



# 2022-23 Annual Report



# Contents Page



Message from the Chair	Page 2
CEO Review of the Year	Page 3
Board of Directors	Page 4
Meet the Team	Page 5
Strategy	Page 6
Safeguarding	Page 7
Walter the Wolf	Page 8
Equality, Diversity & Inclusion	Page 9
County Cup Winners	Page 10
KPI'S	Page 11
Facilities & Investment	Page 12
Westmorland County FA Leagues	Page 13
Refereeing	Page 14
Westmorland County FA Girls PDP	Page 15
Grassroots Award Winners	Page 16
Financial Summary	Page 17
How are we doing survey	Page 18
Our Partners	Page 19



# MESSAGE FROM THE CHAIR



**Peter Ducksbury**  
Chair

I am pleased to introduce the 2022/23 Annual Report, my fourth as Chair of the Company. I am delighted that we have come out of the COVID-19 pandemic so successfully as an organisation. I am very grateful to you all for keeping the game going and the work you do.

I am delighted by the growth in participants, teams, and referees. The significant growth in the girls and women's game is I'm sure down to the success of the Lionesses team in last summer's Euros and hard work locally by staff and volunteers. We continue to see growth in the number of clubs improving their pitches and facilities in the last 12 months and the significant financial support received from The FA and Football Foundation has really had an impact.

I am very proud of what we, and particularly the executive workforce, have done in retaining and developing the game in the county. The changes in staff have gone smoothly, and we have not seen any impact on the service we provide to our clubs which is reflected in the recent customer satisfaction survey.

As we enter the third and final year of our funding agreement with The FA, we continue to work on a reduced budget and remain committed to using some of our reserves to maintain services.

The executive continued the fantastic work in developing an alternative football provision with the Girls Player Development Centre, Futsal, Walking Football, Referee Development all showing growth. We also successfully got all our competitions sponsored.

Safeguarding remains at the heart of everything we do as we ensure that children and adults at risk are safe. Our work in this area is outstanding and is a credit to everyone involved.

We look forward to working with you to maintain our participant, club and team numbers, and continue to recognise the challenge of recruiting and retaining referees. All of which form part of our operating plan for 2023/24 and dovetail the FA's National Game Strategy. We are also committed to working towards The FA's Corporate Governance Standard. As part of this work we have already revised our Articles of Association, disbanded our Council, and reviewed the roles and responsibilities of each Director.

I am proud of our achievements; it is a privilege for me to Chair the organisation and I would like to thank Westmorland County FA Directors, staff, match officials, volunteers' administrators and sponsors for their continued hard work and commitment and look forward to working with you in future.



# CEO Review of the Year



**James Pattison**  
Chief Executive

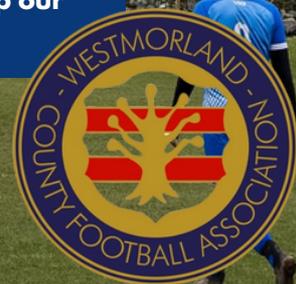
As we approach the end of the 2022.2023 season and reflect on the past year it is amazing to see how much has changed here at Westmorland County FA. In August 2022 our CEO, Jo Ashworth left the County FA to pursue a new role at Lancashire FA. I was immensely honoured and proud to be given the opportunity to take on the position within a county I have lived all my life and played football in for over 20 years. I am relishing the new challenges the role gives, and I am looking forward to what our amazing county can achieve in the coming years.

In the past 12 months we have also recruited Sophie Hughes as Football Development Officer and Jim Bone as Football Operations Officer. Sophie joined us from Durham FA with great experience specifically in the Womens & Girls game. Jim joined us from the Education sector, and both have added great value, skills, and expertise to our small team. Having 75% of the workforce either new to role or to the company is a challenge for any organisation, however despite this I am proud of what we have achieved throughout the 2022-23 season given our resources in comparison to other County FA's. At Westmorland County FA we are lucky to have such a dedicated, committed, and passionate Board of Directors who help to strategically guide the County FA and provide ongoing valued support to our executive workforce. I would like to add a personal thank you to our Board of Directors for their support to myself during this season.

We are grateful that for the first time in four years we were able to complete a season without been affected by COVID-19 and return to normality, enabling the game to flourish locally. We continue to surpass our participation targets in the male and female game and the number of referees in the County is at the highest number for many seasons. We are also now consistently achieving our grass pitch improvement target. It is great to see so many immaculate playing surfaces that are fitting of the beautiful part of the world we live in. We are also extremely proud to be able to offer opportunities to both our boys U18 representative sides as well as our U10, U12, U14 and U16 girls' sides. One major highlight of the year was our trip to the Isle of Man. The County FA also achieved the foundation level for the Equality Standard for Sport, and we look forward to working towards the preliminary level to further continue our work in this field.

This season saw the first ever Westmorland County FA Women's Senior Challenge Cup final take place and we will work to ensure it grows in the coming seasons. Westmorland County FA continues to be one of the highest performers in the FA's safeguarding operating standards assessments, passing the assessment with zero actions or recommendations. Although there have been so many positives there are also areas we need to work hard to improve. Coach Education still has its challengers for learners, and we want more coaches to be upskilled and better supported. We are still behind on our disability players target and there is work to be done to get these figures back to pre-COVID levels. This season we have seen an increase in misconduct and poor behaviour across the grassroots game. This needs to stop and will be a main focus of ours to address throughout the 2023-24 season.

Finally, I would like to say a huge thank you to all our players, clubs, leagues, officials, and volunteers. The work you do season on season is invaluable and you are the people who keep our game going. Let's make 2023-24 the best season yet.



# Board of Directors



Westmorland County FA Board of Directors form part of our football workforce here in Westmorland. Each and everyone giving up their time and expertise at various events, meetings and activities throughout the year.

Responsibilities include Safeguarding, Discipline, Football Development, County Cup Competitions & Appointments and Refereeing. All of these functions add value to the work of the Westmorland County FA and will often mean countless hours have been given back to football through these roles.

## LIFE VICE PRESIDENT

G Aplin

T B Huck

## VICE PRESIDENT

J R Cotter

M A Crossley

G A Roe

R W Wilkinson

## CHAIR

P G Ducksbury

## VICE CHAIR

P A McDonnell

## CHIEF EXECUTIVE OFFICER

J Pattison

## BOARD OF DIRECTORS

I Hunt

D O'Callaghan

P Rushton

K Singleton



# Meet the Team



**James Pattison**  
Chief Executive Officer



**Peter Leonard**  
Football Services &  
Designated Safeguarding Officer



**Sophie Hughes**  
Football Development Officer



**Jim Bone**  
Football Operations Officer



# Strategy



## Retain and Grown Participation

Retain participation in the male game  
Retain & increase participation in the female game  
Increase participation in disability football

## Enhance the Local Infrastructure

Coaches – More and better skilled coaches, with a focus on female recruitment  
Aspirational - Every team to have a qualified coach  
Officials – More and better skilled officials, with a focus on female recruitment  
Aspirational - Every match to have a qualified match official  
Playing Environments – Accessible playing environments and facilities to meet demand  
Aspirational – To secure a new community pitch & home for the Westmorland County FA

## High Performing County FA

Outstanding governance  
Manage the game effectively  
Safeguarding Operating Standards  
Equality Standard  
Financially sound  
Positive reputation

## Membership Engagement

Club and league support  
Workforce recognition  
Digital support  
Marketing & Communication  
County products and services

# Safeguarding



**Ian Hunt**  
**Board Safeguarding Champion**



The last 12 months have been a complete contrast to the previous 12 months in terms of the constraints Covid put on football nation wide previously. This season has been rewarding for us as a Board of Directors looking in and assisting the office in working hard and achieving excellent feedback both from the FA and the NSPCC in the way we have put safeguarding at the very top of our priorities and demonstrated to them the systems that are in place to make our county as inclusive and safe as we possibly can to those participating in the wonderful game.

I and other directors have assisted in safeguarding visits to clubs and the feedback we received from parents and coaches really has made us feel we are on the right path. Peter Leonard's innovation with Walter the Wolf continues to be a success and his 7 minute briefings are interesting and informative and I thank him for his work on those items.

We cannot rest on our laurels and the board and staff will work hard again this coming season to ensure our county continues to be a happy and safe place to play football. Thank you to all clubs and welfare officers for your valued work, you really do a superb job.



# Walter the Wolf



**Walter the Wolf  
County FA Safeguarding Mascot**

Walter the Wolf has been a superb addition to Westmorland County FA team and we have several key projects lined up for Walter. Created in lockdown by local player Isabelle Chelton, Walter now has his own Instagram page and is the face of local youth football! So what has Walter done this season?

Walter has created several unique projects including his Christmas Giving Tree. Walter encouraged football players from around the county to donate footballing gifts which we distributed to schools, foodbanks and charity shops for children families who might need some extra support.

Walter also ran a competition over PlaySafe weekend where he encouraged players to watch his online video and complete a wordsearch. All entries were entered into a random draw and the grand prize was the chance to play at Kendal Town FC. This was won by Kirkby Stephen U7's and they enjoyed a great game with Kendal United before the Senior Challenge Cup Final.

Walter also visited lots of matches across the grassroots community this year and even went across to the Isle of Man earlier this year to cheer on our girls Player Development Programme squads!

Follow Walter the Wolf on Instagram



@Westmorland\_walter\_the\_wolf



# Equality, Diversity & Inclusion

This season we were delighted to be presented with the foundation level for the Equality Standard for Sport. The standard ensures we have demonstrated a clear commitment to equality and we have a clear policy referring to equality and implement this policy efficiently. Over the past two years we have developed our EDI strategy and throughout the 2023-24 season this will be continued. Our next target is to achieve the preliminary level of the standard.

Some of the work we have done in this area includes our comprehensive Women & Girls programme as well as developing our Walking Football League and weekly programme. We have also started various PAN disability sessions across the county and ran a national first referees course for young people with adverse childhood experiences.



# Westmorland County Cup Winners



**Senior Challenge Cup sponsored by  
Kirkby Lonsdale Bathrooms  
Kendal Town FC**

**Benevolent Trophy sponsored by  
Paintwell  
Kirkoswald FC**

**Junior Cup sponsored by Carnforth  
Print & Design**

**Lunesdale United FC**

**Women's Senior Challenge Cup  
Bathrooms  
GT7 Academy Ladies**

**Under 18 Boys Cup  
Penrith AFC**

**Minor Cup sponsored by Baxendale  
Fitness**

**Wattsfield Youth**

**Dallam Tower Cup sponsored by  
Webbs Kitchens**

**Milnthorpe Town Youth**

**Under 13 Boys Cup sponsored by  
Matty's Barber Shop**

**Wattsfield United Youth**

**SM Jones Trophy sponsored by  
Bowes Dairy Produce**

**Wattsfield United Youth**

**U16 Girls Cup sponsored by Joey's  
Wattsfield Youth Girls**

**U14 Girls Cup sponsored by Joey's  
Wattsfield Youth Girls**

**U12 Girls Cup sponsored by Joey's  
Kendal United Girls**



# Key Performance Indicators



**2,463 Male Pathway Players**

**441 Female Pathway Players**

**90.2% Youth Teams with a Qualified Coach**

**66 Referees**

**Safeguarding Operating Standard **PASS****

The current totals for our Key Performance Indicators for the Male and Female pathway as well as Youth Teams with a Qualified Coach has exceeded our targets for the 22/23 season. The figures include players registered for a team and players registered on the FA Events platform.

We are currently trying to increase the number of female players registered using recreational programmes such as the Wildcats (5-11yrs) and Squad (12-14yrs) to get more girls involved in football and lead to the creation of additional female teams. We also have an Equal Game Ambassador who ran a workshop for local clubs encouraging them to create or develop female provision at their clubs.

The Regional Coach Developer Ben Hardaker will be running a Stepping Over the Sidelines workshop for Kendal College and a separate workshop open to all females in the area with the aim of encouraging more females into coaching. A female coaching group in partnership with Cumberland FA is to be launched in the Summer to support female coaches on their coaching journeys.

# Facilities & Investment



In the 2022/23 season seven grant applications have been approved by The Football Foundation. The total value for all these projects combined is £69,291.48 with £49,557.50 being covered by grant funding.

Currently there are six clubs that are on the Grass Pitch Maintenance Fund which provides six year tapered grants to enhance or sustain the quality of their grass pitches. The clubs currently on this programme are as follows: Ambleside United, Kendal County, Kendal United, Kirkby Lonsdale and Ullswater United.

PitchPower which is the Football Foundation's app for inspecting and improving grass pitches, has been used by a number of clubs this season. PitchPower Reports are completed by the Regional Pitch Advisor once they receive the data through the app. The advisor compiles a report with advice and recommendations which can be used to support grant applications.

Clubs and organisations that have completed a PitchPower Assessment for their pitch(es) this season or have given permission for the CFA to complete it on their behalf include: Arnside & Milnthorpe Town, Ambleside United, Brough, Burneside, Coniston, Kendal County, Kendal United, Kirkby Stephen, Lunesdale United, Milnthorpe Corinthians, Milnthorpe & District, Staveley United, Ullswater United and Watstfield.



# WCFA Leagues

## **KENDAL COLLEGE SPORT UNDER 18 LEAGUE**

Westmorland County FA continued to run several leagues in house this season. The Westmorland FA Under 18 League was made up of seven teams this season with Penrith AFC Juniors being crowned champions after an unbeaten campaign! Our Futsal leagues have provided three teams to progress into the regional heats for the national Pokemon cup. The walking football league has built on the success of our recreational sessions providing a competitive outlet for those looking to continue playing.

## **WALKING FOOTBALL LEAGUE FUTSAL LEAGUES**





# Referees



**This season we have done some great work around refereeing. We have expanded our workforce and recruited new referees, mentors, and coaches. This season we have also seen a huge amount of referee progression and officials operating on the promotion pathway. Off the field of play we have continued with the Donald Shepherd Referee academy. The sessions are a blend of theory and practical and we have had guest appearances from Football League referee Seb Stockbridge and FIFA Assistant referee Lucy McCann.**

**We have also done some key work around equality, diversity and inclusion to support referees. We have worked with local schools and care settings to support young people and deliver a course for young people with special educational needs. This was course was created by Westmorland County FA and supported by the PGMOL.**

**On the field of play we have again been excelling. This season, Peter Rushton, Chris Dixon, Mark Blamire, Dave Houldridge, Bernard Law and Paul Kettlewell all received national FA appointments in either the FA Cup, Vase or Youth Cup. Our youth referees have also been progressing, Evan Dart, Will Owen, Oliver Jervis and Abigail Greenwood have all refereed open age adult football in either the Westmorland League or the Lancashire Women's Senior League. Abigail also officiated in the Women's Northern Premier League as an assistant referee on Women's Football Weekend.**



# Girls Player Development Programme

Westmorland County FA Player Development Programme (PDP) is based at Dallam School Sports Centre, Milnthorpe and continues to operate a 30-week programme for approximately 60 female players in four age groups, the U10 squad being a recent addition this season. This season the PDP has also introduced a goalkeeper coach who attends monthly for group sessions with goalkeepers from the different age groups.

In addition to weekly training the PDP have organised 25 friendlies an average of five games per age group. These games have been with a mixture of grassroots and ETC teams as well as against other County FA representative teams (Isle of Man FA and West Riding CFA). In February 2023 the U14 and U16 teams attended a two day trip to the Isle of Man for two friendlies per age group against the Isle of Man FA Representative Squads for U14s and U16s. In May the Isle of Man FA U14 girls team travelled across to Westmorland for a final friendly this season.

Those PDP players who have shown potential have been referred to the Future Lionesses Talent ID events. A recent self-referral 3 v 3 event in Cumberland, as part of the “Discover my Talent” initiative from The FA was promoted at the PDP. The County FA have recently made an Emerging Talent Centre(ETC) application to The FA for the 2023-24 season.

U10 Girls Lead Coach - Rob Haworth

U12 Girls Lead Coach - Graeme Blair

U14 Girls Lead Coach - Chris Miller

U16 Girls Lead Coach / Programme Lead - Sophie Hughes



# Grassroots Football Awards 2022/2023

## WCFA Lifetime Achievement

Allan Strong

## New Volunteer of the Year

Simon Vogt

## Coach of the Year for Male Pathway

Stephen Ellwood

## Coach of the Year for Female Pathway

Jamie Lund

## Grounds Team of the Year

Tom Brown

## Club of the Year

Lunesdale United

## League of the Year

## Westmorland Football League

## Young Volunteer of the Year

Lee Modlin

## Match Official of the Year

Abigail Greenwood

## Lioness Award

Kirkby Stephen Youth Girls

## Positive Football Environment Award

Stefan Grabek

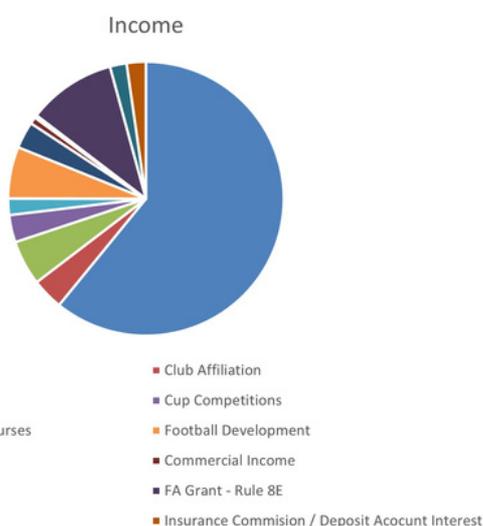


# Financial Summary



This financial summary is for the purpose of illustration and is not intended to be exhaustive. It is a summary of the full annual report, which has been audited and will be circulated at the Annual General Meeting.

## Income



### Item

FA Grants	£124,365.00
Club Affiliation	£7,580.00
Discipline	£10,828.00
Cup Competitions	£6,593.00
Referee Registration & Courses	£3,970.00
Football Development	£12,470.00
Non FA Grants	£6,434.00
Commercial Income	£1,660.00
Safeguarding Income	£666.00
FA Grant Rule 8E	£21,192.00
FA Capital Grants	£4,000.00
Insurance Income / Deposit Account Interest	£4,598.00
<b>Total</b>	<b>£204,356.00</b>

## Expenditure



### Item

Staff Costs	£121,686.00
Office Running Costs	£14,129.00
Football Development	£12,279.00
Refereeing	£5,242.00
Commercial Expenses / Professional Fees	£5,095.00
Other	£7,650.00
Insurance	£4,701.00
Competitions and Representative Matches	£12,260.00
Depreciation	£8,386.00
<b>Total</b>	<b>£191,428.00</b>

# How are we doing survey?

**YOU DESCRIBED US AS...**

**APPROACHABLE**

**PROFESSIONAL**

**SUPPORTIVE**

**80% OF CLUB OFFICIALS SAID  
THE CFA WERE VERY HELPFUL  
OR HELPFUL**

**50% OF REFEREES SAID THEY  
HAD A SIGNIFICANTLY  
IMPROVED EXPERIENCE OR  
IMPROVED COMPARED TO 12  
MONTHS AGO**

**72% OF  
PARENTS/GUARDIANS HAD  
A VERY POSITIVE OR POSITIVE  
PERCEPTION OF THE COUNTY  
FA**

**A FULL REVIEW OF THE SURVEY RESULTS IS  
AVAILABLE ON OUR COUNTY FA WEBSITE.  
WHY NOT CHECK IT OUT!**



# Our Partners

