

Cambridgeshire Football Association



Chief Executive Report

2016-17 Season

Welcome

Welcome to the 2017 Annual Report. Once again I reflect on another busy season, with many notable successes. My thanks go to all of the club and league officials, as well as our County FA workforce (staff and volunteers), for all of their commitment and dedication this season.

At Executive level, I am proud of the work done over the last 3 years by our Chairman, Roger Pawley, and Vice-Chairman, Phil Hill. It has not been easy, but the Association has responded well to the challenges the game faces, and this is to a large extent due to their leadership and support.

Our Council in particular has responded brilliantly, with committee work and meetings fully focussed and aligned to current priority projects to deliver our targets. The Council Review group has driven change, which now provides the opportunity to open our doors to new, enthusiastic and independent members to have a say and, crucially, a stake in all aspects of the game in our area.

There have been important changes in personnel. We have a new President in Rex Mallett, who has taken on the role expertly. Within the staff team, Martha Sutherland joined us as Marketing & Operations Officer and Hayley Elphee as Disability Workforce Officer (in partnership with Huntingdonshire FA). More recently we appointed Martin Hegley to be our Co-ordinator at the new Bottisham Village College 3G pitch. This is a particularly exciting development for us, as it represents the first venue in which we have a genuine stake, forming an excellent partnership with the Anglian Learning Trust.

Sadly for the Association, and for football in general, Gerry Daish is retiring this summer. Gerry is an excellent Head of Operations, driving a culture of customer excellence and delivering the highest levels of service to clubs and leagues. We must carry this work forward, and I am delighted that Colin Hills will be succeeding Gerry to continue and develop this work further. We wish both Gerry and Colin well in their respective new endeavours.

This report updates you on progress in delivering our strategy, focussing on the achievements and headlines against each of our 5 areas: **Play, Coach, Facilities, Volunteers** and **Excellence**. I hope also that the report gives a flavour of the culture change that has taken place to deliver the national and local strategy, embracing the work of The Football Association and other key partners.

Have a restful summer and we look forward to seeing you next season.

Chris Pringle



Season headlines

- Targets achieved in Mini Soccer, female & disability football
 - Girls' Advanced Coaching Centre player selected for England WU17
 - Coach Education Youth Award M3 2019 target achieved
 - Simplified administration by launching online Player Registrations System to link to the Whole Game System
 - Almost doubled the number of registered female referees
- Targets for 2017/18 season
- Improved volunteer support, development and succession planning
 - Safeguarding work delivered to support a compliant youth football workforce
 - Bottisham 3G project funded to provide a base for CFA



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

Goal 2 COACH

- Coach education
- Licensed Coaches Club
- Mentors
- Targeted CPD
- Girls' Advanced Coaching Centre
- Skills programme

Goal 3 FACILITIES

- 8 new or upgraded AGPS
- Improve at least 23 grass pitches
- Equipment bank programme
- Advice
- Support
- Funding

Goal 4 VOLUNTEERS

- WGS/ CRM
- IT services
- Competitions structures
- 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
- MarComms strategy
- CFA owned facility

Our progress in numbers 16-17

PLAY						
KPI reporting	Measure	Baseline	16-17 Target	June 2017	Variance	Commentary
FA	No of mini soccer teams	264	303	310	7	2019 target achieved with great support by the Mini Soccer League
FA	No of male teams	627	602	595	-7	Flexible formats growing with additional 3G pitches to provide further growth
FA	No of female teams	91	91	91	0	CFA strategy to be launched this summer to support FA objective to double participation
FA	No of disability teams	20	12	15	3	Disability Workfund project progressing
COACH						
KPI reporting	Measure	Baseline	Target	June 2017	Variance	Notes
FA	No of FA Youth Award Module 3 Coaches	0	17	18	1	Target achieved although this measure is likely to change in line with new courses
CFA	No of members of the FA LCC	556	656	560	-94	Chasing lapsed members- renewals ongoing
FA	% LCC BAME	1.4%	2.4%	4.14%	1.74%	Inclusion Advisory Group established- positive measure for BAME
FA	% LCC Female	6.5%	7.6%	6.25%	-1.44%	Targeted work needed
FA	% LCC Disability	0.5%	1.5%	1.44%	-0.06%	DWF project to target activity
FACILITIES						
KPI reporting	Measure	Baseline	Target	June 2017	Variance	Notes
FA	No of improved grass pitches	0	23	0	-23	12 sites and 26 pitches visited by a Pitch Advisor to lead to advice and improvement work
FA	No of new 3G pitches	0	8	3	-5	Target is 3 new and 5 upgraded or non Football Foundation funded. Bottisham 3G due to open in June 2017 with CFA involvement
THE FOOTBALL WORKFORCE						
REFEREES						
KPI reporting	Measure	Baseline	Target	June 2017	Variance	Notes
FA	% of youth and adult matches officiated by a qualified referee FA	79%	90%	82%	-8%	More fixtures now scheduled on Saturdays which affects referee availability
CFA	No. of qualified and registered male referees	336	358	276	-82	Referees re-registration is ongoing over the summer. This figure excludes L9s
CFA	No. of qualified and registered female referees	7	12	12	0	Target achieved
CFA	% Referee reports received via WGS Portal	80	95%	88%	-7%	88% weekly average season to date
FA	% Referee BAME	1.7%	2.5%	4.38%	1.88%	Positive picture for BAME representation
FA	% Referee Female	2.4%	3.2%	3.19%	-0.01%	Improvement during this season to within a narrow margin of the target
FA	% Referee Disability	0.7%	1.4%	0.40%	-1%	Better data is being sought by The FA to encourage referees to update profiles
VOLUNTEERS						
KPI reporting	Measure	Baseline	Target	June 2017	Variance	Notes
CFA	Total number of hours dedicated to volunteer support	-	-	74 hrs / 538 vols	-	Activity delivered to support all groups of 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%	100% (for affiliation)	20%	Approx 75% online for discipline and 100% for affiliation

Goal 1 PLAY

Our progress this season

Our primary aim is to increase participation. Team numbers are captured in the scoreboard on page 4. This section celebrates this season's County Cup winners

CUP

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 Cup
Veterans' Invitation Cup
Women's Invitation Cup
Women's Junior Invitation Cup

WINNERS

Cambridge City
Cambridge City
West Wratting
Bar Hill
Milton Reserves
Doddington United
Whittlesey Athletic Reserves
Falcons
Elm
Elm City Youth
Cambridge City Youth
Cambridge City Youth
Bar Hill Veterans
Cambridge United Women
Cambridge United Women
Reserves

RUNNERS-UP

Histon
Ely City
Fulbourn Institute
Whittlesford United
Great Chishill
Wisbech St Mary C
Chatteris Town Reserves
Cambridge Academy
The Dobblers
Cambridge City Youth
Leverington Sport Youth
Wisbech St Mary
Cherry Hinton Veterans
Cambridge City Ladies
Cambridge City Ladies
Reserves



Goal 1 PLAY

Our progress this season

Congratulations to our Cambridgeshire County League Cup & divisional winners

COMPETITION

Premier League Cup
William Cockell Cup
Percey 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

WINNERS

Lakenheath
Comberton United
Wisbech St Mary Reserves
Huntingdon United
Guyhirn
Needingworth United
Reserves
Hardwick
Comberton United
Bar Hill
Steeple Bumpstead
Huntingdon United
Clare Town
AFC Barley Mow
Whittlesford United Reserves
Tuddenham 08
Haverhill Rovers Reserves
Wisbech St Mary C
Harston Bostocks
Houghton & Wyton Reserves
Bar Hill Veterans
Great Chesterford Veterans

RUNNERS-UP

Eaton Socon
Orwell
Sawston Rovers
Chatteris Town Reserves
Tuddenham 09
Thaxted Town Reserves

Great Shelford
Cambridge University Press
Haverhill Borough Reserves
Great Chishill
March Town United Reserves
Thaxted Rangers
Little Downham Swifts
Linton Granta A
Doddington United
Comberton United Reserves
Guyhirn
Fulbourn Institute A
Needingworth United Reserves
Cherry Hinton Veterans
Linton Aztecs Veterans



Our progress this season

Cambridgeshire FA has 2325 players registered across our Girls' and Women's League

COMPETITION

Premiership Division
Championship North
Championship South
Girls League U16A
Girls League U16B
Girls League U15
Girls League U14A
Girls League U14B
Girls League U13A
Girls League U13B
Girls League U12A
Girls League U12B
Women's League Cup
Under 16 League Cup
Under 15 League Cup
Under 14 League Cup
Under 13 League Cup
Under 12 League Cup
Under 11 League Cup

WINNERS

Cambridge United Reserves
March Town United
Cambridge City Development
Cambridge City
Bottisham
Cambridge City
Isleham
Priory Parkside
Yaxley
St Neots Town
Coton Cosmos
Plantation and Spartak Blue
Cambridge United Reserves
Cambridge City
St Ives Rangers
Yaxley
Cambridge City
Coton Cosmos
Cambridge City

RUNNERS - UP

Netherton United
Swineshead
Newmarket Town Reserves
Stotfold
Sawston
St Ives Rangers
Yaxley
March Soccer School
Cambridge City
ICA Sports
Cambridge City
Priory Parkside
Netherton United
Stotfold
Cambridge City
Bar Hill
St Neots Town
Plantation and Spartak Blue
Netherton United



Our progress this season

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

Cambs FA Coach Education 2016/17

- This season we have delivered 16 FA Level 1 in Coaching Football courses providing us with 256 new Level 1 Coaches
- We have delivered 1 FA Level 2 leading to new 24 L2 coaches
- 17 coaches completed the FA Youth Award Module 3
- 560 Licensed coaches
- We delivered 40 FA Emergency First Aid courses and 20 FA Safeguarding Children Workshops



Our progress this season

Player Development 2016/17

- Futsal February led to 4 new youth male Futsal teams and 6 mini soccer teams
- Regional finalists of the FA Youth Futsal Festival
- 10 new Men's Flexi League teams
- 11 new Women's Flexi League teams
- In excess of 20 Vets' players at each Flexi session
- 7 Adult Parability teams
- 14 School Parability teams
- 2 SSE Girls' Wildcats Clubs established with 66 girls involved
- 2nd season of our Girls' Advanced Coaching Centre



Our progress this season

Facilities & Investment 2016/17

- 12 sites and 26 pitches visited by a pitch advisor and given bespoke advice and access to funding
- 9 3G pitches on the FA Pitch Register allowing affiliated games to take place
- Portable floodlights partnership agreed with Phoenix Sporting Goods
- Permanent floodlight partnership agreed with Halliday Lighting to provide advice, servicing and maintenance
- Artificial pitch maintenance partnership with Replay agreed to provide access to advice servicing and maintenance



Our progress this season

Facilities & Investment 2016/17

- £265,500 grant supported from the Football Foundation's Premier League and The FA Facilities Fund for a new full-size floodlit 3G pitch at Bottisham Sports Centre (due to open in June 2017)
- £1.7million project at Estover Park, March, to include a new full-size floodlit 3G pitch and changing rooms
- £20,000 of stadia improvement works supported at Wisbech St Mary FC through the Football Stadia Improvement Fund (FSIF)
- £2,200 in small grants from the Football Foundation supported across three clubs
- £24,000 in Grow the Game grants supported for the development of 16 new teams



Football 
Foundation

Our progress this season

Referee coverage and development- highlights

- 4 referees appointed to Finals or Play-Offs by the FA including Marc Wilson's appointment to the FA Vase Final at Wembley
- 3 referees promoted – 1 to level 3 and 2 to level 4
- 136 Candidate completed referee courses this season across 9V9, 11V11 and mini-soccer
- Almost doubled the number of registered female referees
- Targets for 2017/18 season
- Re-structure of Referee Committee
- Addition of New Appointment/Administration Officer
- Pre-season delivery of CPD (to also include new law changes)

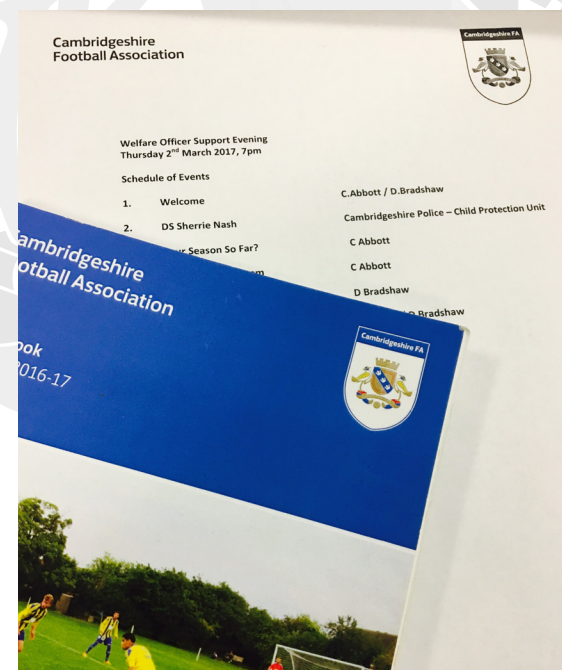


Goal 4 VOLUNTEERS

Our progress this season

Volunteer Support & Development

- 74 hours of dedicated support covering 521 volunteers
- Specialist Whole Game System training for player registration and online discipline
- 75% of clubs now online for discipline and 100% for affiliation
- Full Time Training for club officials
- One to one support for club secretaries
- 120 Charter Standard Clubs
- Site visits to clubs to support safeguarding compliance
- 2 Club Welfare Officer training events
- Online Safeguarding course launched for Club Committee Members



Goal 4 EXCELLENCE

Our progress this season

Good Governance

The CFA Council has continued to review its role, function and representation, leading to:

- Council Review steering group focussing work on strategy delivery
- Recruitment process for new members for our Local Football Anti-Discrimination Panel (LFADP)
- A drive to recruit independent members to sit on all our committees including:
 - Adult 11v11 (new Committee)
 - County League Management (new Committee)
 - Coaching & Player Development
 - Refereeing
 - Volunteer Support (new Committee)



Our progress this season

Business Improvements

The CFA Board of Directors have achieved the following:

- Strong year 2 delivery of the CFA Strategy 2015-19
- Excellent financial performance
- Invested in the Bottisham 3G pitch to secure a stake and base for programme delivery
- Added a further £10,000 into the CFA Project Fund, set up to secure a CFA Development Centre
- Overseen succession planning in staff development and recruitment to key posts
- Delivered further innovative marketing and communications in the form of social media, podcasts and blogs



Cambridgeshire Football Association



Diane Bradshaw
Discipline Administrator/
County Welfare Officer



Gerald Daish
Business Services Manager - In
post until June 2017



Martha Sutherland
Marketing & Operations
Officer



Colin Hills
Referees' Officer- Operations
Manager from 1st July



Chris Abbott
Volunteer Development Officer



Phil Mitcham
Competitions' & Registrations' Secretary



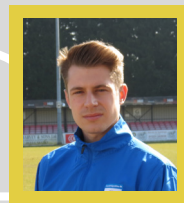
Chris Pringle
Chief Executive



Katie Critchley
Coaching and Player
Development Officer



Joanne Bull
Facilities and
Participation Manager



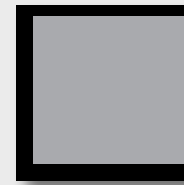
Ashley Dean
Football Development
Officer (Growth)



Jack Drain
Football Development
Apprentice



Keith Wells
Finance Officer



TBC
Referee Appointments
Officer

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

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