

Concerned about a child?

Report your concerns to

Club Welfare Officer: Sandra Abutrab

07970 635026

sandra.westnssexcoltsfc@gmail.com

The NSPCC: 0808 800 5000

The Police:101 or in an emergency 999

Childline - (0800) 11 11

If you are MMEDIATELY concerned doud a strict sweller, contact the Pulse or Season Social Services on ((324)) 603 7504 (Sorry office hours) or ((324)) 606 1212 (orbitals office hours)

Waltham Forest Social Services on 100 billio 2310 (during office hours) or 000 5400 2310 (outside of office hours

Essex FA Safeguarding team:

safeguarding@essexfa.com

Essex County FA Designated Safeguarding Officer Heles Hever

(01245) 363098









WEST ESSEX COLTS FC INCLUDING KICKERS SOCCER SCHOOL **& SSE WILDCATS**



EQUALITY CHARTER

We after to the following equality, includes and discrimination guidelines set out by Eck If Cut. We are opmentized to ensuring a safe environment for all participants by applying equality, disprility and includion in our day to day operations

We will promote promote of the benefits of equality indusion and diversity with a close understanding that feedball belongs to and should be enjoyed by seyone who wants to

in activities we will not discriminate or treat anytine less ferounally on the proceeds of age, is activities to view in the contractions of view in proper data transportation or or provide a dig-pender, gender processor, because informations, mercal status, decreated and contractive when or copies, colors, religious/belles, ability or disability. We will not statement amounted, publishing whose or intermentation of any larval and electronic discource in common processors, publishing approved if any set the repentational decreation or under our repensation. We set consistent to

We will take a stance assuring good practice is enoturaged internally and to our scenoors.

As part of our commisment to the eradication of discrimination in floatball and the All part of our commences to the Experience of security and one remoter of our board, promotion of equality, inclusion and diversity, a minimum of one remoter of our board, and/or countring staff will be fully educated on the procedures around apparating moderns, of - including through the appointed officials, our county FA, the Rick II Out age tons studen

Schill.

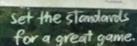
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FOR FURTHER INFO CONTACT



AVE FOR PLANT PRIENTS PLAY FOOTBALL SIGN UP NOW

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use your position to set a positive example for the people you're responsible for and lead a better game for everyone.

Play Your Part

Coaches, Team Managers and Club Officials





WE, ONLY Positive.



Play Your Part

Young Players

Ping your part and support The FA's Code of Bespect:

When playing football, I will:

- Alvay dayiny bettly the break of the lase) - Rayleigan/betrendy
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- Shake hands with the other brain win or low. Litter carefully to shat my loads below
- Understand that a smach has to do what's beside the seam
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understand that if i do not tollow the Code.

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WE, ONLY Positive.

If we behave positively during practice and matches, our children will too.

By setting a good example, ne'll help hold a supportive environment in which everyone can array Manualins.

Play Your Part

Spectators and Parents/Carers

- . Have furt it's what we're all here fail
- Celebrate affort and good play from Always respect the Befores and conches
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Positive.

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MENTAL HEALTH **AWARENESS IN FOOTBALL**



We are a family-friendly club who support everyone to be all that they can be. As a club, we would like to raise awareness of, and break the stigma around, mental health.

WEST ESSEX COLTS KICKERS' SOCCER SCHOOL

We believe that sport can play a huge role in tackling stigma and its effects:

If you require any expense, or common to talk to, contact any of the organizations believe





@ (4300).330 pe 30

@ cessor 54 50 58

((0800) 968 4141 (Tour of Fee 200647)



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Chief Executive's Report

The 2021/22 season saw the first full season of grassroots football return following the major disruption and recovery from the impact of Covid-19. As the summer of 2021 began there was a continued enthusiasm and anticipation for the season ahead with the delayed Euro 2020 competition taking place and a lot of hope and support for the England Men's National team to do well, particularly with the semi-final and final being played at Wembley. The England Men's team continued their recent progress and once again inspired a nation with optimism and hope, and by reaching the final, but unfortunately narrowly missing out on penalties.

This performance, along with confidence about a progressive return to the grassroots game following the disruption of Covid, helped to inspire a strong lift in participation at grassroots level, with more than 5,000 teams affiliating. The 21/22 season also saw the complete return and full completion of the Essex FA County Cup programme for the first time in two seasons, with total entries across all competitions of more than 1600 teams, and a total attendance across all the county cup finals of more than 6,900. This was brilliant to see and some fantastic finals took place.

Although there was a strong sense of positivity the grassroots workforce also had to show determination and resilience towards the end of the summer period due to difficulties experienced with FA Technology systems for the registration of players and teams as part of the affiliation process, across the country. This was a frustrating period for all involved as a combination of factors aligned which caused significant delay and errors in accessing the Whole Game System. This was recognised centrally by the FA and we would also like to recognise the hard work of volunteers across Essex to overcome these IT issues and place on record our thanks for the continued commitment shown by everyone behind the scenes at club and league committee level, as well as the coaches, volunteers, parents, referees and stakeholders.

At Essex County FA the overriding focus entering into the 21/22 season was one of trying to continue to help the grassroots game recover as much as possible, following two heavily disrupted seasons in 19/20 and 20/21. Centrally the FA's finances had been significantly disrupted with up to £300million of losses planned for up to 2024. This, naturally, had an impact on the funding distributed down to County FAs to support grassroots football.

Despite this, Essex County FA retained a strong financial position and used this to reinvest into the grassroots game by continuing with its policy to support its members with the offer of free affiliation, along with a 100% contribution for Public Liability and 50% towards Personal Accident Insurance for the 2021/22 season for our members, with our new Public Liability and Personal Accident Insurance partner, Sportsguard.

The 2021/22 season also saw the FA launch the Survive.Revive.Thrive. Grassroots Strategy 2021-24, which gave focus to Essex County FA to refresh and update the *Moving Forward Strategy: 2024*, whilst keeping at its heart a vision of "Creating a united grassroots football environment which delivers football opportunity For All", and the full strategy can be found at https://www.essexfa.com/about/strategy

This updated strategy continued to focus on important strategic objectives, and at the end of the 21/22 season the following progress had been made:

Engagement: 'To develop new and enhance existing offers to engage all stakeholders and formats of the game by putting the participant's needs at the heart of the game'

Engagement with our stakeholders, and the ability to grow and utilise modern communication platforms to engage with more participants, has been vital. During this period we have grown our Twitter following to more than 35,000, making the Essex County FA the most followed County FA in the country.

Our network of clubs and leagues continue to be critical stakeholders in the process of engagement and, through our award-winning Club and League Participation Reviews, we have been able to utilise data and insight to help inform clubs and leagues with their own decision-making to help engage more participants.

By the end of the 21/22 season this had contributed to a 7% increase in the number of teams playing football, compared to the 20/21 season, with more than 5,000 teams playing football across Essex.

<u>Corporate Governance:</u> 'To be an inclusive, accountable and transparent decision-making organisation to develop, safeguard and support football'

Our work in this pillar focused on our progress towards achieving The FA's Code of Governance for County FAs (which you can see at http://bit.ly/CFACOG).

This work underpins all aspects of the organisation and changes to the Essex County FA Articles of Association have seen the Board increase in size from five directors up to nine. There is also a new open application process in place for Independent Non-Executive Directors (INEDS) to come directly onto Board, helping to enhance skills, knowledge and experience at Board level.

This allows for more business skills to be married with the football knowledge within the organisation, maximising the impact of the County FA and helping ensure good governance practices are in place.

This has led to three new INEDS coming onto the Board, as well as the reinvigoration of our Inclusion Advisory Group (IAG), with new members and a new IAG Chair who links directly into the Essex County FA Board of Directors as an INED, ensuring equality and inclusion matters are represented at the highest levels of decision-making.

Significant progress was also made on our application for the Intermediate Status of the Equality Standard, which was awarded in September 2021, and Essex County FA became one of only two CFA's in the country to achieve the Intermediate Status.

Business: 'To develop a sustainable business model that promotes innovation and continuous improvement, attracting inward investment'

The business has remained in a very strong and secure position. We continue to undertake prudent financial management and budget-planning across all our financial investments whilst maintaining high levels of service towards grassroots football.

We have also developed strong partnerships with outside organisations which have helped to drive inward investment, both into the Essex County FA, but also into grassroots football.

Operations: 'To be the strategic lead for football in Essex'

Each department has a specific department-focused strategy which drives the day-to-day and season-by-season activity of the department. The focus across each department has been to use data and insight to drive decision-making. Our growth in specific areas has been significant and at the end of the 2021/22 season, in comparison with the 2020/21 season, the following progress had been made:

- the male pathway has had a 5% growth in mini soccer, 3% growth in youth football, an 85 team increase in open-age and veterans' football, and an 11 team increase in Walking Football.
- the female pathway had a growth of 58% in girls only mini soccer, 23% increase in youth female teams, and 42% increase in female open age,
- the disability pathway had an overall decline in team numbers with a total of 17 youth teams and 64 open age teams
- at the end of the 2021/22 season, the number of referees stood at 1439, an increase of more than 200 referees from the 2020/21 season and, within that, included an increase in referees from ethnically diverse communities and the number of female referees
- Our Coach Education Department transitioned successfully to the new model of delivery developing our "On the Pitch", "Your Club, and "In Focus" programmes to support ongoing CPD development of coaches with more than 1050 instances of CPD which was 55% above the FA target
- Our Safeguarding Department continued to ensure a safe environment for grassroots football as we continued to achieve the FA Safeguarding Operating Standard in March 2022
- Our Football Services Department continued to support the rollout of technology as well as supporting the game through the discipline process, with over 760 investigations undertaken. This represented an increase of 57% from the previous season, which although was disrupted by Covid, illustrated a concern regarding on field and off field conduct. This led to the development and introduction of the #Thanktheref campaign which was launched in December 2021 and more information can be found at www.essexfa.com/news/2021/dec/02/thank-the-ref-campaign

These represent an example of some of the progress made, but there is more detail contained within this report highlighting the excellent work which has taken place within each department.

As the 21/22 season concluded, the focus turned to preparations for the 22/23 season, as well as the upcoming UEFA Women's Euro 2022, which was taking place across venues in England, and the excitement and opportunity that was building for the England Lionesses to inspire the nation as well as generation of new female players.

THE BOARD

Andrew Chaplin continued as Chairman leading the Board in the 2021/22 season. There were some changes at the June 2021 AGM that saw Article changes as well as personnel changes on the Board of Essex County FA. Wayne Deller retired from the Board at the end of 2020/21 season, and for the 21/22 season Andrew French was appointed to the Board by the Essex FA Council, with Dave Emerton standing down, whilst Barry Fitzgerald and Sheryl MacRae also continued on the Board.

Hafiza Patel (Finance & Inclusion) and Matthew Clare (Commercial & Facilities) continued as Independent Non Executive Directors (INED) for the 2021/22 season, and following a period of co-option as a Board Advisor, Craig Leverington was appointed as a third INED (Commercial). Jahad Rahman resigned from his role as Board Advisor (Legal) due to work commitments.

The work around the FA Code of Governance for County FAs also saw changes to the Articles which saw an increase from seven to nine Directors going into the 2021/22 season, with a continued focus on an open application process, which took place to recruit additional INEDs to fill vacancies with a focus on Legal and Wellbeing. During the season this recruitment process proved unsuccessful in identifying the best candidate, and so was agreed to review again ahead of the 22/23 season.

2021/22 Board Members: Andrew Chaplin (Council), Andrew French (Council), Barry Fitzgerald (Council), Sheryl MacRae (Council), Hafiza Patel (INED), Matthew Clare (INED), Craig Leverington (INED).

COUNCIL

Andrew Chaplin continued as Chairman of the Council for the 2021/22 season and there were also changes on the Essex FA Council with John Meates (Group 2 Youth) and Rob Parker (Group 4 Open Age) joining for the first time, along with Gemma Stubbles who joined Council as the representative for the Essex FA Youth Forum to help contribute a youth voice to football discussions.

The following individuals had an extension onto Council for the 21/22 season applied: Roger Crane (Group 1 Open-Age), Micah Hyde (Group 4 Youth). Graham Hall also continued to serve as the Essex County Schools FA Representative, and Andrew French continued as the Essex Referees Association Representative after being nominated again.

In addition, Mark Holmes (Group 3 Youth) resigned from his role on the Essex FA Council at the end of the 21/22 season which created a vacancy, and following the appointments of Dave Threadgold and Alec Berry as Life Members at the June 2021 AGM, there was a vacancy for the Group 1 Open Age Rep, which was not able to be filled during the 21/22 season.

The volunteer Council Members again undertook their regulatory and management role and they were involved in many Council, disciplinary, refereeing, competitions and rules meetings throughout the 2021/22 season. As well as these roles a process of consultation continued with Council to review the structure to help attract more individuals onto Council as well as broaden other areas of the game's representation on Council.

It was also with deep regret that we acknowledged one of our Essex FA Council Members, Dicky Brook, sadly passed away peacefully in January 2022 at home. Dicky was a wonderful person and servant to grassroots football, first joining the Essex FA Council in 1975, as a Group Officer for the London Boroughs, becoming a Life Member in 1996 and was Chairman of the Association from 2000 – 2003. He continued to serve on Council beyond that period, contributing to many discussions at Council, as well as serving grassroots football through roles with the Romford and District League, South Essex Sunday League and the Essex Veterans Football League. He will be sorely missed.

2021/22 Council Members: Morris Jeffers, Gordon Snell, Richard Brooks, Michael Hemsted, Edward Rhymes, Michael Game, Alec Berry, David Threadgold, Sheryl MacRae, David Emerton, Roger Crane, Barry Fitzgerald, Kevin Curran, Mark Holmes, Graham Hall, Andy Chaplin, Martin Berry, Kim Farmer, Danny Coyle, Micah Hyde, Andy French, John Meates, Rob Parker, Gemma Stubbles (Youth Forum Rep).

STAFFING

At the end of the 2021/22 season, the County FA employed 22 members of staff - 19 full time and 3 part time. In addition, we continued to have around 70 casual employees who carry out coaching, tutoring and physiotherapy roles.

Following the re-emergence from Covid-19 there were a number of staff changes during the 2021/22 season which saw Sue Hammond (September 2021), Sean Harris (October 2021), Rhys Elmer (September 2021), Cindi Chatha (November 2021), Luke Evans (June 2022) and Stuart Biggs (April 2022) depart to explore new opportunities within, and outside, of the football sector.

There were also a number of new staff members recruited to the Essex County FA throughout the season – Stuart Biggs (October 2021), Luke Evans (January 2022), Milly Morgan (March 2022), Wayne Hickey (June 2022).

<u>2021/22 Staff:</u> Brendan Walshe, Greg Hart, Fran Smith, Mark Wallis, Robert Craven, Chris Evans, Nick Emery, Lana Gillard, Emma Burden, Sean Harris, Andrew Crowl, Helen Hever, Sue Hammond, Cindi Chatha, Rhys Elmer, Lawrence Gower, Lukas Wood, Jennifer King, Emma Froment, Jake Fairman, Chloe Hookins, Karl Sear, Cairo Duncan, Jake Ling, Stuart Biggs, Luke Evans, Milly Morgan, Wayne Hickey.



Key Highlights

1,129 CLUBS, 5,006 TEAMS, 32 LEAGUES



222,301
UNIQUE WEBSITE
VISITORS

1,500 +
LEARNERS ACROSS
ALL COACH
EDUCATION
COURSES

26
ESSEX LEAGUES
INTEGRATED WITH
FA FULL TIME

FULL-TIME

220 REFEREE DEVELOPERS (COACHES, MENTORS AND OBSERVERS)

28
RECREATIONAL MARS JUST PLAY
CENTRES (INCLUDING 15 MALE [2 FUTSAL],
6 WALKING FOOTBALL, 1 VETERANS,
6 LADIES [1 FUTSAL])

100
WELFARE OFFICERS
ARRANGED WITH
CONTINUING CPD



64
AFFILIATED
DISABILITY
TEAMS

72 REFEREE PROMOTIONS

1

86.31%
OF DISCIPLINE
INVESTIGATIONS
COMPLETED WITHIN
45 DAYS



2 LEAGUE FORUMS DELIVERED 72%
OF ALL 9v9 AND
11v11 GAMES
APPOINTED WITH
A QUALIFIED MATCH
OFFICIAL

9,668
PEOPLE REACHED
(WITH 397
ENGAGEMENTS)
BY FAIR PLAY
AWARDS FORMAT
ON FACEBOOK

84%
OF ALL YOUTH
TEAMS WITH A
QUALIFIED COACH

8 ENGLAND FEMALE YOUTH INTERNATIONALS

EXCELLENT RELATIONSHIP WITH BBC ESSEX

B B C ESSEX

#FOOTBALLFOOTPRINT VISIT ENGAGED AN MP WITH A GRASSROOTS CLUB IN RAYLEIGH

INCREASING SOCIAL MEDIA ENGAGEMENT ON TWITTER, FACEBOOK AND YOUTUBE

SAFEGUARDING VISITS COMPLETED WITH CLUBS



FIVE YOUTH LEAGUES HAVE INCREASED TEAM COVERAGE



INTRODUCED POSITIVE CHANGES TO COUNTY CUP RULES AND STRUCTURES FOLLOWING CLUB AND LEAGUE CONSULTATION, WITH INCREASED ENTRIES



Football Services Strategy

To lead the administration of football in Essex and create a fair and inclusive environment For All



2021/22 IN NUMBERS

Discipline



PUBLISHED
DECISIONS AND
REASONS FOR
SERIOUS CASES
ON OUR WEBSITE



1,129 CLUBS, 5,006 TEAMS, 32 LEAGUES



19,964 DISCIPLINE CASES ADMINISTERED



703 COMPLETED DISCIPLINE HEARINGS, 86.31% WITHIN 45 DAYS



26 ESSEX LEAGUES INTEGRATED WITH FA FULL-TIME

Investigations



81.06% OF DISCIPLINE INVESTIGATIONS COMPLETED WITHIN 60 DAYS (67.19% WITHIN 45 DAYS)



PROVIDED
GUIDANCE AND
SUPPORT TO CLUBS,
TEAMS, MANAGERS,
REFEREES,
VOLUNTEERS,
PARENTS,
SPECTATORS AND
PLAYERS ON HOW
TO REPORT
DISCRIMINATORY
LANGUAGE AND
BEHAVIOUR



SUPPORTED CLUBS AND LEAGUES WITH RULE OUERIES

Regulations and Sanctions



£22,580 PROVIDED TO CLUBS FOR PUBLIC LIABILITY INSURANCE



£40,048 PROVIDED TO CLUBS FOR PERSONAL ACCIDENT INSURANCE

Competitions and Technology



INTRODUCED
POSITIVE CHANGES
TO COUNTY CUP
RULES AND
STRUCTURES
FOLLOWING CLUB
AND LEAGUE
CONSULTATION



22 COUNTY CUP FINALS COMPLETED, FIRST ONE'S SINCE 2019

Football Services

Association Membership Figures

At the end of the 2021/22 season, the membership figures were as follows:

	2021/	22	2020/	21	2019/	'20
Affiliation	Clubs	Teams	Clubs	Teams	Clubs	Teams
Open-Age Men	702	1,378	694	1,178	671	1,034
Women	45	79	37	196	30	44
Youth	295	3,329	290	3,155	276	3,192
Girls	87	220	82	196	85	178
Totals	1,129	5,006	1,103	4,725	1,062	4,448

Discipline

Discipline	2021/22	2020/21	2019/20	2018/19	2017/18
Cautions	16,984	11,399	13,103	17,265	16,457
Misconducts	1,123	648	1,321	1,211	1,198
Standard	1,857	1,286	644	1,843	1,750
Total	19,964	13,333	15,068	20,319	19,405

Regulations and Sanctions

Appeals

Season 2021/22 saw 28 appeals against league decisions being lodged with the Essex County FA, compared to eight in seasons 2019/20 and 2020/21 and 25 in 2018/19. As in previous years, members of the Executive Council presided over the appeals. The decisions were: seven upheld, 21 dismissed.

Player Registration

As required by The FA, all leagues utilised the Player Registration facility through the Club Portal during season 2021/22, with 72,692 (64,282) registrations created.



Refereeing Strategy

To recruit, retain, and develop a high-quality and diverse referee workforce to support football across Essex



2021/22 IN NUMBERS

Recruitment **Development** Retention Workforce 1,439 AFFILIATED **71.86% OF TRAINEE** 72 REFEREE 220 REFEREE REFEREES **REFEREES CONVERTED PROMOTIONS DEVELOPERS** TO LEVEL 7 OR YOUTH (COACHES, MENTORS 304 LEARNERS ON **REFEREES 30 REFEREES** AND OBSERVERS) REFEREE COURSES **APPOINTED TO CUP** 72% OF ALL 9v9 **FINALS AND PLAY-OFF SUPPORTED THE** 84 FEMALE REFEREES **AND 11v11 GAMES FIXTURES FROM STEP PROGRESSION OF APPOINTED WITH A 6 AND ABOVE BY OBSERVERS FROM OUALIFIED MATCH** THE FA **COUNTY FA OFFICIAL OBSERVING TO FA** BBC **MEDIA COVERAGE OBSERVING** ON BBC ESSEX RADIO, LAUNCHED THE **ESSEX #THANKTHEREF PGMOL'S BREAKING** 1 INTRODUCTION **CAMPAIGN TO BARRIERS SERIES** TO REFEREEING **PROMOTE POSITIVITY** AND THE ECHO **MENTOR WORKSHOP ON SOCIAL MEDIA AND 1 OBSERVER WORKSHOP INTRODUCED A DELIVERED BI-MONTHLY DROP-IN SESSION FOR TRAINEE REFEREES TO ATTEND**

Referees

FA Referee Courses

This year we recruited and trained 366 trainee referees from across Essex, who all successfully qualified over the 18 FA Referee Courses held.

Detailed below is a short review of the total number of learners we trained from July 2021 to June 2022.

FA Referee Course

During the course of the 2019/20 season, 366 learners were trained to become a referee over 18 FA Referee Courses we delivered across the county, utilising the following venues: Philip Morant School & College (Colchester), Broomfield FC (Chelmsford), Wickford Town FC (Basildon) and Frenford Clubs (Redbridge).

FA Futsal Referee Course and Refereeing Walking Football Workshop

During the 2021/22 season we didn't deliver any FA Futsal Referee Courses and Refereeing Walking Football Workshops.

Promotion

Following the conclusion of the promotion season for 2021/22, the following referees were promoted to their new respective levels for season 2022/23:

Promoted to Step 1 Assistant Referee: Peter Wilson (Chelmsford)

Level 3 to Level 2b: Robert Claussen (Rochford) and Aaron Farmer (Colchester)

<u>Level 4 to Level 3:</u> Joe Burgess (Castle Point), Richard Carter (Braintree), Craig Charles (Harlow), Alexander Kyriacou (Newham), Reece Pinchback (Basildon), Fabio Roque (Redbridge), Michael Scott (Thurrock) and Ryan Smith (Braintree).

Level 5 to Level 4: Adekola Adeyemi (Chelmsford), Adedotun Adeyemi (Chelmsford), Richard Baker (Colchester), George Barker (Thurrock), Royan Campbell (Brentwood), Rhys Collins (Tendring), Grant Conway (Redbridge), Jordan Dixon-Walker (Waltham Forest), Benjamin Horne (Castle Point), Lee Markwick (Thurrock), Philip Molloy (Colchester), Lewis Moore (Brentwood), Matthew Pointer (Castle Point), Charles Nicholls (Basildon), James Perry (Southend-on-Sea), Daniel Ripton (Southend-on-Sea), Matthew Rowling (Harlow), Luke Smith (Braintree) Joseph Turnpenny (Basildon) and Michael Wright (Rochford).

Level 6 to Level 5 (County Referee to Senior County Referee): John Adeoye (Braintree), Daniel Axente (Colchester), Alife Davidson (Tendring), James Davies (Basildon), Rymell Francis (Newham), Jack Good (Chelmsford), Adam Hatcliff (Rochford), David Leeks (Thurrock), Daniel Mann (Southend-on-Sea), Adewale Olola (Barking & Dagenham), Andrew Owen (Thurrock), Leon Randall (Redbridge), Paul Sadler (Tendring), Navin Sood (Harlow), Henry Steele (Brentwood), Alfie Treacher (Southend-on-Sea), Anthony Vaughan (Tendring), Archie Waine (Chelmsford), Robert Walker (Basildon), Robert Watson (Uttlesford) and Paul Watts (Thurrock).

Level 7 to Level 6 (Junior Referee to County Referee): James Allaoui (Redbridge), Colin Bailey (Brentwood), Paul Bennett (Chelmsford), Robert Bentley (Thurrock), Katie Dorling (Harlow), Richard Evans (Braintree), Joseph Greenleaf (Colchester), Simon Harwood (Southend-on-Sea), Oliver Headington (Chelmsford), Frank Holland (Southend-on-Sea), Jake Molloy (Colchester), Peter Round (Uttlesford), Jonathan Sly (Colchester), Margarit Tsekov (Havering), James Turner (Chelmsford), Zara Wickert (Chelmsford) and Joe Wise (Basildon).

Level 4W to 3W (Regional Referee to National Referee): Graham Pavitt (Tendring)

League Referee Coverage Report

With the Referees Department's Key Performance Indicators (KPIs) switching from the number of referees registered in a season to referee coverage as part of The FA's National Game Strategy, we were asked to collate the leagues' referee coverage statistics.

Therefore, detailed below is the 2021/22 referee coverage information, which has been collated into their respective categories from the responses, received from our affiliated leagues:

% Coverage Baseline Calculator	Baseline	73%
70 COVCIAGE DASCIII IC CAICOIATOI	Dascinic	1 3 10

Key: GP = Games Played, GC = Games Covered by Qualified Referee



League Name	GP	GC	Coverage	Difference	
Open-Age Male (Saturday)					
Essex and Suffolk Border League	1,127	1,121	99.47%	-6	
Essex and Suffolk Border League	0	0	-	0	
Colchester & East Essex League	916	916	100%	0	
Essex Alliance League	1,153	1,113	96.53%	-40	
Essex Senior League (Reserve Division)	35	33	94.29%	-2	
Essex Veterans League	617	574	93.03%	-43	
North Essex Veterans League	272	272	100%	0	
Southend Borough & District Football Combination	866	866	100%	0	
Open-Age Male (Sunday)					
Braintree & North Essex Sunday League	379	322	84.96%	-57	
Brentwood Sunday League	530	440	83.02%	-90	
Chelmsford Sunday Football League	512	483	94.34%	-29	
Colchester & District Sunday League	284	280	98.59%	-4	
Essex Sunday Corinthian League	939	939	100%	0	
Essex Sunday Football Combination	256	238	92.97%	-18	
Harlow & District Sunday League	363	302	83.20%	-61	
Sceptre Sunday League	537	496	92.36%	-41	
Southend Borough Combination Veterans	612	563	91.99%	-49	
Southend & Basildon Sunday Football League	419	370	88.31%	-49	
Thurrock Association Sunday League	375	310	82.67%	-65	
Youth					
Blackwater & Dengie Youth League	1,844	1,763	95.61%	-81	
Brentwood Community Football Alliance	2,399	616	25.68%	-1,783	
Chelmsford Youth League	852	297	34.86%	-555	
Colchester & District Youth League	1,785	1,499	83.98%	-286	
Eastern Junior Alliance	2,391	2,147	89.80%	-244	
Echo Junior Football League	2,647	816	30.83%	-1,831	
Southend & District Junior Sunday Football League	2,768	1,572	56.79%	-1,196	
Open-Age Female and Youth Female					
Eastern Region Womens League (Essex Based Clubs Only)	37	37	100%	0	
Essex County Womens League	212	159	75.00%	-53	
Essex County Girls Football League	1,093	587	53.71%	-506	
Overall Total	26,220	19,131	72.96%	-7089	

^{*}Please note the data for the second half of the season (January 2020 to May 2020 was partially forecasted)

Representative Squads 2021/22

Under 18s (Joint-Managers: Tom Harding and Eamonn Kearney)

Sunday 16th January 2022

Kent (H) 2-5 (at Aveley FC)

South-East Counties Competition

Line-Up: Wells, Wilkes, Hatwell, Carter, Osas, Turner, Kwiek, Walker (1), Hoxha, Husai (1), Herbert, Substitutes: Lambert, Wade, Dlodlo, J Anderson.

Sunday 6th March 2022

Bedfordshire (A) 3-2 (at Kempston Rovers FC)

South-East Counties Competition

Line-Up: J Anderson, Wilkes, Hatwell, Turner, Chapman, Osas, A Anderson, Walker (1), Standford Clarke (1), Hysaj, Koroma (1). Substitutes: Sergio, Wade, Kilcast.

COUNTY CUPS 2021/22

Essex Veterans Trophy Final Chipping Ongar 3-4 Frenford

Wednesday 16th March 2022 Kick-Off 7:45pm at Concord Rangers FC

Essex Under 16s Girls Cup Final

Billericay Town 4-3 Canvey Island Under 15s (Blues)

Sunday 20th March 2022 Kick-Off 1:00pm at Aveley FC

Essex Under 18s Girls Cup Final Billericay Town 10-0 Hullbridge Sports

Sunday 20th March 2022 Kick-Off 4:00pm at Aveley FC

Essex Saturday Veterans Cup Final Atletico Trotters 3-0 Hutton Old Boys

Wednesday 23rd March 2022 Kick-Off 7:45pm at Concord Rangers FC

Essex Sunday Veterans Cup Final Corinthians 2-4 Laindon Athletic

Sunday 27th March 2022 Kick-Off 10:30am at Great Wakering Rovers FC

Essex Women's Trophy Final Barking 2-0 Stanway Pegasus

Sunday 27th March 2022 Kick-Off 2:00pm at Great Wakering Rovers FC

Essex Saturday Junior Trophy Final Cowley Community 2-3 Haver Town Reserves

Friday 1st April 2022 Kick-Off 7:45pm at Heybridge Swifts FC

Essex Cordell Under 13s Cup Final Billericay Town (Blues) 3-2 Grays Athletic (Whites)

Sunday 3rd April 2022 Kick-Off 10:00am at Aveley FC

Essex Under 14s Girls Cup Final Bowers & Pitsea 10-0 Great Danes

Sunday 3rd April 2022 Kick-Off 1:00pm at Aveley FC

Essex Rosser Under 15s Cup Final Concord Rangers 4-1 Levels

Sunday 3rd April 2022 Kick-Off 4:00pm at Aveley FC

Essex Saturday Junior Cup Final Belle Vue Social Club 1-3 Catholic United Reserves

Wednesday 6th April 2022 Kick-Off 7:45pm at Concord Rangers FC

Essex Sunday Junior Trophy Final South Woodham Ferrers United Reserves 3-0 Valence United

Friday 8th April 2022 Kick-Off 7:45pm at Heybridge Swifts FC

Essex Sunday Premier Cup Final Fifteen Degrees 4-3 Rayleigh Town

Sunday 10th April 2022 Kick-Off 10:30am at Bowers & Pitsea FC

Essex Sunday Junior Cup Final

Santos 2-2 Theydon Green (after extra time, Santos won 10-9 on penalties)

Sunday 10th April 2022 Kick-Off 2:00pm at Bowers & Pitsea FC

BBC Essex Senior Cup Final Billericay Town 1-0 Bowers & Pitsea

Tuesday 12th April 2022 Kick-Off 7:45pm at Colchester United FC

BBC Essex Saturday Premier Cup Final Sungate 2-0 Woodford East

Wednesday 13th April 2022 Kick-Off 7:45pm at Billericay Town FC

BBC Essex Women's Cup Final Billericay Town 1-2 Hashtag United

Thursday 14th April 2022 Kick-Off 7:45pm at Aveley FC

Essex Cassels Under 16s Cup Final Burnham Ramblers 3-1 Frenford (Lions)

Wednesday 20th April 2022 Kick-Off 7:45pm at Great Wakering Rovers FC

Essex Under 12s Cup Final Buckhurst Hill (Royals) 2-1 Levels

Sunday 24th April 2022 Kick-Off 11:00am at Great Wakering Rovers FC

Essex Under 12s Girls Cup Final Hashtag United (Blues) 4-0 Stanway Pegasus

Sunday 24th April 2022 Kick-Off 2:00pm at Great Wakering Rovers FC

Essex Pelly Under 18s Cup Final Billericay Town (Blacks) 1-4 Concord Rangers

Wednesday 27th April 2022 Kick-Off 7:45pm at Billericay Town FC

Essex Andrews Under 14s Cup Final Aveley 0-1 Concord Rangers

Thursday 5th May 2022 Kick-Off 7:00pm at Aveley FC



Football Development Strategy

To provide a safe, engaging and progressive football environment For All

TOO THE THE TOO THE TO

2021/22 IN NUMBERS

Participation Pathways



5.2% TEAM GROWTH IN MINI SOCCER WHICH NOW REPRESENTS 31% OF MALE PATHWAY



42% INCREASE IN THE NUMBER OF WOMEN'S OPEN AGE TEAMS AFFILIATED 21-22



17 YOUTH DISABILITY TEAMS AFFILIATED IN PREPERATION FOR THE LAUNCH OF YOUTH SOCCABILITY PROVISON IN ESSEX

Workforce



41 FEMALES HAVE ATTENDED THE STEPPING OVER THE SIDE-LINES WORKSHOP



DELIVERY OF ONLINE DISABILITY CPD USED TO GENERATE INTEREST AND CONFIDENCE TO DELIVERY DISABILITY PROVISION



#CELEBRATE
RECONGISED X10 KEY
VOLUNTEERING ROLES
ACROSS THE SEASON.
48 NOMINATIONS FROM
43 CLUBS AND LEAGUES
WITH OVER 3,000 VOTES



X22 LEAGUE
COMMITTEE MEMBERS
ENGAGED IN X2 EDI
WORKSHOPS AS PART
OF LEAGUE COMMITTEE
DEVELOPMENT
PROGRAMME

Clubs and Leagues Network



ATTENDED LEAGUE
AGMS AND WORKSHOPS
TO SHARE KEY
MESSAGES AND TO
PROMOTE THE ENGLAND
FOOTBALL
ACCREDITATION



2 LEAGUE FORUMS DELIVERED

PRODUCED



84 CLUB REPORTS PRODUCED FOR CLUBS WITH 20+ TEAMS

27 LEAGUE REPORTS



MATCHDAY
ENVIRONMENT PACK
DEVELOPED TO PROVIDE
CLUBS AND LEAGUES
RESOURCES AND
PROCESSES TO
IMPROVE THE
ENVIORNMENT
THEY PROVIDE
#PLAYYOURPART

Facilities



CIRCA £180K OF FOOTBALL FOUNDATION GRANT FUNDING SECURED FOR INVESTMENT INTO GRASS PITCHES OVER THE NEXT 6 YEARS



CIRCA £170K IN FOOTBALL FOUNDATION FOOTBALL STADIA IMPROVEMENT FUND IMPROVING NATIONAL LEAGUE SYSTEM GROUNDS ACROSS ESSEX



DELIVERY OF PROJECTS
INCLUDED OUR LOCAL
FOOTBALL FACILTIY PLANS
INCLUDING TWO NEW FULL
SIZE 3G ARTIFICIAL GRASS
PITCHES



CONTINUED WORK WITH SPORT ENGLAND TO SHAPE FUTURE FOOTBALL FACILITIES THROUGH THE PLANNING PROCESS



Male Pathway

The male pathway, since the Covid-19 pandemic, has shown a real resilience to ensure participation and engagement in the game stays positive. Participation across all ages and formats is in a really healthy position, with the male pathway boasting circa 4,500 teams. With twelve age groups from Under 7s to 18s, there were 3,189 teams affiliated, representing an increase from the previous season (2020/21) of 4.35% (133 teams).

Notably, the male pathway experienced an increase in open-age participation also. Where, nationally, there is a decline, here in the county of Essex we are against the curve and showing a growth across the adult male 11v11 game. This particular growth is a reflection of the great work which is being done across the county by our member clubs and leagues to ensure there is a game for all.

Mini-Soccer - U7-U10

Mini-Soccer within Essex has grown by 65 teams during the 2021/22 season to 1,380 affiliated teams when compared to the 2020/21 season. Mini soccer football represents 42.3% of youth football teams across the county.

50% of age groups experienced growth in team numbers from the 2020/21 season with an average growth of 5.88% at each age group, the largest growth being at Under 7s, with an increase of 20.6% (56 teams).

All five of our affiliated youth leagues who offer provision for mini-soccer teams experienced growth in membership numbers across at least one age group. With the biggest being 50% (30 teams) by the Brentwood Community Football Alliance Youth League within their Under 7s participation.



Mini Soccer teams 2021/22	
Age Group	Team Numbers
U7	327
U8	358
U9	342
U10	353
Total	1,380

Youth Football - U11-U18

In the 2021/22 season, youth football approximately represented 75% of the County FA's overall affiliation. Youth football (U11-U18) experienced a 2.9% growth in team numbers (52 teams) from the previous season, 2020/21.

Notably, 62.5% of those age groups specifically experienced growth in team numbers and player participation. The largest increase was seen within the Under 12s age group, where an increase of 11.4% (34 teams) was recorded. As well as the Under 12s, a positive growth was seen in the Under 18s age group also (+24 teams), which historically experiences a decline in team numbers.

Youth teams 2021/22	
Age Group	Team Numbers
U11	332
U12	331
U13	257
U14	244
U15	212
U16	194
U17	101
U18	138
Total	1,793

Youth Leagues Forum 2021/22

As part of our ongoing support to our affiliated leagues, we were able to deliver our annual Youth Leagues Forum for the first time since the pandemic, where our affiliated youth leagues came together to work with the County FA. This provides a valuable opportunity for both the leagues and us as the County FA.

The forum provides support and key updates, delivered by numerous departments, as well as gaining feedback from the youth leagues who dedicate their time in providing opportunities for youth players in Essex. Also in attendance were National FA staff members from the Clubs & Leagues grassroots division and FA Technology team to provide updates on England Accreditation and player registration systems.

Adult Football - 16yrs+

Adult Male 11v11 (Open-Age to Walking Football, including Veterans)

Format	Team Numbers
Open-Age	831
Veterans	178
Walking Football	59
Total	1,068

Saturday Open-Age

Work continued with open-age football providers across Essex to slow the decline in team numbers. Bespoke league reports were produced and shared with our respective Saturday leagues to provide them with valuable insight on club, team, and player registration data.

Within Essex, our affiliated Saturday open-age leagues were against the declining national curve, seeing a positive growth in team numbers again following on from the pandemic. Our Saturday open-age leagues grew by 10.3% (33 teams) from the 2020/21 season to 331 teams participating across the county, showing a clear appetite for teams and players to continue, or take up, playing once again.

Of our six respective Open-Age Saturday leagues, 66.6% of the leagues experienced either growth or the same number of teams participating from the previous year (2020/21). With one league in particular showing growth of +16 teams from the previous season (Essex Alliance Football League).

Sunday Open-Age

Like Saturday Open-Age football, the decline rate in participating team numbers has continued to decrease in Sunday Open-Age football also.

Sunday open-age leagues within the county showed for the second season running team numbers increase. In the 2021/22 season team numbers grew by 4.5% (21 teams). This shows positive signs that, within the county of Essex, our participation in adult 11v11 football is against the national curve of decline.

Veterans Football (Over 35s)

Veterans football in Essex has experienced a 3.4% (six teams) growth during the 2021/22 season from season 2020/21, now with a total of 178 teams playing across the county compared to the previous year of 172.

In Essex, the three affiliated veterans' leagues have demonstrated sustainability within their team numbers across the Moving Forward Strategy. The Essex Veterans League & Southend Borough Combination Veterans League both experienced growth for this season and this represents 80.9% of the teams affiliated.

Adult Leagues Forum

During the 2021/22 season, we were also able to resume hosting our annual adult leagues forum bringing together all of our Open-Age and Veterans leagues in March 2022.

Much like the youth leagues forum, this provided great opportunity to connect and engage with our affiliated adult leagues on the current season and looking ahead into the new season.

Numerous departments across the organisation presented on key headlines across participation numbers, referee coverage, coach education development and much more. Our safeguarding department were also able to present to the Open-Age leagues regarding new upcoming changes relating to U18 players playing adult football and the future safeguarding requirements needed.

Walking Football

Walking Football in Essex has positively grown season-upon-season and increased the number of teams affiliated in the county by 41, from the 2016/17 season, when data recording began.

More recently, the growth within Walking Football teams up to the 2021/22 season has increased by 20.4% (+10 teams) from 2020/21. Walking Football in Essex is widely represented across the county and the Essex Walking Football League continues to provide a competitive environment for teams and players aged 50 and over. The Walking Football Season begins in March and runs until October with leagues for ages 50+, 60+ & over 65s.

Small-Sided

Small-sided provision across the country is becoming a more popular format of the game for adult players. This trend is representative of the number of affiliated small-sided providers within Essex.

The Essex County FA, during the 2021/22 season, affiliated 16 local small-sided providers, which saw 296 teams participating across those leagues and circa 1,000+ players participating within this format of the game, an increase of 116% (161 teams) from the 2020/21 season.

This is largely to the newly formed partnership and affiliation with national small-sided provider Leisure Leagues, who deliver across multiple sites across Essex. This affiliation has been really positive, and supported the development of the format within the county.

Futsal

Here at the Essex County FA, we recognise that Futsal is a well-participated format of the game across the county and there are many clubs and players who choose to play outside of their mainstream grassroots clubs.

Within the county, there are ten affiliated clubs who offer provision for ages as young as Under 7s through to Under 16s. For the first time post-pandemic, we were able to deliver our County Futsal Finals for the Pokemon Cup, we ran competitions for the following age groups: U10/U12/U14/U16 and were able to send winners from each age group into regional finals. Plans are in place for season 2022/23 with venues already booked to host them again.

Early conversations have also begun ahead of the 2022/23 season to develop an affiliated Futsal specific youth league within the county.

Female Pathway

Mini-Soccer

A historical change in the FA Standard Code of Rules (Youth) for the season 2021/22, permitting girls' teams to play a year group down within predominantly boys' leagues, has been pivotal to the growth of female mini-soccer within Essex.

The Brentwood Community Football Alliance Youth League (BCFAYL) were the driving force, after a successful application to pilot the rule change. Since the change, there have been 163 girls' teams nationally involved across 22 County FAs. 71 of those are playing with the BCFAYL.

In the last twelve months, the increase within the Foundation Stage for young females is 58%, with the largest increase taking place within Under 10s Girls, who have seen a 70% growth (41 teams).

Many leagues are now promoting the rule change which will, hopefully, lead to more localised playing opportunities for all and a shift in football culture where girls and boys are playing on the same pitch.

The Essex County Girls' League continue to offer opportunities at the Under 9s and Under 10s age groups, offering a league programme of fixtures and the chance to get involved within their fantastic Cup Finals Day.

Youth Football

Female youth participation figures continue to head on an upwards trajectory and the 200 threshold was broken, with 204 teams affiliating in the summer of 2021.

The biggest increase was seen in the Under 11s and Under 14s age groups, with an increase of eight teams (Under 11s) and nine teams (Under 14s). There has been a 12% increase overall, with 227 girls' teams now affiliated. The table below demonstrates the number of girls playing as of the end of 2021 within each league:

League	Number of Female Players
Blackwater & Dengie Youth League	137
Echo Junior League	44
Brentwood Community Football Alliance Youth League	1,269
Essex County Girls' League	3,321
Colchester & District Youth League	84
South-East Essex Primary Mini-Soccer League	129
Southend & District Junior League	114

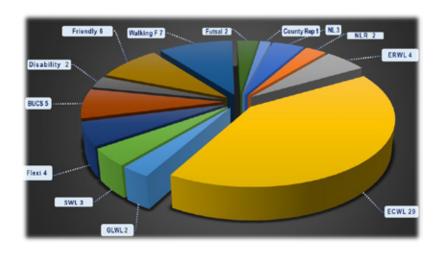
The growth has been supported by various initiatives such as Wildcats, the Essex County FA Under 12s Girls' Cup and the Girls' Schools Football Programme taking place within secondary schools.

This season also sees the introduction of The FA's recreation programme 'Squad Girls', where Essex have been allocated eight licences around the county for key partners to offer an informal opportunity for girls to access football.

Adult Football

Women's open-age figures have seen a 44% increase, from 50 teams to 72, by the end of 2021. This category includes Under 23s college teams, women's veterans and womens' Walking Football opportunities.

The Essex County Women's League continue to be the foundation within the county, with two divisions. It is the platform for many new teams starting their journey in adult women's football. Below is a breakdown of affiliated women's teams and where they are accessing football:



Five teams are now competing within the FA Women's National League Division One and Reserve Division. Four clubs are playing within the Eastern Region Women's League, whilst five clubs (because of geographic location), play 'out of county' in either Suffolk or Greater London.

Recreational Football

The number of recreational opportunities has increased across the county. Snickers 'Just Play' Centres continue to grow, alongside key partners delivering localised, informal opportunities.

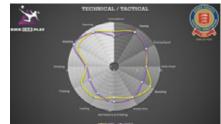
Each of Essex's four 'Group Areas' has an offer for women's recreational football but our key target, moving forward, will be provision within every local authority.

Player Development Centre

A great season for the She Can Play Essex County FA Girls' Player Development Centre (PDC). The sessions continued at Noak Hill in Havering and, once again, proved very popular, with four age groups and nearly 80 players. The PDC continues to offer an opportunity for aspiring female players to access additional sessions delivered by female coaches and offers a formal link to the Essex County FA Regional Talent Club (RTC), which enables girls to be seen by coaches from the elite programme.

Four female coaches were provided with an outlet to access an environment to develop their skill set and gain the confidence to take the next step on their coaching path. The PDC is now in its eleventh season. It has developed tremendously over the years, and now individual development plans and goal-setting are big parts of the programme's success.







Regional Talent Club

Essex's Regional Talent Club (RTC) remains a Tier 2 Licence of the Elite Female Player Pathway. RTC centres, nationally, remain at 29 clubs across three tiers.

The programme was in its ninth year at the start of the 2021/22 season completing a full season after the pandemic. Throughout the season, Lucy Lyon received a number of call-ups for England Women's Under 16s training camps. Whilst Ellie Moore, Emily Dilliway, Amy Taylor, Erin Williams and Demi Hetherington were all identified for Discovering my Talent events.

<u>Under 16s:</u> Kevin Baker (Head Coach), Ellie Finnernan (Assistant Coach): Maddie Barrow, Tilly Philpot, Erin Williams, Leah Mitchell, Lucy Lyon, Ellie Moore, Kelsey Morgan, Darcy Drewitt, Amy Taylor, Helen Duncan, Lois Hall, Poppy Nunn, Paige Dearing, Tori St Rose, Emily Dilliway.

Under 14s: Carla Dickinson (Head Coach), Amy-Lee Gullefer (Assistant Coaches): Ruby Gaunt, Tabitha Hellen, Camille Adams, Holly-Mae Elmes, Maddie Dennis, Demi Hetherington, Isabella Vernon, Annabelle Webb, Isla Hoskin, Marcie O'Meara, Scarlett Lazarus, Brody Brownlie, Skyla Smith.

Under 12s: Danny Parker (Head Coach), Christa Osman (Assistant Coach):
Georgia Banyard, Estelle Scherer, Freya Matthews, Ellie-Mai Victory, Chloe Boys, Lexie Benns, Lily Gaunt, Marcheri Sheriff, Lucy Elliott, Amy Longford, Evelyn Gauden, Abigail Barber.

Under 11s: Aaron Runnacles (Head Coach), Matthew Gibbs (Assistant Coach): Anya Durbin, Amy White, Fleur Bennett, India Small, Reisha Patel, Kayda Burdett, Camille Catling, Amelia Christmas, Heidi Whatton, Maria Bertoni-Smith, Maddie Ellison, Aimee Prosser.

Danielle Warnes (Club Manager)
Steve Downey (Technical Director)
Kevin De Keijzer (Strength and Conditioning Coach)
Matthew Johnstone (Goalkeeping Coach)
Amy McMillian (Physiotherapist)
Tracy Lewis (Physiotherapist)
Daniel Morton (Sports Therapist)

Essex County Schools FA Representative Football

Girls Under 14s

The Under 14 Girls team really relished in the opportunity to represent the Schools team. They have shown outstanding passion and commitment in all the games they have played and performed to such a high level consistently. They narrowly missing out on the chance to progress into this year's SEESFA final in a brilliant game against Middlesex which saw 7 goals scored in about 30 minutes! In possession they displayed brilliance and creativity in how they played and out of possession remained disciplined. A fantastic season for the girls and it has been a pleasure to see them compete to the level they have.

Girls Under 16s

The U16s compete in the SEESFA competition. This season's fixtures included Suffolk, Hertfordshire, Bedfordshire, and Kent. All matches proved competitive and successful, with four games, three wins and one loss. The U16 team was led by Sharon Brownlie and assisted by Ellie Finneran and Beth Morrell. The selected captains were Emily Dilliway and Lexxie Blythe.

Tilly Philpot and Grace McEwen were successful in getting into the Regional South-East Squad for the England U15 School Girls. A tough two step trial process was to follow and both made the second stage of the trials which is a huge achievement. Following the final Pro: Direct trial, Grace McEwen was selected for the Final England U15 School Girls Squad, a fantastic achievement.

With Essex sitting top of their respective table they secured a place in the SEESFA Semi-Final, welcoming Kent on March 12th. A well fought game with two very evenly matched teams, the outcome could have gone either way, however, Kent's resilient performance allowed them to gain a 3-2 win over Essex and progress to the final.



Disability Pathway

Despite the huge impact that the Covid-19 pandemic had on the disability pathway, the Essex Soccability League has continued to grow and develop their open-age offer, whilst consulting the membership throughout.

The work carried out by clubs across the county led to 64 affiliated teams at the end of 2021/2022 season, above the numbers seen in the previous season. An increase in clubs within the mainstream environment developing disability provisions has been supported by the transition from FA Charter Standard to England Football Accreditation.

These developments, coupled with the growth of the Essex Soccability League has led to member clubs voting in the change from one league with three divisions, to a North and South Soccability league, each hosting multiple divisions.



Clubs

Following the transition for FA Charter Standard to England Accreditation, the number of clubs showing interest in achieving The FA's benchmark accreditation continued to grow.

Clubs who have achieved status within the 2021/22 season include: Chingford Harriers, Lymore Gardens, Herongate Athletic, Future in Football Youth, White Notley Youth, Roydon, Thorpe Athletic, Frinton & Walton and Parsonage Leys.

Ahead of the 2022/23 season, the #PlayYourPart Matchday Environment Pack has been designed to support clubs to establish the best possible environment amongst players, coaches, and spectators. Available to download via the website, clubs can now access reminder resources for coaches, players and spectators, as well as guides to deliver internal club workshops.

The Club Report Programme continued to grow in Essex for 2021/22, with 84 of our largest clubs receiving a data report providing insight into their volunteer workforce, affiliation, community engagement and social value. Clubs who've joined the programme in this season included: Hatfield Peverel, Valley Green, Blackmore, Herongate Athletic, Rayleigh Town, Frenford, Essex Minors (Hornchurch).



Essex Clubs in National Competitions 2021/22

Upward momentum within the National League System was restricted largely to the Isthmian League, where Aveley and Canvey Island made the move from Step 4 to Step 3 with promotion to the Premier Division.

The Millers overcame the challenge of Canvey and Stowmarket Town in a three-way tussle for the North Division title to return to the Premier Division after an absence of a decade. They were joined by the Gulls after they edged out Brentwood Town in a penalty shoot-out in the play-off final.

Taking their place at Step 4 were Walthamstow, who eased away from Saffron Walden Town to win the Essex Senior League and move into the Southern League Division One Central. Saffron Walden qualified for an Inter-Step play-off against Witham Town, who won that tie 3-0 to retain their place in the Isthmian League North Division.

Buckhurst Hill's first season at Step 6 in the Eastern Counties League Division One South ended in them narrowly missing out on the championship to Ipswich Wanderers. Further disappointment followed when they lost to Halstead Town in the play-off final to seemingly miss out on an Essex Senior League spot, but they were later promoted to fill a vacancy and join the Rosemary Lane club at Step 5.

Further up the pyramid, Colchester United retained their status as Essex's only English Football League club with a 15th-placed finish in League Two. A late-season surge saw them conclude the campaign 17 points clear of the relegation places.

Dagenham & Redbridge had an impressive National League season, missing out on a play-off place by just one point, but there was no prospect of an immediate return to the EFL for Southend United, who were locked in mid-table in 13th.

It was a season of struggle for the county's clubs in National League South, with Billericay Town suffering relegation to the Isthmian League Premier Division. Chelmsford City ended the season two places above the Blues, with Braintree Town two places further up the table and Concord Rangers highest-placed in 14th.

Hornchurch almost managed to take Billericay's place at Step 2, but they missed out in a play-off final against Cheshunt at Bridge Avenue. Bowers & Pitsea and Brightlingsea Regent retained their Step 3 status, but East Thurrock United were demoted by a single point despite showing some end-of-season resolve. Romford were relegated to Step 5.

It was a different story in the female game as Billericay Town prevailed over Hashtag United by a single point to claim The FA Women's National League Division One South title and earn promotion to the Premier Division Southern Division, the third tier of the female game.

Colchester's run in The FA Cup was ended at the Second Round stage by Wigan Athletic, but the plaudits in the competition went to Bowers & Pitsea, who entered at the First Qualifying Round and defeated Arlesey Town, Bishop's Stortford, Hornchurch and National League Aldershot Town before losing, narrowly, 1-0 at League One Lincoln City in the First Round Proper.

In The FA Trophy, Dagenham & Redbridge came within a penalty shoot-out success of reaching the semi-finals, but they were defeated 7-6 on spot-kicks by National League North outfit York City.

Saffron Walden made it to the last 32 of The FA Vase before their campaign was ended by Loughborough Students at Catons Lane. Again the reverse was suffered on penalties as the Students edged through 6-5 in sudden death.

Billericay Town Women matched that achievement in The FA Women's Cup, making it to the Fourth Round, where they hosted Coventry United of The FA Women's Championship. Following a 1-1 draw, the Blues were beaten 4-2 on penalties at New Lodge.

Colchester's youngsters impressed in The FA Youth Cup, claiming the notable scalp of Arsenal with a 3-0 win at the Community Stadium in the Third Round before going down 3-2 to Newcastle United in the Fourth Round. Non-League Chelmsford also did well by reaching the Second Round before losing to Ipswich Town.

Coaches

The 2021/22 season saw the introduction of a brand-new Coach Development Programme, with the aim of supporting more volunteer coaches than ever before, in a variety of different formats.

This decision was heavily influenced by the clear need for face-to-face coach development experiences, following a prolonged period of coaches being unable to access this type of support. Added to this, the shift to England Football Learning managing all education nationally, and many now accessing learning online, we felt it was important to continue offering localised opportunities.

Across the season, our Coach Development team planned and delivered a range of events, linked to the key strands below. A wide variety of formats were offered, including weekdays, evenings, and weekends, to enable more people to access our support.

On the Pitch: Practical coaching workshops, with an emphasis upon sharing top tips and advice for coaches to try in their own environments. Exploring a variety of topics, these workshops were delivered on a regular basis throughout the year and were hosted at multiple venues countywide.

In Focus: Delivered by guest presenters, and planned in partnership with organisations such as universities, professional clubs, and other national governing bodies. The content was linked to coaching within the grassroots game, helping coaches add to their knowledge and skills.

Your Club: Providing clubs with the opportunity to invest in the development of their volunteer workforce. This offer included a series of workshops, delivered at a club venue, with content designed to meet the needs of both the club and their coaches. An Essex County FA Coach Developer was assigned to the club, providing tailored support.

Online Discussions: These 45-minute sessions were designed to support coaches working within the grassroots game. Our Coach Development staff shared some of their own experiences, as well as providing 'top tips' and advice. Every session was planned to allow plenty of opportunities for people to ask questions and share ideas with fellow coaches.

Coach Support Offer	21/22 season total
On the Pitch	26 workshops - Circa 350 attendees
Your Club	7 clubs - 150+ attendees
In Focus	2 events - Leyton Orient FC Academy & Essex Girls' Regional Talent Club
Online Discussions	10 sessions - 70+ attendees

We'd like to thank the fantastic support of facility providers cross the county, including some of our affiliated clubs, for helping us to plan our offer. We also extend our thanks to our team of Coach Developers, as well as The FA's Regional Coach Development Officers, Coach Mentors and Community Champions, who helped bring content to life and provide valuable support to so many coaches across Essex.

The 2021/22 season ended with 84% of youth teams with a qualified coach. A focus over the coming seasons will be to increase this figure and ensure that more children have access to coaching from qualified individuals. The target for the 2022/23 season is 89.5%.

Looking ahead to the 2022/23 season, our support offer will grow, ensuring that volunteers feel confident to provide quality football experiences for the people they coach. If you would like support as an individual, or as a club, please get in touch: essexfa.com/about/contact-us



England Football Learning

With all football qualifications now planned and delivered by The FA, through England Football Learning, we continue to signpost grassroots volunteers, as well as others looking to start a career in football, to this education programme.

To find out more about courses, and other learning available via The FA, please visit: learn.englandfootball.com/courses.

The Introduction to Coaching Football course (replacing the FA Level 1 in Coaching Football) continued to be popular during the 21/22 season, with 917 Essex based coaches booking on to courses taking place between July 2021 & June 2022.

The course consists of three live webinar sessions, e-learning modules, as well as exclusive access to the FA Coaching Community, where learners can share tips, discuss ideas, and learn from other coaches.

The 21/22 season saw the launch of the new UEFA C Licence, which has replaced the FA Level 2 in Coaching Football. Delivered through a blend of virtual and face-to-face learning, FA Coach Developers will guide learners through the course, supporting coaches to tailor the content to the people they coach. The course lasts approximately 20 weeks, supporting the principles of spaced learning, and giving learners the opportunity to reflect and practice what they have learnt in real-time.

The FA Level 3 (UEFA B) in Coaching Football has now moved over to England Football Learning, along with all other qualifications. The 21/22 season saw the completion of a delayed course, which Essex FA started during the pandemic. 24 learners were able to progress towards completion of their qualification, with support from FA Coach Developers.



Coaches Attending Online 'FA Level 1-2 Bridging Workshop'

"I thought the workshop was fantastic. After 8 years of coaching, I was impressed to take away more knowledge and ideas for youth football. The staff were very professional and the workshop was well delivered. Strongly recommend for coaches of all levels"

- Coach attending On the Pitch Workshop

"The Coach Developer made everyone feel at ease. The workshop was well paced with plenty of time for discussion. Considered answers were given to each question or scenario presented"

- Coach attending Your Club Workshop

"The workshops are excellent for all types of coaches, from the novice to the experienced. They are delivered professionally and can always be discussed and formulated around ideas the club may wish to work on. All round a great option to offer our coaches and club"

- Club feedback from Your Club workshop



Youth Forum

The 2021/22 season has seen the Essex County FA Youth Forum continue to evolve, with Gemma Stubbles as Chairperson and Alfie Davidson as Vice-Chairperson.

Following the pandemic seasons, the group have resumed meeting predominately in-person, continuing to have a huge impact on a number of projects.

The Youth Forum played a significant role in supporting the delivery of the Essex County FA Cup Final Programme by managing social media outlets, particularly Instagram, and providing coverage of the games. The Youth Forum were also represented, as were other departments, at all 22 County Cup Finals, supporting the overall delivery of these prestigious events.

The Essex County FA Awards Evening was another event heavily supported by the Youth Forum. Alfie Davidson, Amelia Barrett and Evie Doherty were all supportive of the planning and delivery of the event. All three spoke publicly at the event about the power of the youth voice in grassroots football.



Education

University of Essex

The University of Essex continued a partnership with The FA and the Essex County FA.

Recreational Football Offer

The highly successful and popular 11v11 Flexi-League re-commenced with eight teams playing regular fixtures following the enforced break after COVID.

Female Football

The University affiliated three 11v11 women's teams and one Futsal team. The university were successful with their application to become an FA Women's High-Performance Centre and will be appointing a coach development officer to work across the region to support the development of the female game.

The Essex County FA will be supporting the university to develop and strengthen key partners in the region, brokering partnerships with further education female football providers and Tier 3 FA Women's National League clubs – positive meeting have already taken place with Billericay Town Women, AFC Sudbury and ITFC Women.

Volunteering and Leadership

A football leadership programme commenced with students having placements within local grassroots England Football Accredited clubs, including the Essex County FA's Girls Regional Talent Club. The scheme was focused on student personal development, including coaching, officiating and volunteering experiences.



Equality and Inclusion

Equality Standard

Work took place across the 2020/21 season to prepare the Essex County FA's application for Intermediate Level of the Equality Standard.

The Equality Standard, managed by Plan4Sport, was launched by the UK sports councils in November 2004 to help address the inequalities which exist within the sports sector. It is a framework to guide sports organisations towards achieving equality.

As part of the project, and ongoing work, all of our staff, board and council attended training workshops around equality, diversity and inclusion and an Equality Audit was completed of all our stakeholders, including clubs, leagues, referees, coaches and players, to provide data and insight on the demographics currently engaged in grassroots football.

Essex achieved intermediate level of the Equality Standard in October 2021. Work began to create an EDI strategy document to sit alongside the Moving Forward strategy. The document will provide a focus for the equality plan, allowing the IAG to monitor work and ensuring progress towards the action plan continues.

Inclusion Advisory Group

Inclusion Advisory Group which would support the County FA and its equality, diversity and inclusion work, including checking and challenging strategy, policies and practices.

The new group saw the Chair co-opted onto the Essex County FA Board. The group re-engaged with the first meeting since Covid-19, providing feedback around upcoming plans and the proposed EDI Strategy document was presented.

Projects and Programmes

Work continued to promote equality and inclusion throughout the organisation and the wider workforce, including promotion of a number of religious occasions and international days through our social media accounts. Promotion of the Rainbow Laces campaign across grassroots football in Essex.

A project was undertaken to upskill League Committee members around key Equality, Diversity, and Inclusion themes. Using external experts, Inside Inclusion, workshops took place for league committees to attend, providing a safe space for participants to learn and ask questions. Committee members from 11 leagues attend the sessions, representing 327 clubs/1918 teams.

Feedback from the project included some leagues appointing an EDI officer to the committee for the upcoming season. All attendees reported an increase in their understanding of the equality, diversity and inclusion space, and the attendees agreed that the workshop made them feel more confident in discussing EDI within their football roles.

The Football Leadership Diversity Code was released for grassroots football, the Women's pyramid, and the National League system, seeking to tackle inequality and improve representation of historically underrepresented groups across senior leadership positions, wider team operations and coaching roles.

Clubs across the county have begun signing this code, committing to being Leaders in Football Diversity, ensuring that they promote and deliver the highest standards across their club.

Facilities and Funding

With Local Football Facility Plans (LFFP) in place for each of our local authorities, work continued in engaging appropriate partners to take forward identified projects.

Across the season, meetings and calls were held with local authorities to revisit their respective LFFP, which acts as an investment portfolio across four investment pillars: 3G Pitch Provision, Grass Pitch Improvement, Changing Rooms/Pavilions, Small-Sided Football Facilities.

This engagement was aligned to Playing Pitch Strategy action plan work completed in conjunction with Active Essex, Sport England and the other national governing bodies (NGBs) to establish short, medium and long term priorities for grassroots football facilities. During 2021/22, four large capital projects were successful in applications to the Football Foundation (FF) panel:

- **Broomfield Football Club** New Drainage System for Main Club Pitch
- **Brittons Academy** Refurb and Extension of sand based astroturf to full size 3G Artificial Grass Pitch
- **Chelmer Valley High School** Full size 3G Artificial Grass Pitch
- **Frenford Youth Club** Refurb of small sided 3G courts



FA 3G Pitch Register

There has been growth in the number of 3G pitches listed within Essex on the FA 3G Pitch Register during the 2021/22 season. It requires that all 3G Football Turf Pitches used for affiliated match play should meet the standards set in the FA 3G Pitch Performance Test.

This ensures there is a high-quality standard across all 3G pitches. There are now 50+ pitches (of varying sizes) within Essex listed on the register (up from 30 during 2015). This has ensured football matches continue to get played in adverse weather conditions.

Protection of Football Facilities

The protection of existing football facilities is a key priority for football. Housing growth is playing a significant factor in the development of future facilities.

Disused football facilities can be at risk of being lost or reallocated for other purposes as part of local authority plans to identify key sites for housing growth, with submission to the Government for approval. Playing Pitch Strategies are an important assessment tool in the process.

We work closely with Sport England to comment on, and provide evidence in regard to, any sites which could be lost to football to ensure they are not lost or to ensure replacement facilities are developed to offset any potential loss of pitch stock. Over the course of the 2021/22 season, Essex County FA supported with strategic comments on 37 different planning applications.

FA Grass Pitch Improvement Strategy

Across the 2021/22 season Essex County FA continued to drive The FA's Grass Pitch Improvement Strategy (which aims to improve 20,000 pitches over the next ten uears) at a local level.

Clubs and Pitch Operators were supported to utilise PitchPower, the Football Foundation's Digital Pitch Assessment Tool which was designed to support clubs and pitch operators to assess the quality of their pitches without the need for a visit from a GMA Regional Pitch Advisor. PitchPower is a web app which can be accessed on multiple devices, including smart phones.

During the 2021/22 season, £182,207 of Football Foundation Grass Pitch Maintenance funding was received, supporting six clubs with investment into their grass pitches over the next 10 years. As well as this, the FF issued grants up to £71,567 to support clubs with new and upgraded maintenance machinery to support maintenance programmes across their pitches.

Local authorities continued to work under increasing budget pressures and constraints, which resulted in less intensive pitch maintenance programmes. The Essex County FA actively engaged with some of our local authorities to assess their pitches and provide them with some recommendations which could be implemented in their schedules to aid pitch improvement.

Football Foundation Small Grants

Alongside this, clubs and organisations also accessed some of the Football Foundation's smaller grant support.

The table below shows the breakdown in funding distributed, including the total project values. This has been accessed by circa 50 clubs and organisations:

Item	Grant Value	Project Value
Portable Floodlights	£31,244	£44,702
Fencing	£10,716	£14,289
Storage Container	£9,927	£13,236
Goalposts	£97,976	£173,888
Club house refurbs	£32,567	£50,741
Total	£182,430	£296,856

Football Stadia Improvement Fund

Over the course of the 2021/22 season, Essex's senior status clubs received funding through the Football Stadia Improvement Fund.

This fund is there to support clubs playing within the FA National League System (NLS) to meet their ground grading requirements. The table below outlines the clubs who received investment:

Club	Item	Grant Value	Project Value
Brightlingsea Regent FC	Pitch irrigation system	£7593	£10,847
Harwich & Parkeston FC	New floodlighting system	£42,524	£60,749.00
Saffron Walden Town FC	Irrigation system	£20,000	£35,000.00
Brightlingsea Regent FC	Refurb of medical treatment room	£9,842	£14,060.00
Ilford FC	Permanent retractable tunnel	£5,742	£8,203.00
Great Wakering Rovers Fc	Grass Pitch Maintenance Equipment	£5,040	£7,200.00
Hullbridge Sports Fc	Covered Seated Stand	£39,878	£56,969
Heybridge Swifts FC	Replacement of boundary fencing	£15,155	£21,650
Concord Rangers FC	Modern Sewage Treatment System	£26,180	£37,400
Total		£171,954	£252,078

As well as this, Essex-affiliated NLS clubs accessed a Storm Relief to support works to repair damage by storms across the season totalling £102,438.

Safeguarding & Welfare Strategy

Provide a safe and compliant football environment with a skilled and knowledgeable workforce



2021/22 IN NUMBERS

Workforce and Education



ARRANGED
CONTINUING
PROFESSIONAL
DEVELOPMENT (CPD)
FOR 100 WELFARE
OFFICERS



SHARED A
SAFEGUARDING
PRESENTATION TO
OPEN-AGE FOOTBALL
ON YOUTUBE,
WITH 132 VIEWS



PROVIDED SUITES
OF RESOURCES TO
SHARE GOOD PRACTICE
EXAMPLES ACROSS
GRASSROOTS
FOOTBALL

Safeguarding Compliance



SAFEGUARDING VISITS COMPLETED WITH CLUBS



PROVIDED
INFORMATION,
ADVICE AND
GUIDANCE TO
MEMBER CLUBS TO
MEET LEGAL
REQUIREMENTS

Investigations



SAFEGUARDING VISITS COMPLETED WITH CLUBS



PROVIDED
INFORMATION,
ADVICE AND
GUIDANCE TO
MEMBER CLUBS TO
MEET LEGAL
REQUIREMENTS

Environment



PROMOTED FA NATIONAL SAFEGUARDING EVENT, PLAY SAFE



ENCOURAGED AND SHARED CLUB AND LEAGUE BEST PRACTICE

Safeguarding and Welfare

The 2021/22 season saw the introduction of Play Safe, an initiative to raise safeguarding across the whole game and educate parents and carers which was a recommendation of the Sheldon Review. It was particularly pleasing to work alongside many clubs in Essex in promoting of the FA Parent & Carers online video.

As the football community returned to more normal times following COVID, the department saw an increase in contact from both clubs, officials and parents/carers. A major topic where advice and guidance was sought, was on Mental Health. It was clear that many issues had arisen for young people whilst football was on hold together with the impact of not being in school. We were proud to work with Young Minds to offer an educational topic on this very important topic.

During this season we also saw open age clubs strengthening safeguarding, supporting both U18s, leagues and clubs. We were able to assist coaches with information on the FA DBS as well as promoting support for U18s playing in open age. A YouTube presentation was available to view giving an insight on what measures were required and where guidance could be found.

We received notification from the FA that Essex FA would receive the safeguarding S365 assessment in May 2022. Along with receiving a pass, the assessors highlighted many areas demonstrating best practice and positive pieces of work. Part of this success is due to the dedication and efforts of volunteers. We continue to work with volunteers, agencies and the FA in addressing safeguarding concerns and in addition, conducting the safeguarding visits.

The department records and manages cases allowing for the correct processes and interventions to be made. In total the department worked on 369 cases during the season.



Marketing & Communications Strategy

To communicate and engage effectively with every football stakeholder in Essex

TOOTBALL ASSOCIATION TO THE TRANSPORT OF THE TRANSPORT OF

2021/22 IN NUMBERS

Website



222,301 UNIQUE WEBSITE VISITORS



NEWS, PUBLICATIONS AND DOCUMENTS SHARED INFORMATION



BUILT NEW PAGES ON THE COUNTY WEBSITE



#SQUADBOOSTER (PORTAL TO PAIR PLAYERS WITH CLUBS) RECEIVED 728 TEAM ADVERTS)

Social Media



INCREASING SOCIAL MEDIA ENGAGEMENT ON TWITTER, FACEBOOK AND YOUTUBE



2,368 NEW TWITTER FOLLOWERS



400 NEW FACEBOOK PAGE LIKES



IMPROVED YOUTUBE VIDEO AND AUDIO CONTENT



POPULAR #CELEBRATEESSEX COMPETITION RECOGNISES VOLUNTEER HEROES

Communication



EXCELLENT RELATIONSHIP WITH BBC ESSEX



GROWING
AUDIENCE FOR E-MAIL
MARKETING WHICH
HIGHLIGHTS LOCAL
ACTIVITIES



ANNUAL REPORT SHARES IMPORTANT INFORMATION

Branding and Commercial



CREATED A
CONSISTENT AND
HIGH-QUALITY BRAND
IMAGE IN
PARTNERSHIP WITH A
BRANDING PARTNER



PUBLISHED
VISUALLYAPPEALING
'INFOGRAPHICS'
WHICH REPRESENT
COUNTY FA ACTIVITIES
AND INFORMATION
EFFICIENTLY AND
CONCISELY

Marketing and Communications

Website

As our central information point for grassroots football stakeholders, the website at www.essexfa.com was regularly reviewed and updated with new and existing content to create key reference and resource pages on cups, players, referees, coaches, clubs, leagues, volunteers, facilities, safeguarding and inclusion.

News stories were the most regular additions, with maintenance of existing pages and new ones being added. As well as supporting our own strategy targets, our website promoted a number of FA campaigns and projects such as the SuperKicks app for youth activity, the #WeOnlyDoPositive initiative for Respect, the Matchday admin app and the Boot Room coaches' portal.

#SquadBooster, our portal to pair players with clubs, published 728 adverts in 2021/22, attracting visits by thousands of individuals and making one of the most popular pages on our website. This was always backed by social media, particularly on the exceptionally-active Twitter hashtag.



<u>Visitors:</u> 222,301 individuals visited our website in 2021/22. Web traffic is impacted by a number of seasonal factors. In our case, these include the peaks and troughs of activity during a football season, County Cup results and finals, large events and spikes of publicity.

Traditionally, our best months are September to November when we have the most teams looking for County Cup results. The increased use of social media feeds such as Twitter and Facebook as ways of sharing news and information are factors to consider. Grassroots stakeholders are now able to access our content in a wider variety of ways, also including E-Mail.

News: Another strategic target, which contributes towards our visitor statistics, is to promote at least 18 key priority football news items on a monthly basis. This was achieved every month in 2021/22, covering articles across many areas of the game. Throughout the season, 216 stories were published (up from 192 in 2020/21).

Our news stories are regularly picked-up by newspapers, radio stations and websites, which has led to additional external coverage on sites such as TheFA.com and bbc.co.uk. BBC Essex have again been huge supporters of grassroots football during the campaign.

Customer Service: We continued to embed and integrate 'Freshdesk' functionality onto our website, improving our online query-handling capabilities. It offers enhanced support for our stakeholders and a constant means of access. Freshdesk allows us to monitor and analyse the volume and type of enquiries we receive, meaning we can create set responses to frequently asked questions.

Social Media

Twitter (@EssexCountyFA, @EssexReferees, @EssexCoaches), Facebook (EssexFootball, EssexReferees) and YouTube (EssexFA) have continued to be key engagement and promotional vehicles for sharing news and information in an increasingly online world.

These core channels have informed and educated grassroots football quickly and efficiently. We're interacting with stakeholders and evolving our presence every minute of every day, growing our audience and network.

<u>Twitter:</u> Regular activity on our social media feeds is growing the game to an extending network across a wider platform of partners. Some examples of these include member clubs/leagues, facilities, brands, referees associations and coaches, plus safeguarding and inclusion groups. They regularly retweet, or interact with, our content on Twitter.

The #SquadBooster hashtag has continued to provide huge support to the player-to-club matching service on our website. An enhanced refereeing and coaching presence has also been achieved on Twitter through the @EssexReferees and @EssexCoaches accounts.

Amongst our most popular 'hashtags' (which group together tweets about a specific or conversation) were #SquadBooster and #CelebrateEssex, our volunteer competition proving very popular once more.







The monthly contest recognised local unsung heroes through a nomination and voting process across ten roles. It showcased personal stories, increasing their visibility as role models to engage new members and inspire newcomers to join the grassroots community as volunteers.

We attracted 2,368 new Twitter followers in 2021/22, showing continual growth as the most-followed County FA in the country. We had 34,563 followers by the end of a season in which 13,130 tweets were dispatched (up from 10,540 in 2020/21), generating 26,708,624 impressions.

Facebook: By 30th June 2022, we'd reached 10,669 Facebook likes (400 new in 2021/22) - the highest of any County FA - demonstrating growth. 772 items were posted in 2021/22 (including EssexReferees) (up from 594 in 2020/21). The targeted post frequency was exceeded every month.

YouTube: 18 videos were posted on YouTube, and these were viewed on 628,900 occasions, totalling a watch time of 6,900 hours. This contributed towards us achieving our 2024 Strategy target of 1,000 subscribers over a year early (total of circa 2,250).

Communication

<u>E-Mail:</u> It is our strategic goal to deliver efficient and effective communication to all football stakeholders in Essex. In addition to our website and social media streams, we achieve this in a variety of other ways, including a fortnightly, GDPR-compliant E-Mail newsletter to update subscribers on key developments.

Subjects always include items for coaches, referees, clubs, players and volunteers, as well as other important news. The audience grew by 2,099, partly supported by a new 'opt-in' which is a feature of online player registration. By June 2021, we'd accumulated 2,947 subscribers, showing continual progression. 26 E-Mails were dispatched in 2021/22, plus new department-led updates.

<u>Publications:</u> A visually-enhanced Annual Report was produced and published, updating stakeholders on all of our key activities each season. In addition, brochure were created for specific areas of the game, including club affiliation.

Branding and Commercial

<u>Branding:</u> It's important to maintain a defined image to help us achieve specific, strategic goals. In collaboration with a branding partner, we've produced and displayed infographics to use online and in hard copy, as well as banners and signage for events such as County Cup Finals.

Work has continued to nurture a defined image and a consistent, high-quality brand, which has been maintained alongside JB Studio. Projects are regularly undertaken to present a more professional-looking and consistent image to stakeholders.

Commercial: Our high-quality branding has contributed towards the maintenance of existing and new opportunities with a selection of partners, and provided a window for new external investment to support Essex grassroots football. This was progressed in 2021/22 with the development of a specific Commercial Partnerships Working Group.

Infographics: Visually-appealing infographics have been created which represent County FA activities and present information efficiently and concisely. Many infographics, documents and certificates were created in 2021/22.



Awards

England Football and McDonald's Grassroots Football Awards

Grassroots Coach of the Year for Youth: Scott Hines (Thundersley Rovers YFC)

<u>Highly Commended:</u> Kerrie Bellingham (Harwich & Parkeston YFC), Dan Mandeman (Elite Colts YFC)

Grassroots Coach of the Year for Adults: Stuart Hales (JRM Soccability FC)

<u>Highly Commended:</u> Chris Mascall (Dagenham United FC), Ian Kilden (Hashtag United Women FC)

Grassroots Club of the Year: Tigers JFC

Grassroots Volunteer of the Year: Aynsley Davidson (Frinton & Walton YFC)

<u>Highly Commended:</u> Andy Rutter (Broomfield FC), Lisa Di Palma (Tigers JFC), Richard Cobb (Epping Youth FC)

Rising Star of the Year: Evie Doherty (Tigers JFC)

Highly Commended: Ted (Bowers & Pitsea YFC), Elliott Oliver (Witham Town YFC)

Grassroots Grounds Team of the Year: Dean Grace (White Notley FC)

Highly Commended: Dave Atton (Lawford FC)

Grassroots Project of the Year: FC Vilomah

Highly Commended: Changing Lives FC

Grassroots Match Official of the Year: Hollie Nathan

Highly Commended: Gary Telling, Alfie Davidson

Spirit of Grassroots Football Award: Bill Davidson (Parkeston Welfare Park YFC)

Highly Commended: Matthew Gray (Braintree Girls FC), Kevin Campen (Loughton YFC)

FA 50-Year Award

Barry Sackett (Leytonstone United FC), Dennis Yellop (Leytonstone United FC), Derek Vernon (Leytonstone United FC), Ken Tunbridge (Leytonstone United FC), Kevin Reilly (Leytonstone United FC), Mick Ewen (Referee, Essex Senior League, Ford United FC, Hornchurch FC, Redbridge FC), Paul Harvey (Maldon Sunday League, Tiptree Monarchs FC, Colchester Sunday League, Tiptree Social Club FC, Tiptree United FC, Tiptree Sportsman FC, Tiptree Heath FC, Essex & Suffolk Border League), Peter Andrew (Leytonstone United FC)

Award of Merit (40 Years)

Ann Longman (Stanway Villa YFC), **Bob Ormston** (Southend Borough & District Football Combination), **Donald Fraser** (Landwick FC), **Kevin Davies** (Colchester & District Sunday League), **Frank Smith** (Southend Charity Football Competition), **Terry Francis** (Harwich & Parkeston FC), **Tony Brazier** (Walthamstow FC)

Outstanding Service Award (30 Years)

Andy Schooler (Harwich & Parkeston FC), Bernie Oram (Essex Olympian League), Carl Allen (Harwich & Parkeston FC), Don French (Corringham Cosmos YFC), Gareth Ackery (Leigh Ramblers FC), Gary White (Southend Borough & District Football Combination), Ian Whitehead (Wakering Sports FC), Kim Farmer (Colchester City Ladies FC, Essex County Girls' League), Lee Dorling (Essex Senior League, Referee), Peter Newman (Colchester & District Youth League), Robert Chadwick (Wakering Sports FC), Roger Causaker (Maldon Saints YFC), Terry Ripo (Referee)

Exemplary Service Award (20 Years)

Adam Mills (Referee), Andrzej Perkins (Walthamstow FC), Anthony Warren (West Bergholt FC), Barbara Spooner (Tigers JFC), Barry Hubbard (Bowers & Pitsea FC), Jacqueline Pavitt (Southend & District Junior League), June Brazier (Walthamstow FC), Keith Berriman (Tolleshunt Knights Eagles FC), Keith Di Palma (Tigers JFC), Lee Stevens (Bowers & Pitsea FC), Lisa Di Palma (Tigers JFC), Michael Spooner (Tigers JFC), Sheryl MacRae (Southend Borough & District Football Combination), Steve Howe (Walthamstow FC), Steven Dowding (Hawkwell Athletic YFC), Terry Smith (West Bergholt FC), Tony Armstrong (Harwich & Parkeston FC), Tony Shaw (Harwich & Parkeston FC)

Long Service Certificate (10 Years)

Aden Whatley (Hawkwell Athletic YFC), Ashley Butler (Referee), Barry Edwards (Linford Wanderers YFC), Ben Adams (Corinthians FC), Ben Kirkman (Tolleshunt Knights Eagles FC), Billy Taylor (Referee), Charlie Duggins-Jones (Referee), Chris Daines (Heybridge Swifts FC), Clare Burrell (Billericay Town Colts and Girls FC), Darren Scorey (Bowers & Pitsea FC), David Feline (Referee), Donna Nuth (Referee), Emma Guest (Referee), Gary Telling (Referee), Hokming Cheung (Writtle Manor FC), Joe Burgess (Referee), Joe Corey Snr (Bowers & Pitsea FC), Joseph Gray (Referee), Julia Marshall (Bowers & Pitsea FC), Lisa Robins (Billericay Town Women FC), Mark Bundock (Witham Town FC), Michelle Dorling (Essex Senior League), Ola Omotosho (Referee), Paul Kinggett (Frontiers YFC), Reece Morley (Referee), Richard Longden (Referee), Robert Passmore (Ramsey & Mistley FC)

#CelebrateEssex Volunteer Awards

Welfare Officer: Kimberley Meades (Linford Wanderers FC)

Footie Dad: Barry Crook (Galleywood YFC)

Media Manager: Liam Spreadbury and Max Clarke (Heybridge Swifts FC)
Coach (Youth): Donna Fletcher (Hatfield Peverel FC and St Clere's Women FC)
Coach (Adult): Danny Martin (Bowers & Pitsea Ladies) and Shane Windess

(Bowers & Pitsea Ladies and Girls)
Footie Mum: **Hazel Fay** (St Clere's FC)

Treasurer: **Angela Lenton** (Ridgeway Rovers FC) Secretary: **Hazel Masarella** (Essex Comets YFC) Chairperson: **Ian Bryant** (Valley Green FC)



Schools and Colleges

Competitions 2021/22

District

Individual Schools

Malcolm Moffatt Trophy 11s Seven-a-Side

Tuesday 23rd November 2021, Melbourne Park

Winners: Bournes Green Junior, (4-0) Runners-Up Shenfield St Mary's **Match Officials:** Stephen Hatwell, Gary Simspon, James Turner, Joe Wise

Girls Under 11s Seven-a-Side

Tuesday 16th November 2021, Melbourne Park

Winners: Dame Bradbury's, (6-0) Runners-Up Kingsmoor Academy

Match Officials: Stephen Hatwell, Gary Simpson, James Turner, Matt Jarvis, Leah Huxter

Under 11s Small Schools Seven-a-Side

Tuesday 9th November 2021, Melbourne Park **Winners:** Loyola Primary, Runners-Up: Alleyn Court

Match Officials: Gary Simpson, Stephen Hatwell, James Turner, John Ackred







In Conclusion

Within this report we've had the privilege to highlight the extent that the grassroots football family is having a positive impact on the game we all know and love. Quite simply, without the efforts and commitment of our volunteer workforce in the football-rich county of Essex, thousands of people wouldn't be able to enjoy participating.

Thank you, all. We also express our sincere gratitude to those whose outstanding work continues to make the game an enjoyable experience. Also, during the course of the season, a number of members of our community who had served football well have been sadly lost and will be hugely missed by us all. We pay tribute, and send our condolences to their families.

Brendan Walshe

Chief Executive and Company Secretary





#CELEBRATEESSEX VOLUNTEER AWARDS

Voung Volunteer: Spencer Hume (Essex & Suffolk Border League)
Welfare Officer: Mike Kayley (Great Bradfords YFC)
Footie Dad: Andrew Hayden (Sporting 77 YFC)
Football Family: The Davidsons (Frinton & Walton YFC)
Media Manager: Neil Hunwicks (Chadwell Heath Spartans FC)
Coach (Youth and Adult): Stuart Keen (Tigers JFC) and
Ashley Ward (White Roding Veterans FC)
Footie Mum: Sindy Carmichael-Brown (Hashtag United FC)
Treasurer: Gary Brooks (Rayleigh Town FC)
Secretary: Charlie Mills (Great Bradfords FC)
Chairperson: Jonathan Dalton (Tiptree Jobserve YFC)

