

Cambridgeshire Football Association



CFA Strategy
2015-19

Update for 2018

Strategy achievements 2017

- Safeguarding workforce formalised with appointments of Board Champion, Designated Safeguarding Officer, Senior Safeguarding Lead (and deputies)
- Achieved all 17-18 team targets by December 2017
- Surpassed 2019 Coaching target (Youth Award Module 3)
- 100% youth & mini soccer teams using online player registrations
- 83% coverage of matches by qualified match officials
- Structured volunteer support for leagues and clubs
- Achieved 17-18 3G pitch target (3 pitches)
- CFA business performance improvements measured
- CFA secured access to a Development Centre at Bottisham 3G



Our progress in numbers

PLAY					
KPI reporting	Measure	Baseline	17-18 target	17-18 January data cut	2019 Target
FA	Mini Soccer	264	306	335	308
FA	Adult Male	280	253	257	248
FA	Youth Male	337	360	362	377
FA	Adult Female	26	26	34	26
FA	Youth Female	65	63	66	65
FA	Disability Male	18	20	20	22
FA	Disability Female	2	1	1	3
COACH					
KPI reporting	Measure	Baseline	17-18 Target	17-18 to date (at Feb)	2019 Target
FA	No of FA Youth Award Module 3 Coaches	0	13	19	17
CFA	No of members of the FA LCC	556	656	710	750
FA	% LCC BAME	1.4%	2.16%	2.4%	8%
FA	% LCC Female	6.5%	7.3%	7.6%	6%
FA	% LCC Disability	0.5%	1.3%	1.5%	1.45%
FACILITIES					
KPI reporting	Measure	Baseline	17-18 Target	17-18 to date (at Feb)	2019 Target
FA	No of improved grass pitches	0	16	15	23
FA	No of new 3G pitches (excludes non funded pitches)	0	3	3	3
THE FOOTBALL WORKFORCE					
REFEREES					
KPI reporting	Measure	Baseline	17-18Target	17-18 to date (at Feb)	2019 Target
FA	% of youth and adult matches officiated by a qualified referee FA	79%	90%	77%	90%
CFA	No. of qualified and registered male referees	336	358	290*	336
CFA	No. of qualified and registered female referees	7	12	15	20
CFA	% Referee reports received via WGS Portal	80	95%	86%	95%
FA	% Referee BAME	1.7%	2.3%	8.3%	2.5%
FA	% Referee Female	2.4%	3.2%	3.9%	7.6%
FA	% Referee Disability	0.7%	1.6%	0.4%	1.4%
VOLUNTEERS					
KPI reporting	Measure	Baseline	17-18Target	17-18 to date (at Feb)	2019 Target
CFA	Total number of hours dedicated to volunteer support	74 hrs / 538 volunteers	75 hrs / 600 volunteers	55 hrs / 621 volunteers	
CFA	No. of clubs with Volunteer Development Plans	14	24	10	24
CFA	% clubs and leagues using the WGS Portal (Affiliation/discipline)	0	80%	90%	100%
CFA	% Clubs using online player registrations (Youth/Adult)	-	80%	100% / 35%	100%

* Plus 51 trainee referees



The Strategy in a nutshell for 2017-18

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

Purpose: To administer, develop and deliver football & by embedding safeguarding best practice making the experience as good as it can be

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

Goal 1 PLAY

- Safeguarding Operating Standards
- Team Targets to 1077
- Grow & scale recreational football
- Easy entry into the game
- Transitions from youth to adult
- Pathways for talented players

Goal 2 COACH

- Safeguarding Operating Standards
- Coach education
- Licensed Coaches Club
- Mentors
- Targeted CPD
- Girls' Advanced Coaching Centre
- Skills programme
- Club visits for safeguarding for compliance and support to wider workforce

Goal 3 FACILITIES

- Safeguarding Operating Standards
- 8 new or upgraded 3G pitches by 2019
- Improve at least 23 grass pitches
- Equipment Bank programme
- Advice
- Support
- Funding

Goal 4 VOLUNTEERS

- Safeguarding Operating Standards
- Administration online
- Player registrations
- Competitions structures
- Club Support
- League support
- Referee development
- Referee appointments
- Youth Council
- Inclusion Advisory Group
- Club & League Welfare

Goal 5 EXCELLENCE

- Safeguarding Operating Standards
- Best practice CFA
- Innovative delivery
- Commissioning
- Optimise resources
- Sound finances with surplus re-invested
- Stakeholder engagement
- MarComms strategy
- CFA owned facility

Headlines for 2018

- Safeguarding best practice to be embedded and evidenced by achieving Safeguarding Operating Standard
- On target to achieve all team targets for 2019
- Growing Youth Male by 17 teams, & retaining Adult Male
- Deliver record numbers of coaching courses
- Devise plan to improve coverage by qualified referees
- Volunteer support focussing on safeguarding, as well as volunteer development and succession planning
- Achieve pitch improvement programme target
- Complete Council Review by electing new format representatives during summer 2018
- Further improve CFA finance and commercial performance to build facility project fund
- Plan workforce and resources for 19-22 strategy



Improving our organisation in 2018

Teams

2017 number of teams v target 104%

Team growth +5%
Team retention 85.2%

Highest growth Male Disability (54%)
Adult Female (13%)

2018 focus on Adult Male (-1.5%) Youth
Male (5.5%)

Clubs

Clubs online for discipline 90% (+4%)
Online Player registrations: Youth 100% Adult 31%

Referees

Webex support for all referees
Training for Sins Bins (subject to FA regulations)

Safeguarding

Progressing to indepently audited standards
Specific Safeguarding Operations Plan

Governance

Council reforms to elect new format
Representatives summer 2018

Customer Service

Launching Feshdesk to measure our performance

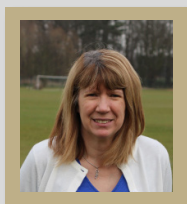
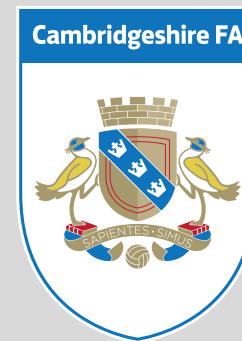
Engagement

Independents on all Committees
Stakeholder engagement plan

Marketing & Communications

Grow our 8000 Twitter followers
New web site launched Oct 17
Further coverage for adult 11v11 on Cambridge Radio 105
Implement improvements from Grassroots Football Survey 2017

The CFA Team to deliver the strategy



Diane Bradshaw
Designated safeguarding
Officer



Colin Hills
Operations Manager



Martha Sutherland
Marketing & Operations
Officer



Willem Perry
Referees' Officer



Chris Abbott
Volunteer Development Officer



Phil Mitcham
Competitions' & Registrations' Secretary



Marting Hegley
Football Development
Officer (Bottisham 3G)



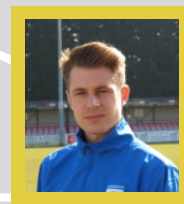
Chris Pringle
Chief Executive



Katie Critchley
Coaching and Player
Development Officer



Joanne Bull
Facilities and
Participation Manager



Ashley Dean
Football Development
Officer (Growth)



Jack Drain
Football Development
Apprentice



Hayley Elphee
Football Development
Officer (Disability)



Keith Wells
Finance Officer

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

Cambridgeshire Football Association

Contacts

T: 01223 209 020

F: 01223 209 030

info@CambridgeshireFA.com

www.CambridgeshireFA.com

Bridge Road
Impington
Cambridge
CB24 9PH

www.CambridgeshireFA.com



 @CambsFA