



DEVON COUNTY FA

2021 – 2024 STRATEGY

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INTRODUCTION – CEO PAUL MORRISON



WE'RE IN IT TOGETHER

"We're in it together", explains our strategic priorities for football in Devon for the next 3 years, 2021 to 2024. We hope by working together that we can deliver a Strategy that we can all be proud of in Devon.

The past 18 months has seen us play little football due to the pandemic but as we return to a "new normal" way of life, we hope that now we can focus to support, develop, recover, and grow football in Devon.

Throughout Devon, football is at the heart of communities and through our Strategy we would like to empower our Clubs to be in the centre of their local community.

It is imperative that we build upon the great amount of football we already have in Devon and at the same time make sure that the game is safe for all to enjoy, and that it's easily accessible for all to take part.

Breaking down barriers to ensure everybody will have the opportunity to play, volunteer, and be part of the game will be a key objective for us and certainly make sure that there is equal access for all players to enjoy our wonderful game.

Everybody in Devon regardless of the role they hold will be fundamental in helping us achieve our goal of a successful strategy. We are in this together and let's make it become reality.



Paul Morrison
County Chief Executive



You will find the glorious county of Devon lying in the heart of South West England, bordered by Dorset, Somerset and Cornwall.

Devon is renowned for an assortment of things such as its spectacular coastline, beautiful beaches and of course the Devonshire cream tea, all making it a popular holiday destination.

There are approximately 1.1 million people living in Devon. The county has a relatively low population density in comparison to other regions in England.

Devon is a very rural county, made up of hilly landscapes, coastal cliffs and sandy shores. There are two National Parks in Devon, one being Dartmoor, which is the largest open space in Southern England.

The second is Exmoor, which lies in both Devon and Somerset, and is a large stretch of open moorland. It is the only county in the UK to have a non-continuous coastline on both the north and south.

Sixty five percent of Devon's coastline is recognised as Heritage Coast, with the South West Coast Path running the entirety, offering an extensive selection of beautiful walks beside the sea. The coastal town of Exmouth marks the western end of the Jurassic Coast, a section of coastline known for its impressive landforms and discovery of fossils.

POPULATION:
1,220,212

GENDER:
Females = 50.9%
Males = 49.1%

ETHNICITY
Asian/Asian British = 1.39%
White
Black = 0.32%
Other = 1.34%
White = 96.95%



DEVON FOOTBALL



34,399

Players



545

Clubs



1836

Teams



5,508

Coaches & Volunteers



442

Match Officials



2021-2024 KEY TARGETS:

RETAIN

27,569 Male Players

Ensure that

500 MATCH OFFICIALS
are available to support the
Grassroots Game

GROW

the Female Game by 30%

Provide extensive CPD
opportunities for
250 COACHES

REIGNITE

the Disability Game by 20%

Improve

100 GRASS PITCHES
across Devon



STRATEGY CONSULTATION 2021

Through the development of our strategy we have carried out significant consultations with various stakeholders across the Devon Football Family to assist us with the production of the strategy.

This consultation ensured that all key stakeholders had the opportunity to provide valuable and impactful feedback. These groups included the following:

- Club and League Forums
- Board or Directors
- Members of Council
- FA Regional Manager
- Inclusion Advisory Group
- Members of Staff
- Devon Football Open Survey
- FA Grassroots Survey
- State of Play Survey
- Club Safeguarding Visits





DEVON COUNTY FA

2021 – 2024 STRATEGY



OUR VISION - ENHANCING LIVES THROUGH FOOTBALL IN DEVON



OUR ROLE - UNITE & SERVE DEVON FOOTBALL TO PROVIDE AN INCLUSIVE & ENJOYABLE EXPERIENCE FOR ALL

***PHYSICAL
HEALTH***

***MENTAL
HEALTH***

***COMMUNITY
ENGAGEMENT***

***INVESTMENT
GROWTH***

***HEALTH &
WELLBEING***

***DEVELOP
A STRONGER
WORKFORCE***



***WORK IN
COLLABORATION***



***THINK OUTSIDE
THE BOX***



***LOCAL PLACED
INTERVENTION &
PLANNING***



***OUR
VALUES***

OUR PRIORITIES



ENSURE DEVON FA IS SAFE, INCLUSIVE AND DIVERSE

**ACHIEVE THE
FOUNDATION STANDARD
IN 2021 AND PRELIMINARY
EQUALITY STANDARD
IN 2022**

**DEVELOP AND
DELIVER AN EQUALITY
ACTION PLAN**

**CREATE A HEALTH
AND WELL-BEING
STRATEGY TO SUPPORT
FOOTBALL
PARTICIPANTS**

**MEET THE FA
SAFEGUARDING
OPERATION STANDARD
ANNUALLY**







ENGLAND
FOOTBALL





OUR PRIORITIES

DEVELOP A SUSTAINABLE AND FINANCIALLY SECURE CFA TO SUPPORT FOOTBALL IN DEVON

REINVEST
A MINIMUM OF £240,000
INTO FOOTBALL
IN DEVON ACROSS
THE NEXT
THREE YEARS

ACHIEVE CODE OF
GOVERNANCE BY THE
2023/24 SEASON

DEVELOP
A "WHAT IF"
COMMITTEE THAT
SUPPORTS FOOTBALL
AT RISK

OUR PRIORITIES



RESTART FOOTBALL FOLLOWING THE PANDEMIC, SUSTAIN AND INCREASE PARTICIPATION FOR ALL FORMATS

**SUPPORT THE
RETURN OF THE DEVON
ABILITY COUNTS LEAGUE
AND THEIR CLUBS**

**DEVELOPMENT OF
A CLUB RETENTION
PROGRAMME WITH A
FOCUS ON THE ADULT
MALE 11V11 GAME**

**1000 NEW FEMALES
INVOLVED IN FOOTBALL**

**80% OF OUR LEAGUES
IN DEVON TO BE AWARDED
ENGLAND FOOTBALL
ACCREDITATION**





ENGLAND
FOOTBALL



OUR PRIORITIES

RETAIN, ENHANCE AND DEVELOP NEW FACILITIES IN DEVON

**100 IMPROVED
GRASS PITCHES**

**DEVELOP
THREE NEW 3G
FACILITIES IN DEVON**

**DEVELOP
A DEVON SPECIFIC
GROUNDSPERSON
ASSOCIATION TO PROVIDE
EDUCATION AND
SITE SUPPORT**

OUR PRIORITIES



INCREASE & DEVELOP THE WORKFORCE SUPPORTING DEVON FOOTBALL

**DEVELOP A NEW
DEVON FA COACHES
ACADEMY**

**DEVELOP
A TRAINING PROGRAMME
AND TECHNOLOGY
SURGERY OPEN TO
ALL VOLUNTEERS**

**ENHANCE THE
REFEREE DEVELOPMENT
AND RETENTION
PROGRAMME**







ENGLAND
FOOTBALL



OUR PRIORITIES

IMPROVE THE IMAGE OF DEVON FA AND IT'S IMPACT AND SUPPORT FOR ALL FOOTBALL IN DEVON

DEVELOP
A FOCUS GROUP THAT
ENHANCES THE
IMAGE AND DEVELOPS
COMMUNICATION
CHANNELS OF
THE CFA

DEVELOP
A TRANSPARENT YOUTH
ENGAGEMENT STRATEGY
FOR ANYONE INVOLVED
IN FOOTBALL UNDER
AGE OF 18

DOUBLE OUR
SOCIAL MEDIA REACH
ACROSS ALL FORMATS
(TO REACH
17,500 FOLLOWERS)

DEVON FA LEADERSHIP

For our strategy to be achieved, it is vital that we provide strong leadership and transparent governance, fully representative of our Devon Football Family. This is underpinned by clear and effective communication throughout our structure.

BOARD OF DIRECTORS

The Board of Directors will oversee the delivery of the 2021-24 strategy. The Board comprises of up to 12 members, 10 of which are volunteers. The Council is responsible for appointing four roles from within their membership this includes the leader of Council and FA Representative. The Board of Directors will then appoint a further 6 members who are independent Non-Executive Directors who are appointed for their specific skillsets to help the Association achieve our objectives. The final two roles of the board are made up of the ex officio roles from the company.

STAFF

A small yet dedicated team of staff are employed to deliver the aims of this strategy, as well as manage all day to day footballing matters in the County, as well as the business of the Association.

COUNCIL

Our Council is the guardian of the grassroots game in Devon and plays a vital role in how the Association is governed. Its main responsibility is to ensure the Board are delivering against the strategy, by monitoring and supporting their work. The Council is made up of representatives from Leagues, Clubs and Volunteer groups within the Devon Football Family. The Council has over fifty members, ranging from Life Members to those that just want to give something back to the game. All have the same vision that everybody involved in football has a voice.

COMMITTEES

Members of Council are assigned to various Standing Committees that are given responsibilities to help deliver what is required to help and support football in Devon. These committees are pivotal to the working association and support the executive workforce to deliver the strategy. The committees run alongside the staffing structure, namely: business, participation, regulation, and workforce. The Inclusion Advisory Group also reports into the Board of Directors and is there to make sure the Association is as diverse as it can be.

F.A.



Firewatch



Asigns









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