

Surrey FA

Strategy 2021-31





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FOOTBALL

Strategy Development

1. Insights & Knowledge

2. Listening to you

Players, Parents, Clubs, Leagues, Referees, Coaches
Surveys

3. Stakeholder consultation

IAG, Youth Forum, County Members

4. Values/ Behaviours & Five Strategy Workshops

Board, Staff, IAG, Youth Fourm

5. Socialising strategy

Staff, Partners and Key Stakeholders

6. Operationalise year 1

For FA Review

7. Design & Publish strategy

All Stakeholders

VISION & STRATEGY GATHER INSIGHT & PERSPECTIVES

Workshops: 2-hour
interactive sessions (via
Zoom)

Using appreciative
inquiry methodology

Tease out WHAT is
important to Surrey FA
and WHY

Discuss what the
targets & tactics could
be

5 x themed workshops:
Participation | Facilities
| Workforce |
Governance | Revenue

Supported by an online
survey to gather wider
insight from the Surrey
FA (combined with
values survey)

Foundations for Success 2017-21

- New Surrey FA owned hub-site opened – the first in SFA's 140 year history
- Strong growth achieved across Female, Male and Disability participation (over 8.5k new participants)
- Successful achievement of the Intermediate Equality Standard
- Secure financial position (cash reserves in excess of £500k)
- New commercial partnerships established (Specsavers, Champion Timber)
- Governance transformation, driving improved leadership
- Robust response to Covid-19 pandemic, with clear strategy of Respond – Mitigate – Recover

Why 10 years

- Long term view with interim strategy reviews every three years
- Transformational change
- Truly representative of our local community
- Fit for future pathways, structures, facilities and clubs
- Network of Hub sites – major projects
- Maximising revenue to re-invest in grassroots football
- Targeting new participants and the recreational game





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Vision

to make football in Surrey inclusive, safe, sustainable and fun

Mission

**Providing exceptional service and support to the people and places
that make football happen in Surrey**

Values

Respectful Ambitious Collaborative Focused

Strategic Foundations

Fun | Inclusive | Safe | Sustainable

Strategic Pillars and Objectives



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Playing the Game we will significantly grow the game, increasing participation and ensuring there are great places for everyone to play		Enabling the Game we will engage, enable, and support the people who deliver football		Governing the Game our responsibility as guardians of football in Surrey, describing how we effectively govern the game	
More Participants	Increase Participation	Exceptional People Delivering Excellent Experiences	Developing Coaches	Excellent Organisation	Exemplary Governance
	Respectful Play		Supporting Referees		Embed safe and inclusive environments
Great Places to Play	Vibrant Clubs & Leagues		Enabling Volunteers		Exceptional Customer Service & Support
	High Quality Facilities		Inspiring Staff	Long-Term Sustainability	Maximise Investment in the Game
	Network of Hub Sites		Enhanced Profile		Environmental Sustainability

Great Places To Play

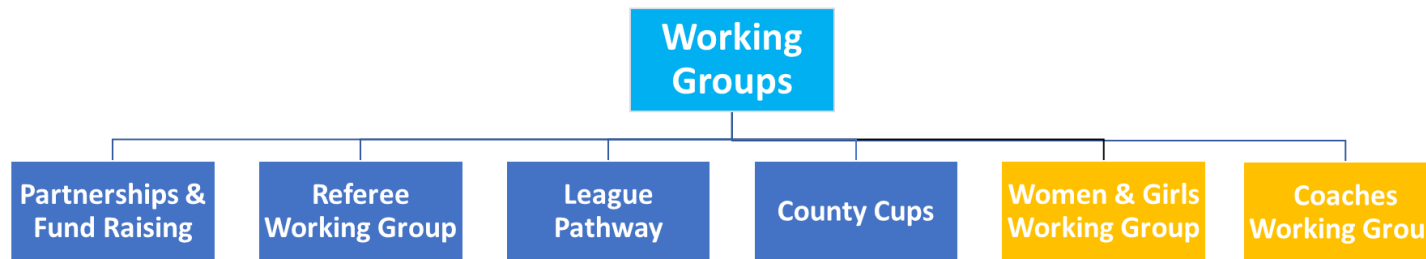
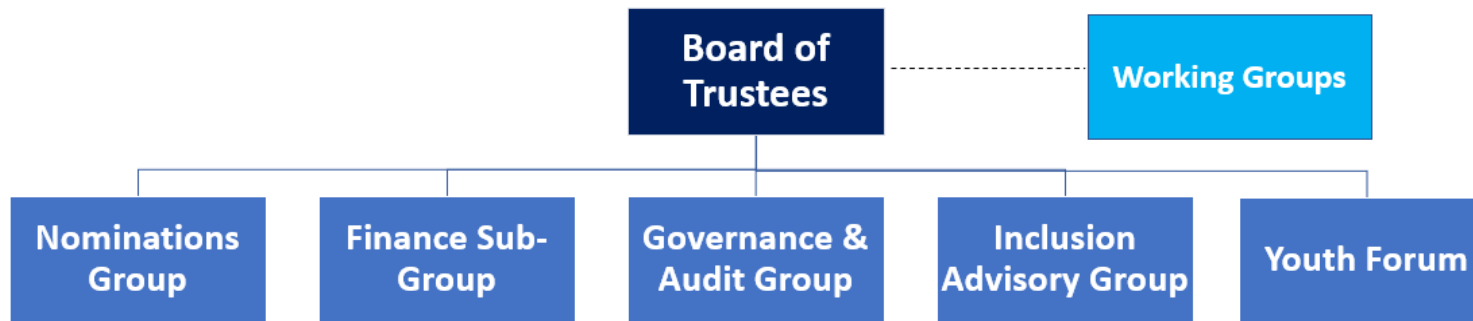


Maximising investment in football

- Secure current financial position (cash reserves in excess of £500k)
- Initial focus is on driving new revenue, leveraging:
 - New commercial partnerships
 - Grant funding for charities
- New revenues facilitate increased investment back into the game
- Priority will be to establish further hub sites, to maximise our reach and profile across the county



Our Governance Structure



BOARD STRUCTURE

- Chair
- SID
- Vice Chair
- Finance Director
- Chair Youth Forum (ex-officio)
- CEO (ex-officio)
- Independent NED's

Working Groups

- Open recruitment
- Recognised as County Members

10 Years - 10 Big Numbers

1. 100,000 affiliated and recreational players
2. 2-3 SFA network hub sites
3. 5,000 New Referees Trained
4. 10,000 New Coaches Trained
5. £20m invested in new & improved facilities
6. 100% Accredited Clubs/Leagues using our support services
7. 500k + social engagement
8. 100% Compliance - Safeguarding Operating Standard; Advanced Equality Standard; Customer Excellence Standard and FA Governance Code
9. £450m economic and social impact
10. £2m invested into Surrey grassroots football per year