

HERTFORDSHIRE FA SEASON REVIEW 2017/18



CHAIR'S FOREWORD



I am delighted to contribute an introduction to this Annual Review which describes the wide and varied activities of the Association in governing the game, developing football opportunities and safeguarding within the county.

The results of the recent FA Grassroots Survey suggest that despite our best efforts many remain uncertain about the nature and extent of our role in the game, so we hope the content of this Review might prove informative.

I now approach my third year as Chair of the Association. When I took up this role I set myself a number of objectives. One of these was the modernisation of our governance structure.

At the AGM held in June the membership agreed to further amendments to our Articles of Association. Representatives from Leagues and other special football interest groups now play a full role in the proceedings of our Council and we have also introduced two independent directors to our Board.

We have also revised the committee structure and introduced a number of Working Groups tasked with looking at particular issues and reviewing our delivery of the National Game Strategy set out by the FA. Hopefully these changes will encourage participants active in their clubs and leagues to join us and help refresh the views and contribution of our governing council.

Another of my key objectives was to make better use of our facilities at The County Ground. Our pitch was underused as was our Clubhouse. The desire to increase activity coincided with the decision by The Football Association to help fund the wider installation of 3G artificial grass pitches. In May the Football Foundation approved a very significant grant to allow this work to proceed.

At the time of preparing this report contractors are hard at work providing additional changing facilities and extending the clubhouse to provide a new coach education room. Our aim is to provide a Community Football Centre and we have entered into partnership with others to ensure that our new facilities can be used to further football opportunities for all in the locality.

I am grateful to the Council and the Board for their hard work and support during the past season. My role has been made much easier by the help and co-operation provided by all the staff who have always displayed their enthusiasm and commitment to the Association. I would particularly like to record my appreciation to George Wells and Karl Lingham who have acted as our Joint Chief Executives during the absence of Vicki Askew on maternity leave.

Finally, on behalf of all of us at the Hertfordshire Football Association, I should like to acknowledge and thank all of you, who devote so much of your spare time to the furtherance of football at all levels of the game.

Your contribution is very much appreciated.

Brian Curtis

Chair of Hertfordshire Football Association

HERTFORDSHIRE FA BOARD OF DIRECTORS

PRESIDENT

EWJ King

CHAIR

BM Curtis

VICE-CHAIR

G Phillips

TREASURER

ML Miller

DIRECTORS

P Donovan

P Mallett

C Spriggins

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G Heaton

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L Bolino

J Burlison

J Chapman

RJ Cleverly

K Coniam

WH Dance

BC Day

BF Dearman

ET Dowber

RG Dowden

D French

E Hand

SH Hedley

KG Hicks

JF Hockney

T Izzard

DW Jackson MBE

WF O'Neill

M Madell

B Spooner

CH White

DM Willacy

A Wilson

G Williams

REPRESENTATIVES

T Butler

M Chandler

E Collie

L Crabtree

T Eden

G Martin

S Murless

B Stedman

P Waller

C Wilson

CEO'S INTRODUCTION



Reflecting on the end of another season, we are always full of admiration for the hard work of volunteers, clubs and leagues across the county and their desire to improve standards and increase opportunities in the game. We strive to make football more accessible and enjoyable for all and are grateful for the efforts of all those who work together with us to make that possible.



We have been encouraged by strong growth in many parts of the game including mini soccer, girls and futsal. This has been supported by a number of exciting initiatives to build participation and underpinned by our ongoing work to ensure football offers a fun, safe and inclusive environment. We have been externally assessed this year and are proud to say that safeguarding is at the core of all we do.

We also recognise there are areas where participation is more of a challenge. This year we were able to offer several different sources of funding aimed specifically at retaining existing teams in adult male clubs, the traditional cornerstone of the grassroots game. In addition we have led the way in delivering innovative new formats to attract those whose needs require a more flexible approach.

Football continues to evolve and we are pleased to see clubs and leagues embracing these changes. Increased adoption of online player registration allows more to benefit from simplified administration and a reduction in paperwork, while a successful pilot of Sin Bins aimed at tackling abusive behaviour saw a significant reduction in dissent, prior to a wider rollout next year.

The poor weather over this last season further highlighted the importance of high quality pitches in providing opportunities for everyone to enjoy the game. We have worked closely with partners to secure significant funding for improving football facilities across the county, including our own here in Letchworth.

The opportunity to develop The County Ground will take us one step closer to our aim of being the leading County FA in the country. With a modern facility available for all to use, not only will we be able to deliver Cup Finals without postponements, we'll also be able to run more courses and host regular training sessions and events, placing us much closer to the heart of the football community in our county.

As with all County Associations, we have recently produced a new strategy showing how we intend to deliver against the targets set for us by the FA over the next three years. We now very much look forward to leading the Association through this very exciting period. Our staff are highly skilled and passionate about further developing football in Hertfordshire and we are confident that they are well placed to support the future needs of the football workforce.

George Wells and Karl Lingham

Joint Acting Chief Executives of Hertfordshire Football Association

HERTFORDSHIRE FA STAFF

CHIEF EXECUTIVE OFFICER
Vicki Askew

**COUNTY DEVELOPMENT
MANAGER**
Karl Lingham

OPERATIONS MANAGER
George Wells

**FOOTBALL SERVICES
MANAGER**
Lauren Halsey

FINANCE OFFICER
Marianna Okoh

FOOTBALL DEVELOPMENT TEAM

**COACH DEVELOPMENT
OFFICER**
Danielle Evans

**REFEREE DEVELOPMENT
OFFICER**
Phil Sharp

**DESIGNATED
SAFEGUARDING OFFICER**
Richard Drake

**FOOTBALL DEVELOPMENT
OFFICERS**
Beth Dawes
Kieran Fox
Steve Maker
Beatrice Thirkettle

EDUCATION ADMINISTRATOR
Laura Majed

FOOTBALL SERVICES TEAM

**FOOTBALL SERVICES
OFFICER**
Joseph Karram

**FOOTBALL SERVICES
ADMINISTRATOR**
Gemma Smith

OPERATIONS TEAM

**MARKETING AND
COMMUNICATIONS OFFICER**
Stuart Mugford

**DIGITAL MARKETING
APPRENTICE**
Ben Southby

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FOOTBALL DEVELOPMENT

We are the not-for-profit, governing body of football in Hertfordshire and one of our key goals is to grow participation. We want to ensure that everyone has the opportunity to play and develop their love of the game.

We do this by working to create an environment in which football can flourish, supporting the delivery of quality provision, promoting diversity and regulating the sport for everyone to enjoy.

We are proud to support football for all and are here to help the thousands of players and volunteers of all ages and backgrounds who make up the game across our county.



**DID YOU
KNOW?**
IN OUR COUNTY
THERE ARE...

46,256



PLAYERS

2,577



TEAMS

590



CLUBS

ADULT MALE 11v11



Football's traditional format has long been the cornerstone of the grassroots game, but has increasingly come under pressure as participation has declined in recent years. As a fundamental part of our sport we're committed to ensuring the 11v11 adult game remains as strong, healthy and sustainable as possible, supporting a number of initiatives aimed at helping existing clubs to survive and thrive.

Retain the Game

Retain the Game was funded by The FA and delivered by the Football Foundation, offering existing grassroots football clubs grants of £750 to continue offering valued playing opportunities in organised football.

Extra Time Fund

Hertfordshire FA's Extra Time Fund offered up to £750 per team and was available to assist clubs looking to add completely new teams as well as providing support for those that demonstrate a risk of existing teams disbanding due to financial reasons.

£11,250

IN RETENTION FUNDING
WAS PROVIDED TO SUPPORT
MALE 11v11 TEAMS IN
HERTFORDSHIRE IN 2017/18

FUTSAL

Futsal in Hertfordshire goes from strength to strength as more clubs and leagues look to include it in their offering, being seen as both an exciting alternative way to enjoy the game and a useful tool to improve the skills of young players.

Last year we supported a number of successful applications for the Football Foundation Futsal Fund, enabling clubs and schools to secure suitable equipment as well as offering coaches and referees opportunities for personal development.

Indeed we ran our largest ever number of Level 1 in Coaching Futsal courses in 2017/18, along with our first ever Futsal Level 2. These saw over 160 coaches improve their skills and knowledge and take their next step on the coaching pathway.

We also continue to offer adult Futsal leagues in Hemel Hempstead, Watford and Stevenage, attracting 20 teams with over 200 players, as well as working closely with local leagues and clubs to further embed Futsal within the county.



Action from the Hertfordshire FA Youth Futsal Cup in April 2018

Hertfordshire FA Youth Futsal Cup

Now in its sixth year this event continues to grow, with over 450 boys and girls aged 8-16 competing. The twelve winning teams across the different age groups progressed to the Eastern Region qualifiers, with 3 going on to qualify for the National Futsal Cup, where all reached the Semi-Finals. Congratulations to them on a fantastic achievement that shows the strength of the game in our county.



FLEXI LEAGUE



In 2018 Hertfordshire FA ran its first Adult Flexi-League in partnership with Wodson Park Sports Centre in Ware. The league was set up to respond to changing participation patterns in grassroots football and to aid current U18s transition into the adult game. By offering the chance to play in competitive matches without the commitment of a full season, the Flexi league aims to keep players who might otherwise be lost to the game involved in football.

What is a Flexi League?

Teams of 9 play in games of 24 minutes each-way duration, with leagues of 6-8 teams playing each week and the whole competition completed within 12 weeks of fixtures.

Team administration is kept as simple as possible, allowing team managers to focus on recruiting and fielding a team. It is the job of the League Administrator to handle fixtures, collate results, publish league tables, pay match officials, administer standard discipline offences, team affiliation and player registration.

OUR FLEXI LEAGUE HAS SERVED

100+
PLAYERS

16-40
AGE RANGE

FOOTBALL DEVELOPMENT

WOMEN AND GIRLS

As part of our goal to double female participation in football in the three years to 2020, we've been supporting a range of initiatives aimed at getting more women and girls playing the game.

The success of England's Lionesses, the increased profile of Girl's Football Week and the growing number of Wildcats Centres have all helped contribute to a remarkable 17% rise in the number of girls teams in the county in 2017/18 compared to the previous year.

This has been supplemented by the 3 Lions programme which creates links between schools and clubs to offer girls only football sessions. One of the clubs taking part this year were Meninas FC who said "this was a great success for us, gaining us enough interest to start a new U9 team. We will definitely be signing up again next year".

In addition Hertfordshire FA has organised flexible 'Get Back Into' sessions to encourage women to take up or return to the game. With a focus on enjoyment these sessions have proved popular with those to looking play in a recreational setting.

17%

MORE GIRLS TEAMS
IN 2017-18



Wildcats Girl's Football Centres

There were 19 SSE Wildcats Girl's Football Centres open across Hertfordshire in 2018, providing over 300 girls with regular opportunities to play football in a fun and engaging environment. Created exclusively for girls aged 5-11 they offer a chance to make friends, develop fundamental skills, learn new things and create the foundation for a lifelong love of football.

DEVELOPING FEMALE COACHES

Our #SheCanCoach initiative aims to encourage, promote and support new and existing female coaches, wishing to start or continue their involvement in coaching football across the county.

It is a key enabler to ensuring we develop better grassroots players and get better players entering the talent pathways, by supporting high quality female coaches with a desire to improve their coach education and coach development.

Through the initiative over 100 female coaches have had access to the FA Coach Mentor Programme and bursaries for a range of FA courses.



DISABILITY FOOTBALL



Inclusive Football Festival hosted by Royston Town FC [image courtesy HYIF]



Hertfordshire teams taking part in the FA People's Cup

Pan disability football is well established in Hertfordshire, with adult teams participating in the Herts Senior County Inclusive League and Youth teams playing in tournaments and festivals organised by Herts Youth Inclusive Football.

In the last year a number of clubs have added new disability teams, including Royston Town Youth FC and Hemel Aces FC, providing more opportunities for players of all abilities to get into the game, have fun, make friends and enjoy the social activities that come from being part of a club.

There are also several impairment specific clubs across the county, including Aspire Powerchair Sports Club, Broxbourne Borough Cerebral Palsy FC and St Albans City Deaf FC, while Watford FC CSE Trust delivered a visual impairment hub for young people throughout the 2017/18 season.

This year we also partnered with Watford CSE Trust to deliver the preliminary round of the FA People's Cup in Hertfordshire. This saw 15 teams taking part across 3 tournaments, covering youth, adult premiership and adult championship, with the winners progressing to the regional rounds of the competition.

FA CHARTER STANDARD

The FA Charter Standard is a 'kitemark' awarded to clubs who are judged to be well run and sustainable. Gaining Charter Standard status shows that a club places child protection, quality coaching and safety as paramount.

Charter Standard clubs and leagues are given an annual health check to ensure standards are maintained. Awards can be withdrawn if a club has a poor disciplinary record, or is unable to continue to meet the criteria.

Charter Standard clubs all feature a trained Welfare Officer, CRB-checked volunteers, Emergency Aid-trained volunteers linked to each team, Respect programme sign-up, a Level One coach for each youth team, and appropriate club administration in place.

As such, parents looking for a club for their child will find comfort when choosing a Charter Standard club, knowing that there will be a positive environment in which to play football. Currently more than two thirds of youth clubs in Hertfordshire achieve Charter Standard status.



"Gaining Charter Standard status was always one of our key goals from the start. As a club we are dedicated to providing a high quality football experience for our girls and are extremely proud to have this recognised. It's a real honour for us to be able to display the famous Three Lions badge alongside our own"

Denise Wells, Stevenage Starlets FC

COACH DEVELOPMENT



The need to provide support to those people coaching players at all levels of the national game has long been recognised by The Football Association as key to the development of the game in this country.

The coach education programme has a huge impact on youth and grassroots playing opportunities.

Each year Hertfordshire FA runs a thorough coach education programme that gives the coaching community the opportunity to develop their skills and knowledge in coaching and other disciplines.

In 2017/18 Hertfordshire FA provided...

22
LEVEL 1 & 2
COURSES

2
GOALKEEPING
COURSES

6
FUTSAL
COURSES

54
FIRST AID
COURSES



FA COACH MENTORS

The FA Coach Mentor Programme offers on-the-ground support to FA Charter Standard Clubs, leagues and target groups. The FA sees the development of coaches as central to the development of the game, and working collaboratively accelerates learning.

The FA employs 4 FA Coach Mentors providing 400 hours of mentoring in Hertfordshire. During last season FA Coach Mentors supported 83 male coaches and 22 female coaches, which included 16 from a BAME background and 6 disability coaches.

The FA Coach Mentoring Programme improves coaching in grassroots football by supporting coaches to develop knowledge, confidence and skills. It aims to bring the England DNA to life in clubs while helping to improve match-day behaviours.

Coach Mentor Feedback

"Just feeling supported felt fantastic. Knowing I could contact you anytime just made me a lot less stressed"

"What I liked most was having someone to answer my questions and help me deal with the management of the kids better"

"My Mentor is a fountain of knowledge and hugely respected and I continue to learn so much from them"

"I liked having a different opinion on things like my coaching style or sessions, rather than asking the same people at my club"

FACILITY DEVELOPMENT

BETTER PLACES TO PLAY AND TRAIN

Hertfordshire FA aims to increase the quality and quantity of pitches and facilities, providing more opportunities and more enjoyment for all. Our role is to support any facilities project by guiding clubs, schools and organisations through the funding opportunities that are available. Working in partnership with Local Authorities, the Football Foundation, Sport England and other organisations, we recognise the importance of high quality facilities for football within the county and strive to deliver these for local communities.



Watford players Tom Cleverley and Charlotte Kerr were on hand to officially open a brand new all-weather pitch at The Hemel Hempstead School, a facility made possible by a grant from the Premier League and The FA Facilities Fund, which is delivered by the Football Foundation.

Total investment secured of **£2.17 million** in 2017/18

**Premier League & The FA
Facilities Fund**

£500,000

**Football
Foundation**

£1,300,000


**The Football Stadium
Improvement Fund**

£370,000

PITCHES ON THE FA 3G PITCH REGISTER IN HERTFORDSHIRE

Ashlyns School
Berkhamsted
Boreham Wood FC
Borehamwood
Cheshunt FC
Cheshunt
Cheshunt RFC
Cheshunt
Goffs School
Cheshunt
Hadley Wood Old Stationers Rec
Barnet
Harvesters FC
St Albans

Hemel Hempstead School
Hemel Hempstead
Lordship Farm Primary School
Letchworth
Maccabi London
Barnet
Marford Playing Fields
Wheathampstead
Meriden Community Centre
Watford
Meridian School
Royston
Monks Walk School
Welwyn Garden City

Nicholas Breakspear School
St Albans
Parmiters School
Watford
Richard Hale School
Hertford
Roundwood Park School
Harpenden
St Joan of Arc School
Rickmansworth
Westfield Academy
Watford
Wodson Park Leisure Centre
East Hertfordshire

REFEREE DEVELOPMENT

REFEREE COURSES

260 candidates have attended 13 FA Referee courses in 10 different locations around the county during the 2017/18 season.



977

Hertfordshire FA
Registered
Referees

71%
are over 18

29%
are under 18

REFEREE COVERAGE

100%

All Adult Saturday
Games

98%

All Adult Sunday
Games

60%

All Youth Games



Club Assistant Referee Workshops

Hertfordshire FA run Club Assistant Referee Workshops throughout the season providing Club Officials and parents with the support they need in order to be able to undertake this vital role.

To date over 1,000 volunteers have undertaken this two hour practical workshop which covers areas such as the application of the offside rule and provides an understanding of how to support the match referee.

"Although I've been involved in football for nearly 30 years and obviously thought that I knew everything, the Hertfordshire FA Club Assistant Referee Workshop proved that actually, I didn't know as much as I thought I did."

REFEREE PROMOTION

- **3 referees promoted to level 3**
- **3 referees promoted to level 4**
- **10 referees promoted to level 5**
- **11 referees promoted to level 6**

Hertfordshire FA was one of the first to introduce a level 4 coaching group specifically to support and develop its referees at this level using both current and former professional level match officials as Coaches. In the past three seasons eight referees have been promoted from the group to level 3.

Hertfordshire FA Referee Development Officer and former FIFA World Cup Official, Phil Sharp says: "It's been a great initiative, not only for our referees seeking promotion but also from the involvement of the County's top match officials being involved helping other referees to succeed".

SAFEGUARDING

Hertfordshire FA is constantly working on making football a safe and enjoyable experience for all. As part of the affiliation process all coaches must have a valid FA DBS check and key committee members must complete an online safeguarding course.

We continue to ensure that clubs have the appropriate safeguards in place and carry out random validation visits to ensure clubs maintain the standards. With a network of nearly 200 Club Welfare Officers, all of our youth clubs have a local person who can advise and support members within their club.

During the season our Designated Safeguarding Officer Richard Drake provides further opportunities for CWO's to enhance their knowledge through additional training to ensure they have the most up to date information.

56
Safeguarding
Workshops
Delivered

1,500
FA DBS Checks
Completed

Operating Standards

During season 2017/18 Hertfordshire FA were externally assessed to ensure we meet The FA's Safeguarding Operating Standards.

As part of this process anyone that is part of our organisation who has a role with children, or makes decisions that affect children, had to ensure that they met with training requirements of SOS.

This included a safeguarding briefing, ensuring their FA safeguarding children training was valid and an accepted FA DBS where required. As part of this process all those in the following roles received additional training:

- Board, Council and Staff
- Referee Mentors that are part of a scheme
- Committee Members
- Other volunteers with a role at the County FA

It is an ongoing process to ensure we continue to meet and exceed the standard and continue to offer a safe environment in football.



TACKLING DISCRIMINATION

Hertfordshire FA worked in partnership with Hertfordshire Constabulary to create a survey to gather fans views on homophobia and transphobia in the game. The results were launched at an event at Watford FC in June attended by representatives from clubs across the county.

These showed that while attitudes are changing, prejudice is still an issue in football. So for example, while 81% said that homophobic chanting at a match is unacceptable, 45% revealed they had heard homophobic abuse at a football match within the last three years.

With more work clearly needed to eradicate this issue from the game, the event also highlighted a project to create Hate Crime Third Party Reporting Centres at football clubs across the county. Training is taking place over the summer with the new centres anticipated to launch during Hate Crime Awareness Week in October 2018.



"We are working alongside Hertfordshire Constabulary to tackle homophobia so that everyone can feel able to play, coach, officiate, administer or be involved in any role in football. An individual's sexual orientation or gender identity should never be a barrier to participating in our national sport"

Karl Lingham, Hertfordshire FA

GRASSROOTS FOOTBALL AWARDS



Celebrating Hertfordshire's Grassroots Heroes

Our annual awards are an opportunity to highlight the fantastic work being done by the many unsung heroes across the county and give them the recognition they deserve.

The Grassroots Football Awards celebrate the work of individuals and groups to instil The FA's PRIDE values – Progressive, Respectful, Inclusive, Determination and Excellent – and make a positive difference in their club, league or local community.

Describing the response to the awards, which were nominated by the public with the winners being chosen by a panel of local football experts, Greg Clarke, Chairman of The FA, said:

"It's been fantastic to hear so many stories of dedication and commitment throughout the grassroots game. I would like to congratulate each and every one for their inspirational work."

The awards criteria looked for individuals and organisations who always strive for the best – in themselves and those around them, demonstrating passion and dedication to overcome challenges and behaving with fairness and integrity to create a fun, safe and inclusive environment for all.

Award winners included volunteers whose dedicated service helps their clubs offer a quality football experience, a coach whose inclusive ethos gives players of all abilities the opportunity to develop, a community project making a big difference to young lives and a club whose innovative approach has driven impressive growth in participation.

Speaking at the event this evening, George Wells, Acting Chief Executive of Hertfordshire FA, said:

"Far from the glamour of the World Cup are an army of dedicated volunteers who choose to give their time, rain or shine, just so that others can have the opportunity to play the game.

Without them the grassroots game would not exist. To us these are real football heroes and we are proud to celebrate their efforts tonight."





Luke Wilkins of Stevenage Starlets FC, winner of Young Volunteer of the Year



Herts Youth Inclusive Football, winners of Community Project of the Year



The evening also saw the presentation of a number of Long Service Awards

THE FA AND MCDONALD'S GRASSROOTS FOOTBALL AWARDS 2018

HERTFORDSHIRE WINNERS

VOLUNTEER OF THE YEAR

Steve Anderson
Royston Town Youth FC

YOUNG VOLUNTEER OF THE YEAR

Luke Wilkins
Stevenage Starlets FC

MATCH OFFICIAL OF THE YEAR

Freddie Faulkner

THE RESPECT AWARD

Axel Brett
Bury Rangers FC

GROUND'S TEAM OF THE YEAR

Pete Somerset
Parmiter's School

COMMUNITY PROJECT OF THE YEAR

Herts Youth Inclusive Football

COACH OF THE YEAR

Jason Levy
Bury Rangers FC

CHARTER STANDARD CLUB OF THE YEAR

Stevenage Starlets FC

COUNTY CUP COMPETITIONS



Watford FC Academy celebrate a goal during the Under 12 Girls Cup Final

The Hertfordshire FA County Cups provide an opportunity for local clubs to put their skills to the test against clubs from across the county and experience the magic of a knockout competition.

At the start of the 2017/18 season **some 1,150 teams entered across 22 Hertfordshire FA County Cup competitions.** By the end almost 1,000 ties had been played culminating in a series of exciting Cup Finals to decide who would be crowned champions of Hertfordshire.

Boreham Wood FC secured the County's Senior Cup with a hard fought 2-1 win over Royston Town FC in the final, while **Baldock Town FC** saw off holders London Lions to take the Senior Trophy.

In the Sunday competitions, **Skew Bridge FC** needed extra time against Flaunden to claim their fifth Sunday Senior Challenge Cup, whilst **Everett Rovers FC** and **Evergreen FC** won the Junior and Intermediate competitions respectively.

The youth competitions were each dominated by a single club this year, with **Garston Ladies** claiming three trophies across the different girls age groups, while **Ware FC Academy** did the same in the boys...an impressive achievement by both clubs.



Baldock Town celebrate after winning the Senior Trophy



Boreham Wood FC celebrate after winning the Senior Cup



Garston Ladies celebrate after winning the Under 16 Girls Cup



Stevenage Ladies FC celebrate after winning the Women's Cup



Ware FC Academy celebrate after winning the Under 16 Boys Cup

HERTFORDSHIRE FA COUNTY CUP

WINNERS 2017/18

SENIOR CUP

Boreham Wood FC

SENIOR TROPHY

Baldock Town FC

CHARITY CUP

Hitchin Town FC

CHARITY SHIELD

Colney Heath FC

INTERMEDIATE CUP

Hertford Town FC

JUNIOR CUP

Cottered FC

WOMEN'S CUP

Stevenage Ladies FC

SUNDAY SENIOR CUP

Skew Bridge FC

SUNDAY INTERMEDIATE CUP

Evergreen FC

SUNDAY JUNIOR CUP

Everett Rovers FC

VETERANS CUP

Dun Cow FC

UNDER 18 BOYS CUP

Potters Bar Town FC

UNDER 16 BOYS CUP

Ware FC Academy

UNDER 15 BOYS CUP

Ware FC Academy

UNDER 14 BOYS CUP

Ware FC Academy

UNDER 13 BOYS CUP

Maccabi London Lions FC

UNDER 12 BOYS CUP

London Colney Colts FC

UNDER 16 GIRLS CUP

Garston Ladies FC

UNDER 15 GIRLS CUP

Garston Ladies FC

UNDER 14 GIRLS CUP

Stevenage Boro Juniors

UNDER 13 GIRLS CUP

Garston Ladies FC

UNDER 12 GIRLS CUP

Watford FC Academy

FOOTBALL SERVICES

PLAYER REGISTRATION

Online Player Registration through Whole Game System continues to grow steadily with further league recruitment over the last year. We now have 10 leagues in Hertfordshire that have gone live and are benefitting from simplified processes and a reduction in paperwork.

This has in turn helped drive a continued improvement in the overall quality of WGS data, reducing errors and omissions and delivering a better experience for volunteers involved in the administration of the game across the county.



98% OF REFEREE REPORTS ONLINE

10 LEAGUES USING PLAYER REGISTRATION

98% OF CLUBS ONLINE USING WGS

DISCIPLINE FIGURES IN HERTFORDSHIRE 2017/18

82

COMMISSIONS

10,000

DISCIPLINE CASES

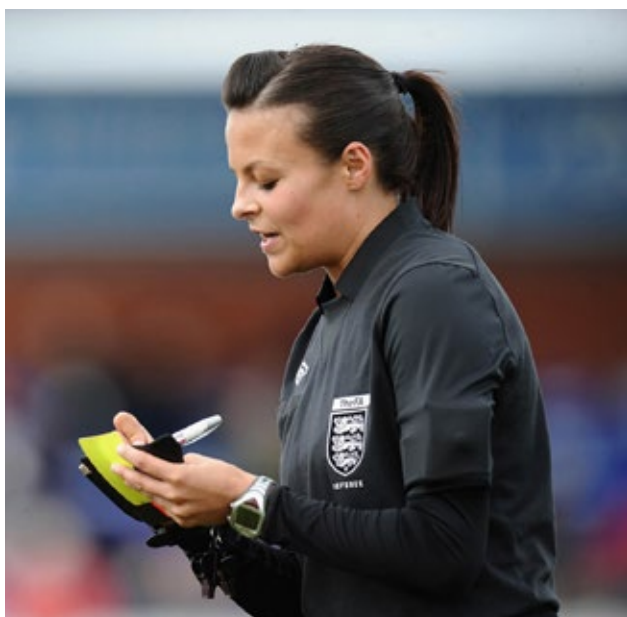
45

DISCRIMINATION CASES

2,182

DISSENT CAUTIONS

DISCIPLINE DEVELOPMENTS



SIN BIN PILOT

In March 2017 IFAB approved discretion for National Associations to use Temporary Dismissals (often known as Sin Bins) for either all cautions or selected cautions. The FA approved for a pilot for dissent cautions only.

The aim was to support the Respect programme, decrease dissent and improve the match experience. Across the country 31 leagues were selected for the pilot, two of which were in Hertfordshire - the Herts Senior County League and the Hitchin Sunday League.

Nationally there was an overall 38% reduction in dissent across all pilot leagues, with the Herts Senior County League seeing a decrease of 51%. Feedback was also very positive. In an FA survey of 1,400 users 72% of players and 84% of referees wanted to continue with Sin Bins.

The use of Sin Bins will become mandatory from season 2019-20 for Step 7 and below, while two more leagues in Hertfordshire will join the pilot in the coming season.

REPRESENTATIVE FOOTBALL

COUNTY REPRESENTATIVE TEAMS



Our U18 team play in the South East Counties Youth Championship and FA Youth Cup



Our Women's team play in the Southern Counties Cup

Representative Football is an important part of the game in the county and it's no small honour to be called up to play for Hertfordshire. We run two representative teams, U18 Boys and open age Women's, each competing in inter-county competitions.

Essentially, a representative team is made up of the best players in the county who are not under professional contracts. It offers a chance for them to test themselves against players from other counties and showcase their skills on a national stage.

REPRESENTATIVE FIXTURES 2018/19

U18 FIXTURES	WOMEN'S FIXTURES
Essex 07/10/2018 Away (FA Youth Cup)	Middlesex FA 07/11/2018 Away
Essex FA 22/11/2018 Home	The Army FA 28/11/2018 Home
Amateur FA 21/01/2018 Away	Essex 16/01/2019 Away
Middlesex FA Date TBC Away	

A PLAYER'S PERSPECTIVE

Hayley Wood-Thompson has been involved in women's football for more than 20 years as a player and a coach. Starting from the age of 9, Hayley began with Watford Ladies FC, representing the club at all levels from U10s to the Women's first team, before turning her passion for football into a career teaching PE at The John Warner School.

For the past 6 years she has coached the Hertfordshire Schools U16 Girls County team - a side she played for herself during her school years. She now plays for Stevenage Ladies FC as well as Hertfordshire FA, having made over 40 appearances for our Women's Representative Team over the last 11 years.

"I have loved representing Hertfordshire over the years. I have met so many people and had the opportunity to play alongside some fantastic players. It has also enabled me to constantly test myself against quality opposition at some fantastic football grounds."



PRIORITIES 2018-21

New National Game Strategy

The FA Vision is to **unite the game, inspire the nation**, working with stakeholders at national and local levels to lead the game and execute their plans. The FA's Mission is to **rebuild the FA as a world-class organisation**, working closely with County FAs to design and deliver world-class products and services to participants.

With both of these in mind the National Game Board has developed a new strategy from 2018 to 2021. It is based on the exciting objective of **inspiring a lifelong journey in football for all**.

The Hertfordshire Football Association is responsible for delivering this strategy in our county and so we begin the 2018/19 season with a revised set of objectives and KPIs aimed at achieving this. These are spread across five main pillars which are at the core of everything we do as an organisation:

- **High Quality Introduction to Football**
- **Develop Clubs and Leagues**
- **Embrace All Formats, Engage All Participants**
- **Recruit, Develop and Support the Football Workforce**
- **Develop Sustainable Football Facilities**

From increasing participation across male, female, and disability football, driving initiatives like Respect and Charter Standard, and supporting more coaches and referees from all backgrounds to become qualified, these objectives highlight the key role we can play in delivering a better game for all in Hertfordshire in the years ahead.

Our objectives over the next three seasons include:

- **Increase male participation by over 9%**
- **Increase female participation by over 20%**
- **Increase disability participation by 25%**
- **Increase total number of referees by over 20%**
- **Increase the number of Wildcats Centres from 19 to 56**
- **Increase player registration coverage to 80%**
- **All youth clubs to achieve FA Charter Standard**



Working Together to Make the Game Better For All

Our work to deliver this new strategy is underpinned by a restructured Board and Committee structure that has seen the inclusion of two independent non-executive board members who have brought fresh insight and experience to the Association, while sound financial planning and the forming of a new finance committee has placed us in a strong position to embark on phase two of the redevelopment of the County Ground.

We work closely with our extensive league and club network across the county, supporting its associated workforce of administrators, coaches and referees. Hertfordshire is quite unique having a high proportion of very large grassroots clubs, with our county home to 12 of the 25 biggest clubs in the country, and we work hard to offer tailored support that meets the needs of all our stakeholders, both large and small.

Our relationships with the ten local authorities, Hertfordshire Sports Partnership, and University of Hertfordshire all continue to develop, as does our work with our key partners in the professional game at Watford and Stevenage FC's Community Trusts - with examples being our work on Disability and female football initiatives.

Customer insight is an important part of our decision making and we have worked to ensure the feedback from our customers is reflected in our work. Our football development team restructure was a direct response to customer feedback about accessibility to our football development and wider Hertfordshire FA team members.

County Ground Development

After many years of planning, work is now underway on the redevelopment of The County Ground that will bring significant improvements to both the pitch and the Clubhouse.

Due to be completed by the end of 2018, this will provide us with a high quality, modern facility that can be used more frequently and for a wider range of purposes than before, becoming a real community hub for football in the area.

County Cup finals will continue to be hosted here, but without the issues of widespread postponements that have plagued recent seasons. As the only stadia 3G in the area it will also be able to host a range of competitive affiliated matches.

Importantly this development will also allow much greater use of the site by grassroots clubs to play and train, as well as providing us improved facilities for holding courses and seminars.

The upgrades to the clubhouse are also designed to encourage greater use of the existing grass pitches opposite the site, which currently do not have changing facilities of their own.



CONGRATULATIONS TO KITaid!

Hertfordshire FA's official charity partner not only celebrated its 20th anniversary this year, but also reached the milestone of sending out its 500,000th item of donated kit.

With monthly kit sorting and boxing up sessions held on Saturday mornings in Hatfield, KitAid recycles once loved football kit and distributes to underprivileged children and adults in some of the world's poorest countries. At each session volunteers sort and pack around 5,000 individual items of donated kit.

July was a memorable month for the KitAid team as they were filmed by Sky Sports TV as they visited Malawi, with presenter Adam Leventhal accompanying the group. It also held its 20th Anniversary celebration in St Albans, where the family of former Patron, Graham Taylor OBE, were among the guests.

If you want to find out more about KitAid or would like to donate, visit their website at kitaid.net or follow @KitAid on Twitter.



"We are very grateful to Hertfordshire FA for their long standing support and promotion of KitAid to all of their member clubs. Without their backing of we would not be in the position we are today, 20 years on and still growing every year. Their team have always encouraged and supported us and we are very grateful for this."

Derrick Williams MBE, Founder of KitAid



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