



2021-24 STRATEGY



OUR VISION - ENHANCING LIVES THROUGH FOOTBALL IN DEVON

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

WHAT DO WE WANT TO DO?

HOW ARE WE GOING TO DO IT?

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

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

- ACHIEVE CODE OF GOVERNANCE BY THE 2023/24 SEASON
- REINVEST A MINIMUM OF £240,000 INTO FOOTBALL IN DEVON ACROSS THE STRATEGY
- DEVELOP A "WHAT IF" COMMITTEE THAT SUPPORTS FOOTBALL AT RISK

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 11 V 11 GAME
- 1000 NEW FEMALES INVOLVED IN FOOTBALL
- 80% OF OUR LEAGUES IN DEVON TO BE AWARDED ENGLAND FOOTBALL ACCREDITATION

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 SUPPORT EDUCATION AND SITE SUPPORT

INCREASE & DEVELOP THE WORKFORCE SUPPORTING DEVON FOOTBALL

- DEVELOP A TRAINING PROGRAMME AND TECHNOLOGY SURGERY OPEN TO ALL VOLUNTEERS
- DEVELOP A NEW DEVON FA COACHES ACADEMY
- ENHANCE THE REFEREE DEVELOPMENT AND RETENTION PROGRAMME

IMPROVE THE IMAGE OF DEVON FA AND IT'S IMPACT / AND SUPPORT FOR ALL OF 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 (17,500 FOLLOWERS)

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