

Cambridgeshire Football Association

Chief Executive Report 2015-16 Season



Welcome

Welcome to our Season Review 2015-16. It has been another busy season for the Cambridgeshire FA and our member clubs and leagues. Thank you to each and every one of the club and league officials, as well as our County FA workforce, for all of your hard work and dedication this season.

I am particularly grateful to our Chairman, Roger Pawley, and Vice-Chairman, Phil Hill, as well as to our other CFA Directors and Council Members for their support and hard work.

Pride of place must go however to our out-going President, Don Page. If I had to imagine the perfect personality for a County FA President, it would be Don. His enthusiasm, expertise and experience are of great value to football. As an Ambassador in the role of President, he has been simply outstanding. I would like to place on record my personal thanks to him, and hope that he will remain as active from the 'back benches' for many years to come.

You will see this year that the format of the report reflects more closely our work to deliver a strategy for football, which was launched last summer. The headlines and summary of the strategy are outlined in the first part of the report, followed by an update of our progress through our scoreboard, which tracks progress against national and, crucially, local targets. This is followed by a snapshot of achievements and headlines against each of our 5 areas: **Play**, **Coach**, **Facilities**, **Volunteers** and **Excellence**.

Our CFA committees have done a great job in aligning their work with the priorities of the strategy, and this has been led by our committee Chair and Vice-chairs. Our team of staff have then supported the delivery expertly. The team has undergone some changes over the last 12 months, particularly in the football development department. The staff 'line up' is outlined for you towards the end of this report.

I hope that you find the report easy to read, insightful and relevant to you. Success for football relies on the CFA being able to provide clear communication of our goals, and identifying the critical role you all play in delivering the game at all levels. Together we do make a real difference to our community through football. We have made a good start in delivering our strategy in 15-16, and I look forward to reporting on even greater progress this time next year.

Enjoy the summer and a well earned break.

Chris Pringle



Our 2015-16 headlines

- Record player numbers in Mini Soccer and Girls'football
- Girls' Advanced Coaching Centre (ACC) launched
- ACC player selected for England WU15
- Coach Education 2019 target about to be met early
- Improved customer service through our online Whole Game System
- 86% coverage of matches by qualified match officials
- Dedicated volunteer support, development and succession planning
- Funding for 2 Artificial Grass Pitches
- Pitch Improvement Programme launched



The Strategy in a nutshell

Vision: To serve member & maximise participation at affordable levels at high quality venues

Purpose: To administer, develop and deliver football making the experience as good as it can be

Values: Passion; Service; Excellence; Collaboration; Professionalism; Friendly

Goal 1 PLAY

- Team Targets to 1051
- Grow & scale recreational football
- Easy entry into the game
- Transitions
- Pathways
- Competition structures

Goal 2 COACH

- Coach education
- Licensed Coaches Club
- Mentors
- Targeted training & development
- Girls' Advanced Coaching Centre
- Skills programme

Goal 3 FACILITIES

- 8 new or upgraded Artificial Grass Pitches
- Improve at least 23 grass pitches
- Pitch Improvement Programme
- Advice
- Support
- Funding opportunities

Goal 4 VOLUNTEERS

- Online administration via Whole Game System
- Club Support
- League support
- Referee development
- Referee appointments
- Youth Council
- Inclusion Advisory Group
- Welfare
- Stakeholders

Goal 5 EXCELLENCE

- Best practice CFA
- Innovative delivery
- Commissioning
- Optimise resources
- Sound finances with surplus re-invested
- Advocacy
- Engaging marketing & communications
- CFA owned facility

The CFA Scoreboard 2015-16

PLAY						
KPI reporting	Measure	Baseline	2019 Target	June 2016	Variance	Notes
FA	No of mini soccer teams	264	308	300	-8	Next Generation Festivals delivered to create teams for the new season
FA	No of male teams	627	632*	586	-49	Recreational football offer (Flexi League) to attract players leaving the 11v11 game
FA	No of female teams	91	91	84	-7	Girls Festivals and Flexi League to increase teams. Growth in U7 & U8 Girls teams
FA	No of disability teams	20	20	12	-8	Bid for FA funding submitted to support this area of work
CFA	No of male teams supported- non CFA affiliated			56		56 adult male teams playing & supported in CFA run Cambridgeshire County League
CFA	No of female teams supported- non CFA affiliated			63		63 female teams playing & supported in CFA run Girls' & Women's League
CFA	% CFA matches covered by a qualified referee	79%	90%	87.5%	-2.5%	Coverage of the County League, County Cups, Vets and Girls' & Women's League
COACH						
KPI reporting	Measure	Baseline	Target	June 2016	Variance	Notes
FA	No of FA Youth Award Module 3 Coaches	0	17	14	-3	Module 3 delivered in March 2016 with 12 Cambs FA coaches
CFA	No of members of the FA LCC	556	656	485	-171	Chasing lapsed members
FA	% LCC BAME	1.4%	2.4%	3.5%	1.1%	Inclusion Advisory Group established- positive measure for BAME
FA	% LCC Female	6.5%	7.6%	7.0%	-0.6%	Targeted work needed but progress has been made
FA	% LCC Disability	0.5%	1.5%	1.5%	0.0%	IAG and Youth Council to look at this area although on target
FACILITIES						
KPI reporting	Measure	Baseline	Target	June 2016	Variance	Notes
FA	No of improved grass pitches	TBC	23	0	-23	Focus on the Pitch Improvement Programme with workshops for groundsmen
FA	No of new 3G pitches	0	8	2	6	Target is 3 new and 5 upgraded or non Football Foundation funded. Linton Village College to be completed this summer; Cambourne funding secured to begin build
THE FOOTBALL WORKFORCE						
REFEREES						
KPI reporting	Measure	Baseline	Target	June 2016	Variance	Notes
FA	% of youth and adult matches officiated by a qualified referee FA	79%	90%	86%	-4%	6% increase in coverage is an excellent achievement; focus on Girls & Women's league
CFA	No. of qualified and registered male referees	336	358	200	-158	Referees re-registration is ongoing over the summer. This figure excludes L9s
CFA	No. of qualified and registered female referees	7	12	4	-8	Signs of improvement from last season
CFA	% Referee reports received via WGS Portal	80	95%	81%	-14%	80% weekly average season to date
FA	% Referee BAME	1.7%	2.5%	6.12%	3.62%	Positive picture for BAME representation
FA	% Referee Female	2.4%	3.2%	5.14%	1.94%	Targeted work needed to focus on female players
FA	% Referee Disability	0.7%	1.4%	0.57%	-0.83%	Better data is being sought by The FA to encourage referees to update profiles
VOLUNTEERS						
KPI reporting	Measure	Baseline	Target	June 2016	Variance	Notes
CFA	Total number of hours dedicated to volunteer support	-	TBC***	78 hrs / 674 vols	N/A	We are monitoring support hours in Year to establish a year 2 target. 78 hours of meeting time this season benefitting 674 volunteers
CFA	No. of clubs with Volunteer Development Plans	14	24	10	-14	10 Community Clubs and 9 Development Clubs have plans
CFA	% clubs and leagues using the WGS Portal	0	80%	75%	-5%	Approx 35% online for discipline and 75% for affiliation
CFA	% Discipline Hearings closed within 14 days (correspondence) & 28 days (personal)		80%			A positive season of improved discipline with cases down 5% however misconduct cases risen steeply

Our progress this season

CFA affiliated team numbers are captured on the scoreboard on page 4. We also provide opportunities for 119 non CFA teams that play in our CFA run leagues.

This page celebrates this season's County Cup winners:

WINNERS

Professional Cup
Invitation Cup
Cliff Bullen Challenge Cup
William Coad Intermediate Cup
Junior Challenge Cup
Lower Junior Challenge Cup
North Cambs Junior Cup
Sunday Challenge Cup
Sunday Centenary Cup
U18 Youth Cup
Brenda Ince Memorial U16 Cup
Mick North & Barry Brewer U14
Veterans Invitation Cup
Women's Invitation Cup
Women's Junior Inv. Cup

Histon
Final to be played in 16-17
Chatteris Town
Chatteris Town
Fordham
Whittlesford United Reserves
March Town United Reserves
Falcons
Long Road Rangers
Cambridge City Youth
Cambridge City Youth
Witchford Colts
Cherry Hinton Veterans
Cambridge United Women
Cambridge United Women
Reserves

RUNNERS -UP

Cambridge City

Great Shelford
Outwell Swifts
Littleport Town
Wisbech St Mary 'C'
Wisbech St Mary Reserves
The Fox Burwell
Toft Lions
Wisbech St Mary Youth
Chesterton Villa
Cottenham United Youth
Eaton Socon Veterans
Great Shelford Ladies
Wisbech Town Ladies



Our progress this season

Congratulations to our Cambridgeshire County League Cup & divisional winners

WINNERS

Premier League Cup
William Cockell Cup
Percy Oldham Cup
Creake Charity Shield
John Ablett Cup
Reg Haigh & Arthur Peck Cup

Kershaw Premier League
Kershaw Senior "A"
Kershaw Senior "B"
NMC Division 1A
NMC Division 1B
NMC Division 2A
NMC Division 2B
NMC Division 3A
NMC Division 3B
NMC Division 4A
NMC Division 4B
NMC Division 5A
NMC Division 5B
Veterans Division 1
Veterans Division 2

Gamlingay
Chatteris Town
Comberton United
Littleport Town
AFC Barley Mow
Suffolk Punch, Haverhill

Great Shelford
Outwell Swifts
Burwell Swifts
Red Lodge
Wisbech St Mary Reserves
Steeple Bumpstead
Houghton & Wyton
Bassingbourn
AFC Barley Mow
Mott MacDonald
Tuddenham 08
Wickhambrook
Guyhirn
Eaton Socon Veterans
Saffron Walden Veterans

RUNNERS -UP

Great Shelford
Milton
Needingworth United
Eaton Socon Reserves
Upwell Town
Barrington Reserves

Hardwick
Chatteris Town
Comberton United
Haverhill Borough Reserves
Buckden
Steeple Morden
Fenstanton
Clare Town
Upwell Town
Cherry Hinton A
Doddington United
Haverhill Rovers A
Ely Crusaders Reserves
Bar Hill Veterans
Great Chesterford Veterans



Our progress this season

The CFA Coaching & Player Development Committee oversees coach education and player development work

Cambs FA Coach Education 2015/16

- 239 new Level 1 coaches
- 25 new Level 2 coaches
- 41 coaches completed the FA Youth Award Module 1
- 15 coaches completed the FA Youth Award Module 2
- 12 Candidates are currently completing the FA Youth Award Module 3
- There are 485 FA Licensed Coaches in Cambridgeshire



Our progress this season

Player Development 2015/16

- 12 teams entered our first youth Futsal festival, delivered in partnership with the Colts League and Cambridge United
- Over 400 children attended the Next Generation festivals. They will be ready for Mini Soccer next season!
- The Girls Advanced Coaching Centre, sponsored by Adcock, had a successful first year
- 15 girls attended the Regional Excellence Camp and two attended the National Player Camp
- One U14 player was selected to play for England WU15



Our progress this season

Facilities and Funding

- A total of £206,254 invested into grassroots football facilities
- £18,000 awarded to grassroots clubs to start new teams through the Football Foundation Grow the Game scheme
- Three clubs engaged in the new FA Pitch Improvement Programme
- Two pitch workshops for club groundsmen with over 20 attendees at each

Funded Facility Projects	Total Project Cost	Football Foundation Funding
Cambourne full size floodlit 3G FTP	£629,843	£79,770
Refurbishment of FTP in Linton	£223,460	£99,960
Pavilion refurbishment at Milton FC	£50,000	£10,000
Ely City FC new floodlights	£25,724	£14,435
Replacement goals at Bottisham VC	£2,678	£1,339
Replacement goals at Balsham FC	£1,538	£750



Our progress this season

Referee coverage and development

The Referees' Committee & Referees' Officer have focussed on:

- *Coverage*: over 85% of games are covered by a qualified and registered referee
- 6% increase in coverage through improved appointments system
- All promotion candidates were successful this season
- Excellent training and development programme
- Partnership work with the Cambridge & District Referees' Society
- Improved communications with referees through e-news and Facebook Forum



Our progress this season

Volunteer Support

The CFA team, including a new role of a dedicated Volunteer Development Officer, have:

- Delivered support to over 650 club & league volunteers
- Helped Community Clubs and Charter Standard Leagues bring to life their Development Plans
- Provided specific support for external leagues and their committees, including providing referee appointments
- Delivered much needed help to clubs through our Club Support Committee and wider programmes
- Begun to transform the role of the volunteer through the provision of online administration



Our progress this season

Good Governance

The CFA Council has begun the process of reviewing its role, function and representation, leading to:

- Established an Inclusion Advisory Group to steer our inclusion work
- Good progress in BAME representation within the areas of coaches and referees
- Record team numbers in our female leagues
- Established a CFA Youth Council to give a voice to our young players, coaches, referees and volunteers
- Improved decision making with the Youth Council having a representative with voting rights on the full Council from next season

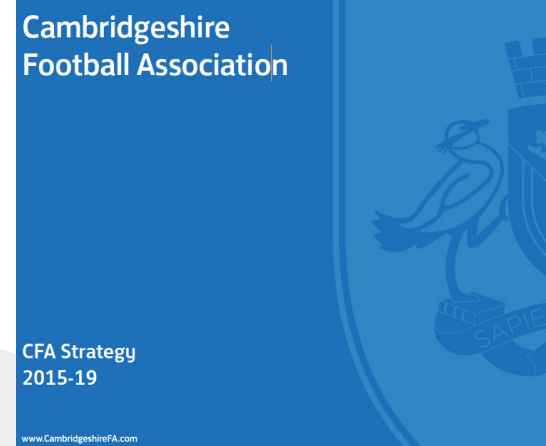


Our progress this season

Business Improvements

The CFA Board of Directors have achieved the following:

- Led the creation and year 1 delivery of the CFA Strategy 2015-19
- Delivered cost savings to minimise the effect of reduced funding
- Added a further £10,000 into the CFA Project Fund, set up to contribute to a CFA run Development Centre
- Overseen a re-structure in the CFA workforce
- Overseen innovative marketing and communications in the form of social media, podcasts and blogs to engage our stakeholders



Cambridgeshire Football Association



Diane Bradshaw
Discipline Administrator/
County Welfare Officer



Gerald Daish
Business Services Manager



Ronnie Barbour
Media Advisor



Jack Drain
County League Apprentice



Chris Abbott
Volunteer Development Officer



Phil Mitcham
Competitions' & Registrations' Secretary



Chris Pringle
Chief Executive



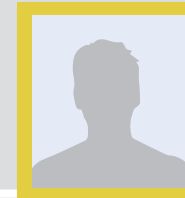
Katie Critchley
Coaching and Player
Development Officer



Joanne Bull
Facilities and
Participation Manager



Ashley Dean
Football Development
Officer (Growth)



Football Development
Apprentice



Colin Hills
Referees' Officer



Keith Wells
Finance Officer

- = Development
- = Competitions
- = Administration
- = Referee

Cambridgeshire Football Association



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