARTNERSHIP

The Staffordshire FA have developed a strong partnership with Newcastle & Stafford Colleges Group to support the delivery of Educational courses. The Colleges Group is our formal Education Partner and work with us to provide funding to deliver FA Level 1 and FA Level 2 coaching courses each season. The funding helps us to provide these courses at as low a price as possible and provide additional discounts for Charter Standard club coaches. Each time a coach attends a Level 1 or Level 2 course, they are enrolled as a Student at the College for the duration of their course with us to allow us to gain the funding to deliver our Coach Education programme.

NSCG

NEWCASTLE
AND STAFFORD
COLLEGES GROUP



MAKING A DIFFERENCE
THROUGH FOOTBALL



COACHES JOURNEY

I always wanted to coach football but didn't truly know what was involved. The courses offered by Staffs F.A. have helped me to realise this ambition.

7 years ago on a Friday night at Shire Oak School, I was introduced to safeguarding on my level 1 course by Adam Ponsford which gave me an explanation as to why I stopped playing the game that I loved.

This gave me a focus, but having passed my level 1, I now surely knew it all?

Having passed my level 2 and done various CPD events, my whole outlook on football changed and my focus became equality and opportunities for all.

I was honoured to be put forward to lead as Football Development Officer for Chasetown Youth Section, which has 30 teams. Although I found it difficult to convince already established teams, with the help of my mentor Nigel Latimer, we began to break down boundaries within our club and explain the England D.N.A.

Over the past season I was lucky enough to be selected to take part on the new UEFA B (level 3) course, led by Ronnie Reason, Nigel Latimer and Will Ryder. For someone who loves football, this course is simply mind blowing. As a direct result of my enhanced knowledge gained on the UEFA B course, at 43 years of age, I can finally understand the game that we all love so much. I now feel empowered to spread the word!

Simon Ward, Chasetown Youth FC



MAKING A DIFFERENCE
THROUGH FOOTBALL

DISCIPLINE

8560

PROCESSED DISCIPLINE CASES

18

COMMISSION MEMBERS

6

CHAIRMAN

2

LEAGUES PILOTED SIN BIN

66

DISCIPLINE COMMISSIONS

The 2017/18 season has been one of change for clubs in particular following the introduction of online discipline via the Whole Game System. A large proportion of Staffordshire clubs are now administering their discipline online, as discipline continues to play a vital part throughout the game ensuring that football is played in a safe environment for all.

| Key Achievements |

- During the 2017/18 season 6 new commission members have been trained and have sat on personal or non-personal hearings.
- 66 cases have been heard throughout the 2017/18 season.
- Ran 2 pilots for the FA's Sin Bin Scheme

The number of submitted cautions and misconducts have increased since the 2015/16 season however, the number of sending offs has seen a reduction.

	Season 16/17	Season 17/18
Cautions	7118	7235
Sending Offs	893	832
Misconducts	343	493

Last season Staffordshire FA issued a total of 11 cases following discrimination allegations. The 2017/18 season has seen this increase to 25 allegations. A positive to this is that people are clearly more aware and comfortable in reporting such allegations however, this highlights the fact that this is an increasing issues and volunteers as well as staff members need to be on board with addressing this going forward.



MAKING A DIFFERENCE
THROUGH FOOTBALL

STAFFORDSHIRE FA COMMUNITY AWARDS

The annual Staffordshire FA Community Awards took place in September as Clubs and Volunteers from across the county were highlighted and awarded for their outstanding efforts throughout the year. Hosted at Burton Albion FC prior to their home fixture vs. AFC Wimbledon, the winners were presented with their awards whilst enjoying some pre-match hospitality prior to the game. They also had the pleasure of stepping out onto the Pirelli Stadium pitch at half-time for a group photo with their respective awards

| Award Winners |

- **Charter Standard Club of the Year** - Lichfield City FC
- **Charter Standard League of the Year** - Staffordshire Ability Counts League
- **Community Project of the Year** - Whych Ladies FC
- **Grounds Team of the Year** - Kidsgrove Athletic Youth FC
- **Match Official of the Year** - Les Sinclair
- **Supporter of the Year** - Chris & Lisa Lovell (Creswell Wanderer's)
- **Coach of the Year** - Jason Reynolds (Lichfield City FC)
- **Young Volunteer of the Year** - Jake Triggs (Berkswich FC)
- **Volunteer of the Year** - Sharon Franklin (Abbey Hulton United)
- **The Respect Award** - Russ Powell (Kidsgrove Athletic Youth)





MAKING A DIFFERENCE
THROUGH FOOTBALL

OFFICERS AND COUNCIL MEMBERS



Staffordshire FA Officers

Chief Executive Officer - Adam Evans
Head of Strategy & Investment - Kevin Staples

Participation Hub Team Lead & Football Development Officer (Adult)

- Gareth Thomas

Football Development Officer (Inclusion)

- Bethan Woolley

Football Development Officer (Disability)

- Gemma Turner

Football Development Officer (Youth & Workforce)

- Daniel Hickinbottom

Referee Development Officer

- Matthew Jones

Football Workforce Coordinator

- Sare Michael

Members Support Hub Team Lead & Discipline Officer

- Vicky Collins

Finance Officer

- Joanne Adams

Safeguarding and Education Officer

- Jan Scott

Football Administrator

- Lynn Barber

Clubs & League Support Officer

- John Lilburne



MAKING A DIFFERENCE
THROUGH FOOTBALL

Staffordshire FA Board Members

Chairman - M. Stokes

R. Tooth

M. Sale

M. Barnard

M. Warren

Chief Executive Officer - A. C. Evans

Staffordshire FA Council Members 2017/18

President:

D. M. Bathurst

Association Chairman:

M. Stokes

Association Vice Chairman:

R. Tooth

Life Members:

B. G. Shenton

R. M. Street

Life Vice Presidents:

B. J. Adshead

D. M. Bathurst

M. J. Cooper

J. C. W. Deans

E. F. Evans

R. H. Jenkinson

G. Leadley

W. K. Martin

D. E. Ramsbottom

P. Savage

T. Simms

D. L. Stanton

J. E. Wells

G. Singh

Representatives:

M. Barnard - Mid Staffs Youth League

P. Heafield - Staffordshire Referees Association

J. F. Cotton - Elected Club Representative

Mrs B. Degg - Uttoxeter and District Sunday League

C. Garlic - Port Vale FC

A. J. Grocott - Lichfield and Walsall District League

Mrs. W. Hancock - Potteries Junior Youth League

D. Hodgkiss - Bilston Partnership Youth League

S. J. Holland - City Traders League

Mrs. M. Hollingshead - Lichfield Recreational League

J. Houston - Cannock Chase Sunday League

A. Martin - Staffordshire Girls & Ladies League

D. Mole - Walsall FC

L. G. Morris - Sentinel Football Competitions

R. Mullin - Stafford Rangers FC

I. Evans - Leek Town FC

C. Redfern - Walsall Junior Youth League

M. Sale - Leek and District Sunday League

M. A. Sanders - Coors Sunday League

A. S. Sheldon - North Staffs Junior Youth League

G. Singh - Stafford and District Sunday League

M. Stokes - Staffordshire County Senior League

D. Stone - North Staffs Youth League

R. Tooth - Potteries and District Sunday League

M. Warren - Staffordshire Schools FA

J. E. Wells - Elected Club Representative

S. Shuttlewood - Staffordshire Ability Counts League




MAKING A DIFFERENCE
THROUGH FOOTBALL

8,577 
TWITTER FOLLOWERS

1,762 
LIKES ON FACEBOOK

 450
INSTAGRAM LIKES

7,585 
YOUTUBE VIEWS

150,000
WEBSITE VISITS A QUARTER

96%
POSITIVE FEEDBACK ON FRESHDESK

25,008
APP USES

2018 - 2021 INTO A NEW STRATEGY

"UNTYING THE KNOT"

"The 2018-2019 season will see the launch of our new ambitious strategy 'untying the knot' which provides a vision for the future of the Association this is based on a new modernised approach as previously alluded to where inclusion is key. I look forward to this new challenge and working with you all to shape the future of Staffordshire Football."

Adam Evans - Chief Executive Officer

STAFFORDSHIRE FA VISION	We aim to ensure the long term future of the game by providing the best possible environment and infrastructure where football will flourish in the County for all backgrounds and abilities		
STAFFORDSHIRE FA MISSION	Making a Difference Through Football		
STAFFORDSHIRE FA OBJECTIVE	Build a culture of lifelong participation in Football		
Strengthen the Player Pathway for male, female, futsal & disability	High quality introduction to football Inspire every player and build a culture to ensure lifelong participation in football	Develop Clubs & Leagues to Meet Modern Players' Needs Supporting a forward-thinking leagues and clubs system that engages the whole community	Embrace All Formats, Engage All Participants More playing opportunities through flexible and accessible formats of the game
Build Capacity	Recruit, Develop and Support the Football Workforce Investing in and upskilling the football workforce, both paid and unpaid, to support our staff, teachers, coaches, referees, club & league officials and general volunteers Develop Sustainable Football Facilities Enhancing existing and developing new playing facilities through a programme of standardised and scaled pitch developments to include: 3G pitches, Clubhouses, Grass Pitches, Recreational Space		
Develop Internal Capability	Modernise & Innovate Using technology, data, insights and innovation to make quicker decisions, whilst ensuring standardised processes, good governance and robust safeguards mean we make the right decisions		
STAFFORDSHIRE FA VALUES	iNSIGHTFUL ● iNNOVATIVE ● iNCLUSIVE ● iNFLUENTIAL ● iNSPIRATIONAL		



Staffordshire Football Association,
Dyson Court,
Staffordshire Technology Park,
Beaconside, Stafford, ST18 0LQ

Tel: 01785 256994

Fax: 01785 279837

www.staffordshirefa.com