



**FOR  
ALL**

# **ISLE OF MAN FA BUSINESS PLAN**

**1<sup>st</sup> JULY 2021 TO  
30th JUNE 2024**

# TEAM LINE-UP



Stephen Carter  
Chair



Mike Murley  
Board Member (Safeguarding)



Kevan Maitland  
Chief Operating Officer



Lewis Qualtrough  
Football Development Manager



Simon Elson  
Women & Girls Development Officer

# EXECUTIVE SUMMARY



**FOR  
ALL**

**SEPARATE JUNIOR LEAGUE**

**SIX FA RUN LEAGUES**

**57 REFEREES**

**27 MEMBER CLUBS**

**326 TEAMS**

**271 COACHES**

**85K ISLAND POPULATION**



# CURRENT POSITION



**FOR ALL**



**27**  
Clubs

**4,102**  
Male  
players



**590**  
Female  
players



**10**  
Disability  
players



**326**  
Teams



**293**  
Male  
**33**  
Female



Youth Charter Standard

**100%**

Adult Charter Standard

**70.63%**



Player registration coverage **100%**



Youth team qualified coach **79.59%**

**57**  
Referees

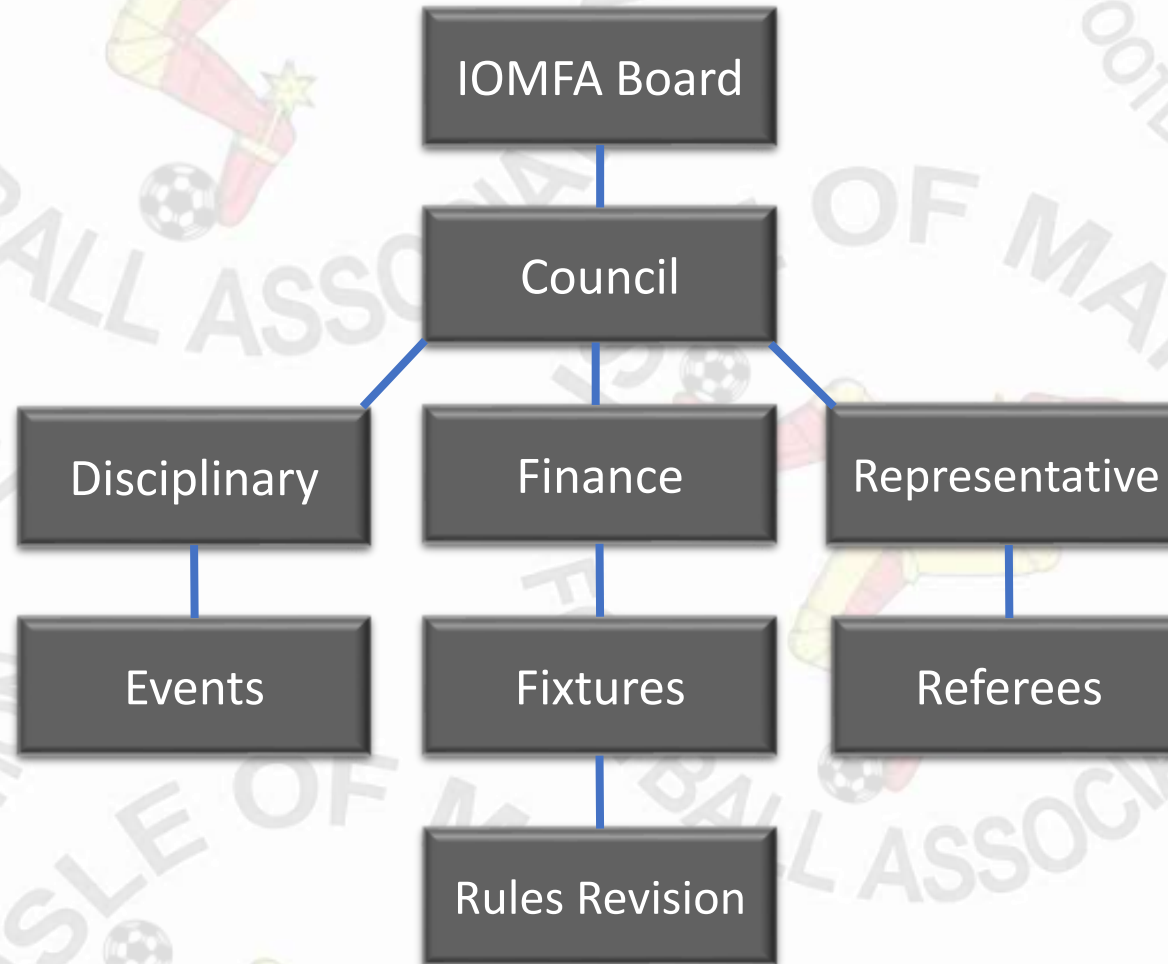


**55**  
Male  
**2**  
Female

# EXECUTIVE SUMMARY



## Board and Committee / council structure

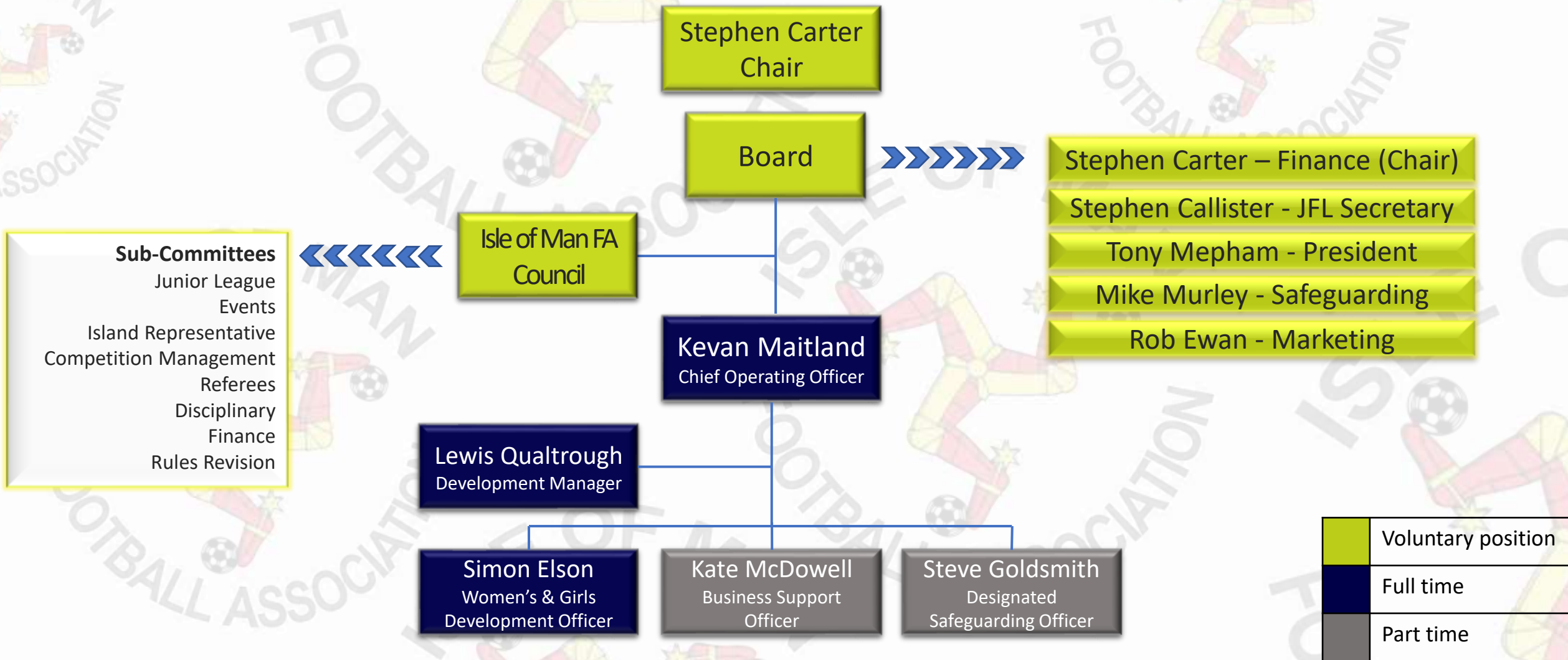


# EXECUTIVE SUMMARY



**FOR ALL**

## Staff Organogram



### Sub-Committees

- Junior League
- Events
- Island Representative
- Competition Management
- Referees
- Disciplinary
- Finance
- Rules Revision

- Stephen Carter – Finance (Chair)
- Stephen Callister - JFL Secretary
- Tony Mepham - President
- Mike Murley - Safeguarding
- Rob Ewan - Marketing

# SWOT ANALYSIS



## Strengths

- IOMFA continues to be the only recognised football provider and governing body of football for 131 years
- FC IOM – raises profile of IOM/quality of players
- IOMFA controls and manage all leagues
- Great facilities in the island, grass pitch quality is good
- Sponsorship relationships are strong.

## Opportunities

- Engaging directly with players
- Creating a communications strategy
- Further development brand
- Development of volunteer workforce through planning
- FC IOM - could help raise the profile of Manx football and give young players more opportunities
- Increase women and girl's participation
- Develop a 3G pitch, which would help expand and grow the game.

## Weaknesses

- IOMFA brand could be stronger
- Inconsistent communications and sporadic
- The impact of FC IOM is unknown as yet
- 3G pitches needed, lack of partnership funding??
- Opportunities for broader competitive opportunities (off-island) are limited due to cost and logistics
- Referee recruitment and development (aging workforce).

## Threats

- If key volunteers were no longer involved, there is no clear succession planning in this area.
- FC IOM – could have a negative impact on the local game by players not being available for clubs
- Reduced income - long term impact of COVID-19 and funding cuts
- Manx Government – funding impact as a result of COVID-19.



# ISLE OF MAN FA VISION



**FOR  
ALL**



**A future where every person involved feels safe and inspired to enjoy the life changing benefits that come from football**



# ISLE OF MAN FA MISSION



**FOR  
ALL**

**To govern and  
develop the game  
FOR ALL  
with dedicated  
support and  
professionalism**



# ISLE OF MAN FA VALUES



**FOR ALL**



Innovative



Integrity



Passionate



Quality



Teamwork

# OUR ISLAND GOALS



1. Creating the **safest** environment to play football on the Island
2. **Lead** the **growth** and development of Football on the Island **enabled** by quality facilities
3. **Develop** and **nurture** a highly skilled **workforce** to support all grassroots football on the Island
4. **Improve** and **modernise** the **business** to support football better on the Island
5. Drive **improved customer service** through **high quality delivery** and communications
6. **Drive and Promote equal opportunities FOR ALL** to play, coach and referee in football



# OUR ISLAND - Key Success Measures



**FOR ALL**

**GOALS**



Safe environments to participate in football



Lead the growth of football



Develop and nurture the CFA workforce

**MEASURE**

**Safeguarding Operating Standards (SOS)**

**NGS KPIs**  
(Male, female, disability, coaches, referee, pitches)

**Staff culture & Wellbeing Staff Survey**

**GOALS**



Improve & modernise business



Deliver good customer service



Drive equal opportunities for all

**MEASURE**

**Code of Governance**

**Improved Communications Strategy**

**Equality Standard Foundation / Prelim**

# OUR ISLAND OBJECTIVES



## Safe environments to participate in football

- Continue to listen and engage with the Voice of Children, through our Youth Engagement Strategy
- Uphold and implement New Horizon standard 2021-24
- Continue to achieve Safeguarding Operating Standard
- Further develop pitch-side id cards
- Improve awareness of safeguarding in football community
- Produce risk assessment guides for off-island travel for clubs
- Develop and promote opportunities for parents/carers/volunteers to speak to IOMFA about safeguarding concerns.

# OUR ISLAND OBJECTIVES



## Lead the growth of football – increase male participation through strong club and league networks

### Youth

- Ensure entry into football is positive experience
  - ↳ Primary school to club link coaching programme
  - ↳ Primary school tournaments
- Work with the IOM Junior league to diversify the competition and tournament structure

### Adult

- Retain and grow teams within the game across 27 member clubs
- Expand club competitive offer
  - ↳ Midweek football (U18s and Masters)
  - ↳ Club walking football
- Expand recreational football
  - ↳ Business Leagues
  - ↳ FA Just Play Centres



# OUR ISLAND OBJECTIVES



**FOR  
ALL**

## Lead the growth of football – increase female participation

### Youth

#### Schools

- Grow primary school girl's festivals to maintain a positive first experience of football
- Work with IOM Secondary schools establish an inter-school competition for girls
- Work with the coach development team to improve PE lesson delivery of girl's football

#### Clubs

- Grow Weetabix Wildcats provision
- Use Manx Youth Games as a vehicle for new girls into the sport ages 7-15
- Run a girl's only summer club football league

### Adult

- Retain and grow adult female teams and player numbers in Canada Life Women's League
- Develop more recreational opportunities for adult females
  - ↳ Business leagues
  - ↳ Female only FA Just Play Centres

# OUR ISLAND OBJECTIVES



## Support the growth of Disability Football on the Island through key partnerships

*Due to the limited population of the island, many disability players play mainstream football at all ages.*

### Youth

- Support Manx Sport and Recreation to deliver a Primary and Secondary school football festival to offer a strong introduction to the sport

### Adult

- Maintain strong link with IOM Special Olympics

# OUR ISLAND OBJECTIVES



## Lead the growth of football through **QUALITY** Facilities and skilled **GRASSROOTS** workforce

### Facilities

- Deliver overall local CFA facility plan
- Ensure all premier league clubs meet NLS feeder league requirements
- Monitor grass pitch improvements via FA Pitch Power app
- Deliver at least one new 3G pitch on the island to support continued growth and expansion.

### Grassroots Workforce

#### Coaching

- ↳ Promote entry level FA courses
- ↳ Explore re-establishing the Isle of Man Coaches Association
- ↳ Deliver a varied CPD programme for all coaches

#### Referee

- ↳ Explore re-establishing the Referee Academy /referee re launch of strategy on the island – recruit, retain, convert

#### Club

- ↳ Club Volunteer development & support opportunity
- ↳ England Football Accreditation and CPD workshops
- ↳ Develop infrastructural support to clubs and leagues to support sustainability and succession planning.



# OUR ISLAND OBJECTIVES



## Develop and nurture a highly skilled CFA workforce

### Wellbeing

- To commit to continuously improving the way we support the wellbeing of our staff
- Using the EAP programme
- Mental Health First Aider present in the work environment
- Consider flexible working solutions where possible

### Learning and Development

- To provide high quality learning opportunities through The FA
- Use the Training Ground and ensure each member of staff completes a mandatory set of courses and an individualised programme set in conjunction with line manager

### Retention & Succession Planning

- Due to the nature of the island we need to implement succession planning around Board and staff members

### Positive Culture and Engagement

- Aspire to make all staff feel proud, valued and happy to come to work
- Use the State of Play survey to identify trends
- Due to small team, a culture of listening and transparency is essential
- Staff and board engagement



## People Management Standards

- Promote and expect the highest standards of people management practice across the business so that staff know where they stand and are motivated to perform to the best of their ability.
- Robust PDRs and tracking of performance using technology to support this area
- Clear and consistent job titles and role descriptions in line with new 21 – 24 strategy
- Roles aligned to business goals.

# OUR ISLAND OBJECTIVES



## Improve & Modernise the business

- Robust and efficient financial management
- Implement Xero across the business to improve financial management and processes (July 21 onwards)
- Start to address the RED/ AMBER areas against the financial pillars including
  - ↳ Management Accounts
  - ↳ Internal controls
  - ↳ Statutory Accounts and Year End Audit



# OUR ISLAND OBJECTIVES



## Technology, Data & Insight – improved technology to reduce the administration burden

- To support leagues and clubs to use the FA digital administration system to allow simple, safe and efficient grassroots football administration
- To increase use of the FA Matchday app by leagues and clubs
- To use data and insight analytics to ensure improved decision-making
- Regulation: continue to encourage the adoption of available technology to reduce admin burden on volunteers.



## Our Commitment

- To review the Code of Governance smartsheet at Board level
- Set up Code of Governance working group
- Complete self assessment against the Code
- Create an action plan
- Implement key actions against the five areas of the Code
  - ↳ Structure
  - ↳ People
  - ↳ Communications
  - ↳ Standards & Conducts
  - ↳ Policies & Procedures

# OUR ISLAND OBJECTIVES



**FOR  
ALL**

## Deliver good customer service

- Conduct or implement a stakeholder mapping exercise
- Provide support and training for FA technology platforms
- Produce a Marketing & Communications plan
  - ↳ Deliver multi-media platform coverage of FA news and events
  - ↳ Produce 12 month calendar of Isle of Man FA and FA national events, initiatives and campaigns
  - ↳ Drive coherent internal and external communications aimed at creating a positive point of view among stakeholders and media.



# EQUALITY, DIVERSITY & INCLUSION



## Drive equal opportunities for all

- Completed Diversity & Inclusion survey of local football community
- Work with our sponsor partners to mark PRIDE month
- Achieve Preliminary Equality Standard
- Offer Kick it Out educational training throughout Manx football
- To develop a fit for purpose IAG to promote and support this area
- Embed inclusion into the operations of the IOMFA
- Training programmes in place Staff, Board and Council/working groups
- Work with the Board of Directors (and IAG) to develop robust Equality, Diversity & Inclusion targets for the IOMFA