

# ISLE OF MAN FOOTBALL



**ENGLAND  
FOOTBALL**

**Inspiring Positive Change Through Football**

# BUSINESS STRATEGY

**2024-2028**





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# EXECUTIVE SUMMARY

**We are very proud to welcome you to read our Isle of Man FA Business Strategy 2024-2028 and are excited to share our strategic priorities for the next four years.**

**We are so passionate about ensuring a safe and inclusive environment for all to enjoy the life changing benefits that come from football and our approach to developing the game during this period on the Isle of Man is both progressive and collaborative.**

**We are dedicated to making football accessible and enjoyable for all regardless of age, ability or background.**

**This strategy has included significant consultation with key stakeholders involved in Manx football to ensure our priorities are aligned to all of you who bring the game to life across the Island on a weekly basis!**

**We are looking forward to supporting all our dedicated and committed players, volunteers and officials throughout this strategy period and beyond. Thank you for your ongoing support and enthusiasm for football here on the Isle of Man.**



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# ISLE OF MAN FA: OVERVIEW

The Isle of Man FA was founded in 1890 and continues to be the recognised provider and governing body for grassroots football on the Island. As an organisation we are responsible for the governance and continued development of the grassroots game on the Isle of Man.

'With an Island population of 84,000 we are very proud to serve more than 5,000 players, 27 clubs and over 350 teams each year.

The Isle of Man Football Association is governed by a Board of Directors and is fully compliant with the Companies Act and all relevant Manx Law. All directors are trained and inducted in terms of legal duties and responsibilities. The structure of the IOMFA equates to 8 appointed board members, 27 member club council delegates, 4 life members plus IOMFA Junior League and IOMFA Representative Society representatives. The IOMFA has the following 7 committees: Island Representative, Finance, Events, Rules Revision, Competition Management, Disciplinary and Referees society. We have both full and part time staff managing the day to day operations of the Association.

We are proud to be currently working towards the Equality Standard for Sport Preliminary status and the FA County Code of Governance.



**5,000**  
players



**27**  
clubs



**350**  
teams  
each year

# IOM DEMOGRAPHIC



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POPULATION **84,069** 

**45%**  
are over 50

**94.7%**  
are white

**10,083**  
registered  
mental or  
physical  
disability

**54%**  
are Christian,  
**43.8%**  
stated  
no-religion

Average age  
**44.5  
YEARS**

**49%**  
male v  
**51%**  
female



Isle of Man  
Government

*Bailliege Eilan Vannin*

2021 Isle of Man  
Census Report



# PURPOSE AND VISION



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The Isle of Man FA affiliate to the English Football Association. We are adopting England Football's single purpose for

## 2024-2028

## OUR PURPOSE

**Inspiring Positive Change through football**

by uniting communities, tackling inequalities  
and improving the health of the nation

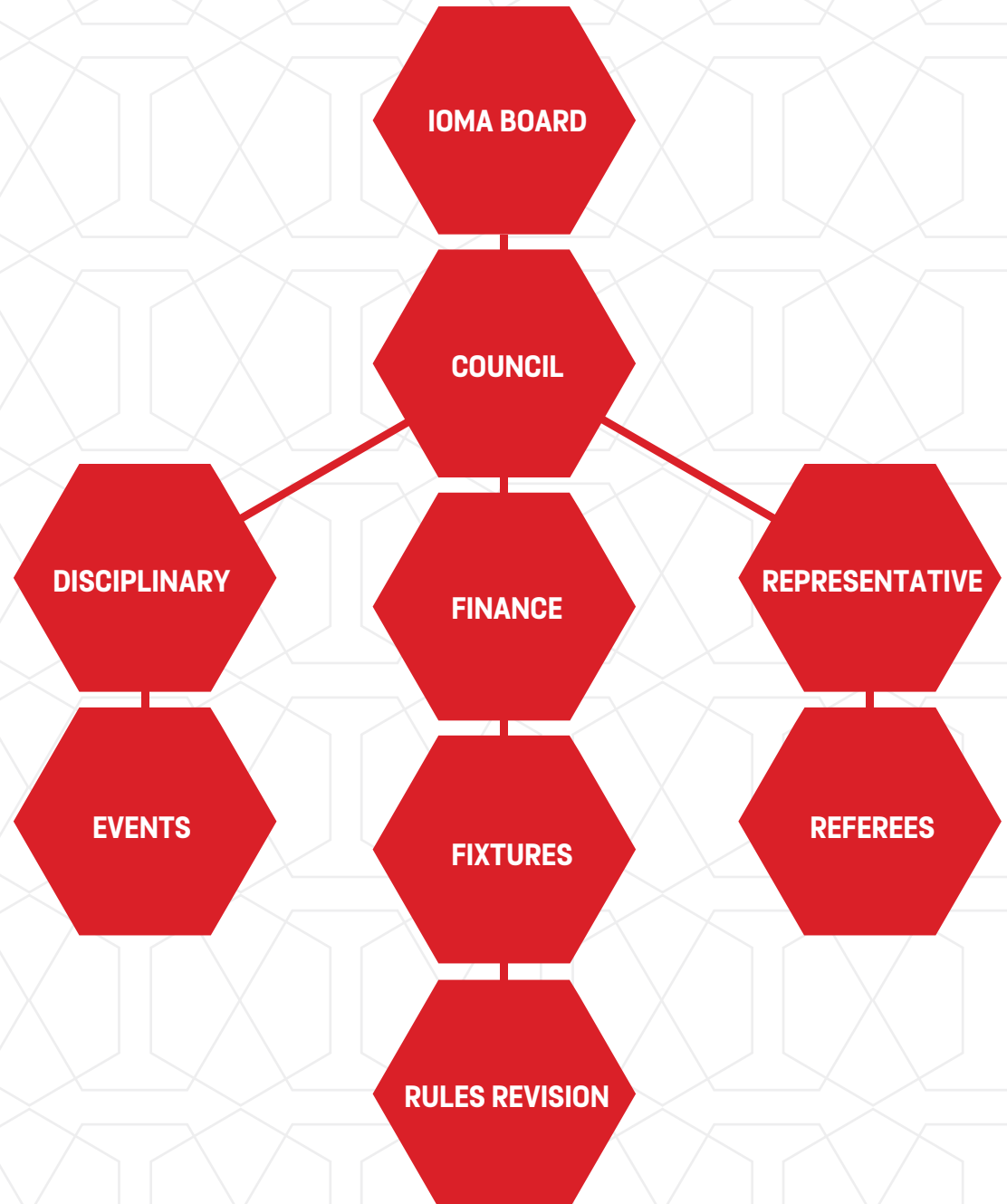
## OUR VISION

is for every person on the Isle of Man to feel safe  
and inspired to enjoy the life changing benefits  
that come from football



# BOARD, COMMITTEE AND COUNCIL

## OUR VALUES



# WORKFORCE STRUCTURE



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-  Voluntary position
-  Full time
-  Part time

## SUB-COMMITTEES

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



# OUR BOARD OF DIRECTORS



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The board regularly review performance against the objectives within the strategy business plan, ensuring the effective implementation of board decisions by the CEO and staff. The board also develops and maintains an effective corporate governance structure and oversees the management of risk to the Association. In the past year we have welcomed directors with specifically sought experience, independence and objective curiosity.



**Stephen Carter**  
*Chair*



**Alison Vondy**  
*Health & Wellbeing*



**Lewis Maunze**  
*Governance*



**Faith Nyoni**  
*Finance*



**Gemma McGuill**  
*Independent*



**Vicki Hotchkiss**  
*Equality, Diversity and  
Inclusion*



**Tony Mephram**  
*President*



**Mike Murley**  
*Safeguarding*

# BUSINESS MEASURES



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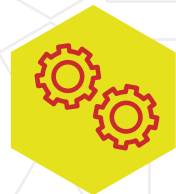
**Diversity and  
Inclusion**



**Equality in  
Sport Standard/  
DIAP**



**Strong Governance  
& Modern Business**



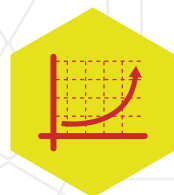
**FA Code of  
Governance**



**Island  
Representation**



**Island Games/  
IOMFA Academy**



**Finance  
Optimisation**



**Finance Plan**



**Football  
Development**



**FA Contracted  
KPI's**



**Marketing &  
Communication**



**Marcomms  
Calendar**

**Health &  
Wellbeing**



**FA People Plan &  
Wider Football  
Community**



**Safe environments  
for football**



**Safeguarding 365**



**Deliver good  
customer service**



**Customer  
Service Plan**



# CURRENT POSITION



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27

CLUBS



4218

MALE PLAYERS

2028 TARGET - 4,614



827

FEMALE PLAYERS

2028 TARGET - 1,237



27

DISABILITY PLAYERS

2028 TARGET - 44



378

Teams

318

MALE

60

FEMALE



ACCREDITED

PART OF ENGLAND FOOTBALL

100%

2028 TARGET X1 3 STAR  
COMMUNITY CLUB



VOLUNTEERS &  
COACHES

323

REGISTERED VOLUNTEERS

2028 TARGET - 367

428

REGISTERED COACHES

2028 TARGET - 484



43

REFEREES

REGISTERED REFEREES

2028 TARGET - 50

# OUR PARTNERS



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The Isle of Man FA are proud to partner with a wide range of organisations:

## COMMERCIAL

canada



Jacksons



Driving Youth Football Forward

ECAP



CORLETT'S TROPHIES



## STRATEGIC



BAZOOKAGOAL™



**GIRLS' FOOTBALL  
SCHOOL PARTNERSHIPS**  
Supported by BARCLAYS



# STRATEGIC PRIORITIES & DRIVERS

## STRATEGIC PRIORITIES



Improve Playing  
Choice & Experience



Deliver Equal  
Opportunities for  
Women & Girls to Play



Build more & Improve  
Existing Facilities



Tackle Poor  
Behaviour



Develop a Valued  
network of Volunteers,  
Coaches & Referees

## STRATEGIC DRIVERS

Create Thriving Community Clubs

Connect & Serve Participants

Progress The Game's Governance

## UNDERPINNED BY:

Data  
and  
Insight

Corporate  
Governance

Equality,  
Diversity &  
Inclusion

Finance

Customer  
Excellence

Health &  
Well Being

Marketing  
and  
communications

Safeguarding

# STRATEGY SURVEY



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## A CONVERSATION ABOUT OUR GAME:



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Both quantitative and qualitative data inform our 2024-2028 strategy as we have encouraged participation in our Isle of Man FA Strategy Survey 2024-2028 with male and female players, parents of youth players, coaches, administrators and referees.

From the survey we have benchmarks across specific strategic priorities and drivers to track our progress over the period.

**Isle of Man FA**

**YOU SAID, WE DID**



# KEY HEADLINES FROM OUR STRATEGY SURVEY

We are proud that **71%** of our community feel they are a welcomed part of the Manx football community.

- **60%** Support opportunities to play 3v3 and 4v4 at U8's
- **The top 3 items** to drive greatest improvement in adult male competitions:
  1. Grass pitch quality 39%
  2. Behaviour of players 29%
  3. Structure of adult leagues 29%
- **50%** would play in organised recreational football opportunities in addition to club football opportunities



- **52%** of women believe there are barriers to women and girls participation
- **68%** of women believe women and girls do not get equal opportunities to train and play as the men and boys.
- **58%** of women believe women and girls do not get equal access to kit, equipment and club volunteer support as the men and boys
- **A higher proportion** of women than men reported experiencing discrimination or offensive behaviour



Build more & Improve  
Existing Facilities

- **45%** rate the quality of pitches as average
- **38%** rate the quality of clubhouses as good
- **37%** rate the quality of 3G pitches as good
- **64%** who believe there is further support required for groundskeepers
- **A higher proportion** of females than males rate changing room quality and suitable toilet facilities as a problem.



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- **41%** rate players and referees on field behaviours as concerning
- **44%** rate coaches and spectators off pitch behaviours as concerning



Tackle Poor  
Behaviour

- **The top 3 reasons** for volunteering in football were:
  1. 60% to give back to the game
  2. 55% to give back to the community
  3. 54% to give back to my club

- **The top 3 services** believed to benefit coach development:
  1. 53% resources/ session plans
  2. 44% observing masterclass sessions
  3. 28% observing other grassroots coaches

- **The top 3 items** referees value most are:
  1. 53% the matchday experience
  2. 33% the support from the IOMFA
  3. 20% opportunity to progress

- **The top 3 frustrations** from referees were:
  1. 50% unappreciated by players
  2. 38% behaviour of spectators and parents
  3. 31% portrayal and coverage of match officials on social media



Develop a Valued  
network of Volunteers,  
Coaches &  
Referees

# IMPROVE PLAYING CHOICE & EXPERIENCE

**Evolve the  
youth game**

**Improve  
competitive football  
for adult  
male players**

**Grow and  
add value to  
casual football**

**Support the  
disability game  
to grow and  
thrive**



# IMPROVE PLAYING CHOICE & EXPERIENCE



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## EVOLVE THE YOUTH GAME

### STRENGTHS

- U8 to U16 formats are in line with FA recommended guidelines
- Transition tournaments active across age groups incorporating a variety of formats
- Strong relationship with IOM Junior Football League (IOMJFL)

### GOALS

- Ensure FA Play Phase messaging is fully embedded amongst IOMJFL and member clubs
- Through consultation with key stakeholders, modernise our football offer
- Increased participation across all formats of the youth game

### OPPORTUNITIES

- Provide 3v3 and 4v4 opportunities for both club and recreational players
- Work with IOMJFL to introduce rule variations at 6-10 ages.
- Expand England Futsal offer to IOMJFL age groups
- Explore IOMFA 'Pre-Academy' within elite pathway

### MEASURES

- Successful achievement of the Key Performance Indicators
- Increased number of clubs providing a youth section that compete in the IOMJFL
- Increase the number of 2\* England Football Accredited Clubs

# IMPROVE PLAYING CHOICE & EXPERIENCE

## IMPROVE COMPETITIVE FOOTBALL FOR ADULT MALE PLAYERS

### STRENGTHS

- 27 clubs have been maintained throughout the 2021-2024 strategy period
- Strong connections with IOM media outlets to help promote adult male league football
- Established pre-season tournaments to help club preparation ahead of competitive season.

### GOALS

- Further raise the profile of IOMFA League and Cup competitions via social channels.
- Increase participation across all adult male formats
- Grow flexible football opportunities for adult male players
- Grow informal football opportunities for adult male players

### OPPORTUNITIES

- Undertake a review of our current adult football offer to rationalise focus on targeted areas.
- Grow IOMFA Summer Business League
- Grow IOMFA Walking football opportunities in collaboration with Manx Health Services
- Grow IOMFA Club Walking Football League

### MEASURES

- Successful achievement of the Key Performance Indicators
- Agreed league/competition structure
- Increase number of playing opportunities within FA programmes

# IMPROVE PLAYING CHOICE & EXPERIENCE



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## SUPPORT THE DISABILITY GAME TO GROW AND THRIVE

### STRENGTHS

- IOMFA Disability Football Ambassador in place
- Strong relationship with IOM Special Olympics
- Established relationship with Manx Sport and Recreation Disability sport officers.

### GOALS

- Support IOM Special Olympics mixed football team to grow
- Offer additional playing opportunities to players with disabilities
- Raise awareness of coaching disabled players within clubs.

### OPPORTUNITIES

- Establish a pan disability football FA Comets programme (5-11 years)
- Establish a pathway into IOM Special Olympics via a 11-14 years
- Run workshops with IOMFA clubs to raise awareness of coaching players with disabilities.

### MEASURES

- Successful achievement of the key performance indicator
- Number of players playing regularly in IOMFA disability football pathway.
- Number of talented players with disabilities signposted to UK disability football opportunities.

# DELIVER EQUAL OPPORTUNITIES FOR WOMEN & GIRLS

**Create and embed playing opportunities in schools, both in PE and extra curricular**

**Drive more playing opportunities at club and within communities**

**Ensure football is a safe and inclusive environment for women and girls to play**

**Improve the diversity of women and girls playing the game**



# DELIVER EQUAL OPPORTUNITIES FOR WOMEN & GIRLS

## CREATE AND EMBED PLAYING OPPORTUNITIES IN SCHOOLS BOTH IN PE & EXTRA-CURRICULAR



### STRENGTHS

- Strong relationship with Department of Education.
- IOMFA led primary school festivals are already well established.
- Growing attendance from primary schools in girls only school football festivals.

### GOALS

- Maximise and replicate team attendance at IOMFA Girls Primary School Festivals with boys school festivals.
- Replicate boys IOMFA secondary schools football finals offer
- Leverage IOMFA Youth Leadership Programme to promote girls football activity in secondary schools.

### OPPORTUNITIES

- Roll out Barclays Girls Football School Partnership to primary schools and secondary schools.
- Expand wildcats programme to North, East, South and West of the Island.
- Explore an IOMFA School Partnership Community Coach Programme to deliver breakfast / lunchtime / or after school clubs to establish strong school-club links.

### MEASURES

- Successful achievement of the key performance indicator and Girls only program opportunities increase
- Girls football schools partnership
- School team and player attendance numbers at IOMFA primary school football festivals.

# DELIVER EQUAL OPPORTUNITIES FOR WOMEN & GIRLS

## DRIVE MORE PLAYING OPPORTUNITIES AT CLUBS AND WITHIN COMMUNITIES

### STRENGTHS

- Strong collaboration with Manx Sport and Recreation on well-oiled Manx Youth Games vehicle.
- Women and Girls Community Champion and Equal Game Ambassador on Island
- IOM Junior Football League incorporate girls only teams into both girls only and mixed team leagues

### GOALS

- Increase the amount of clubs offering girls only teams
- Increase the number of informal playing opportunities within the community
- Promote and reward volunteers leading girls club teams and festivals.
- Drive transition from Manx Youth Games to clubs

### OPPORTUNITIES

- Run a post Manx Youth Games junior club summer club league at a variety of age groups
- Maximise start up grants for new teams to buy kit and equipment.
- Expand wildcats programme to North, East, South and West of the Island.

### MEASURES

- The successful achievement of the key performance indicator.
- Implementation of succession planning at club and league level.
- Number of players who have transitioned up the league age groups

# DELIVER EQUAL OPPORTUNITIES FOR WOMEN & GIRLS

## ENSURE FOOTBALL IS A SAFE AND INCLUSIVE ENVIRONMENT FOR WOMEN AND GIRLS TO PLAY THE GAME

### STRENGTHS

- Majority of IOMFA clubs with junior female and adult female teams are based on club owned sites.
- The IOMFA run adult league and cup competitions and so can ensure flexibility
- Strong connections to IOM Media to promote the women and girls game.

### GOALS

- Retain and grow adult female club participation
- Expand adult female recreational playing opportunities
- Support the transition from youth to adult female club football
- Drive women and girls spectators at all football games.

### OPPORTUNITIES

- Conduct a review of the current facilities women and girls' fixtures take place at.
- Collaborate with IOM Media to Increase visibility of women and girls playing in media & reporting
- Establish a start to finish group for youth to adult female transition.
- Explore Women's Fan Group
- Explore ways to make cup finals family friendly events

### MEASURES

- IOMFA Strategy survey data and insight
- Attendance statistics at Women's cup finals.
- Data gathered at e.g. women and girls focus groups.

# BUILD MORE & IMPROVE EXISTING FACILITIES

**Transform  
grass pitch  
quality**

**Build more  
3G pitches**

**Create inclusive  
and accessible  
facilities**

**Improve  
environmental  
sustainability**



# BUILD MORE & IMPROVE EXISTING FACILITIES



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## TRANSFORM GRASS PITCH QUALITY

### STRENGTHS

- 75% of IOMFA affiliated clubs own or have long term leases on their club sites.
- 19 IOMFA clubs have signed up to the FA Pitch Improvement Programme.
- Over £300k already committed across 19 clubs to the FA Grass Pitch Improvement Programme over a 10 year period.

### GOALS

- Maximise Football Foundation investment into club, corporation and school owned sites.
- Protect council owned and school football pitch sites.
- Recognise and reward IOMFA Club volunteer grounds teams.

### OPPORTUNITIES

- Further increase number of IOMFA clubs accessing the FA Pitch Improvement Programme.
- Explore equipment bank concept for Verti draining and other pre-season club pitch works.
- Explore Floodlight project at targeted club owned sites to support more mid-week football fixture options on grass pitches.
- Expand educational opportunities through Grounds Management Association GMA for club grounds teams.

### MEASURES

- The successful achievement of the key performance indicator.
- Percentage of adult fixtures postponed by IOMFA clubs citing unplayable playing conditions.
- Total funding amount allocated by Football Foundation towards FA Grass pitch Improvement Programme

# BUILD MORE & IMPROVE EXISTING FACILITIES

## BUILD MORE 3G PITCHES

## CREATE INCLUSIVE AND ACCESSIBLE FACILITIES

### STRENGTHS

- FA Local Football Facility Plan highlights requirement for additional 3G pitches on the Isle of Man.
- Growing affiliated participation numbers.
- Track record of Football Foundation investment.

### GOALS

- Deliver new 3G pitches on the Island to support the growth of participation.
- Modernise IOMFA HQ building
- Ensure all club fixtures and IOMFA events take place at inclusive facilities.

### OPPORTUNITIES

- Lead club facility development education workshops on Football Foundation Funding opportunities.
- Collaborate with Isle of Man and Department of Education regarding additional 3G pitch 11aside opportunities on school/ government sites.
- Explore female friendly club environment projects.
- Explore income generating opportunities at the bowl.

### MEASURES

- FA 3G pitch register.
- IOMFA Strategy Survey data and insight
- Insight from focus groups.



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# TACKLE POOR BEHAVIOUR



**Apply tougher sanctions**

**Drive collective responsibility across the game to raise standards**

**Promote positive behaviour**

# TACKLE POOR BEHAVIOUR



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## PROMOTE POSITIVE BEHAVIOUR

### STRENGTHS

- IOMFA Respect Campaign 'It's Everyone's Game' piloted in April 2024
- Established relationship with Kick it Out
- An IOMFA Diversity and Inclusion Survey data to benchmark against

### GOALS

- Proactively educate offenders of misconduct, discrimination and aggravated cases
- Galvanise IOMFA Club Welfare Officer workforce through targeted education and support.
- Support and educate referees with scenario management and report writing.

### OPPORTUNITIES

- Review IOMFA Respect Campaign pilot 'Its Everyone's Game' and roll out sustainable measures in junior and adult football.
- Explore communications plan for monthly impact of Isle of Man FA Respect campaign.
- Continue to leverage existing relationship with Kick it Out to improve reporting mechanisms for discrimination within the game

### MEASURES

- Utilise discipline data to inform intervention requirements
- IOMFA Strategy survey data and insight
- A reduction in charges based upon participation figures

# DEVELOP A VALUED NETWORK OF VOLUNTEERS, COACHES & REFEREES

Grow the number  
of people running  
the game

Support those  
running the game  
to learn  
and develop

Improve the  
diversity of  
those running  
the game

Celebrate and  
reward those running  
the game



# DEVELOP A VALUED NETWORK OF VOLUNTEERS, COACHES & REFEREES



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## GROW THE NUMBER OF PEOPLE RUNNING THE GAME

### STRENGTHS

- Quantitative benchmark data from IOMFA Strategy Survey
- Annual IOMFA Youth Engagement Plan
- Strong FA Grassroots Awards engagement
- Established Youth Leadership Group, Women's Coaching Group.

### GOALS

- Build a valued volunteer, coach and referee network, supporting and encouraging new football volunteers.
- Ensure regular consultation with our stakeholders to gain feedback and ideas including the voice of children.
- Provide CPD and development opportunities for all

### OPPORTUNITIES

- Explore partnership opportunities e.g. IOM College/Secondary schools, Job seekers
- Prioritise EDI and Health and Wellbeing calendar dates e.g. National Volunteers day to run events / roll out campaigns designed to reward volunteers and raise awareness of supporting mechanisms.
- Organise tailored CPD using FA staff and external bodies e.g. Referees Academy

### MEASURES

- An increase in the number of coaches, volunteers and referees in the Isle of Man
- IOMFA Youth Engagement Plan
- Customer/ stakeholder satisfaction/ engagement data in IOMFA Strategy Survey.

# CREATE THRIVING COMMUNITY CLUBS



**Ensure clubs grow opportunities and provide a quality experience**

**Support the current and future generation of club leaders**

**Help clubs to become more sustainable**

**Equip clubs to add value to their local communities**

# CREATE THRIVING COMMUNITY CLUBS

**ENSURE CLUBS GROW OPPORTUNITIES TO AND PROVIDE A QUALITY EXPERIENCE**

**SUPPORT THE CURRENT AND FUTURE GENERATION OF CLUB LEADERS**

## STRENGTHS

- Strong England Football league and accreditation engagement
- Established IOMFA Youth Leadership Group
- Easy access to meet IOMFA Club committees for football development support.

## GOALS

- Help clubs to become more sustainable.
- Educate around the benefits of community clubs
- Increase the number of community clubs with a full player pathway
- Increase participation across all formats of the game.
- Maximise IOMFA Youth Leadership Group across the business.

## OPPORTUNITIES

- Drive England Football league and club accreditation to raise standards and ensure continued growth
- Support football development plans to grow player numbers to ensure sustainability.
- Explore collaboration with IOM College BTEC Studies to support step into coaching, refereeing and volunteering.
- Apply for FA club consultants hours for Isle of Man clubs.

## MEASURES

- England Football league and club accreditation.
- Feedback from IOMFA Youth Leadership Group consultations.
- FA Club consultant programme feedback.

# CONNECT & SERVE PARTICIPANTS

**Make it easier  
to find information  
and opportunities  
to play, volunteer  
and learn**

**Improve our  
customer service and  
communications**

**Develop our digital  
tools to make running  
the game easier**

**Use technology to  
make football more  
enjoyable**



# CONNECT & SERVE PARTICIPANTS



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## IMPROVE OUR CUSTOMER SERVICE AND COMMUNICATIONS

### STRENGTHS

- The IOMFA organise and run all adult leagues and are the recognised 'go to' governing body for football on the Island.
- Very accessible to all club volunteers, players, coaches and referees.
- Strong relationships with local media outlets.

### GOALS

- To provide a quality customer experience for all our stakeholders
- Build our customer excellence offer and maintain relevance and sustainability.

### OPPORTUNITIES

- Review customer service and establish IOMFA customer service and satisfaction plan to enhance customer experience and satisfaction.
- Explore brand engagement strategies to nurture stronger connections with Isle of Man public.
- Review marketing and communications for all business areas.

### MEASURES

- Customer / stakeholder satisfaction and engagement data in Isle of Man FA Strategy Survey.
- FA Strategy Survey
- A Conversation with the Game FA data and insight.

# POTENTIAL CHALLENGES TO MITIGATE

## Challenges

- Registered referee number within adult and junior football
- Women's adult club team participation
- A potential adult men's league re-structure which may impact participation levels long term
- 3G pitch space for training and matches
- Reliance on volunteers within the game

## Mitigations

- IOMFA Referee Academy, Partnerships with IOM College and IOM Secondary schools
- RAG rating and football development planning. Start and finish group for female transition into adult football.
- Inform council members of any potential pro's and con's and monitor overtime.
- Collaborate with IOM Government and start and finish group for IOM floodlight project
- Reward and recognise volunteers

# SAFEGUARDING



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Safeguarding has become part of the day-to-day functioning at the Isle of Man FA. It is embedded into our work on a daily basis and in all the events and initiatives we undertake as a CFA team. We collaborate regularly with our leagues, clubs, volunteers and referees on safeguarding best practice. We work hard to ensure our grassroots workforce amongst our clubs are kept up to date with key information and support available.

We have a Designated Safeguarding Officer, Deputy Designated Safeguarding Officer, a Board Safeguarding Champion, a Senior Safeguarding League and Deputy Safeguarding Lead at the Isle of Man FA.

Our staff undertake visits throughout the season to support clubs and advise where required on improvements that can be made to ensure a safe and inclusive environment exists for players to enjoy the game.

## **STRATEGIC PRIORITIES MOVING FORWARDS:**

- Continue to listen and engage with the Voice of Children, through our IOMFA Youth Engagement Strategy and IOMFA Youth Leadership Group
- Uphold and implement FA Safeguarding 365 Operating standard
- Continue to Improve awareness of safeguarding in football community
- Further develop and promote opportunities for parents/carers/volunteers to speak to IOMFA about safeguarding concerns.

# COUNTY FA CODE OF GOVERNANCE



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We are active on our journey to achieving the County FA Code of Governance by June 2025 to certify the highest standard of sport governing body corporate governance. It ensures our board and council are best equipped to safeguard and develop football and ensure a game for all.

There are wide ranging tangible benefits for the Isle of Man FA achieving the Code including a stronger board, greater diversity of thinking, better internal controls, processes and stronger risk management as well as improved internal cultures.

We have a group from our board of directors who meet weekly on the Code of Governance in our move towards compliance. We have made significant strides in the last six months, recruiting five new directors.





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# EQUALITY, DIVERSITY AND INCLUSION



## INTRODUCTION

The IOM FA's E,D&I strategy is a structural part of the overarching Business Strategy. It is designed to weave through our operational plans year-on-year to accelerate progress towards our 2024 - 2028 strategic priorities.

Taking this approach will also deliver stronger outcomes for grassroots football in the Isle of Man.

## FOCUS

**E, D& I effort will focus on:**

- 1.** Incremental increase in the overall sense of feeling welcomed, respected and included in IOM Football, with emphasis on race and cultural differences, as measured by the Annual Business Strategy Survey.
- 2.** Increasing participation of women and girls in every aspect of the sport including players, coaches, referees and spectators, to support reaching targets set out in Business Strategy and measured by data held on Power Bi.
- 3.** Increasing number of disability players to support reaching targets set out in Business Strategy and measured by data held on Power BI.

## HOW



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The Business Strategy sets out our targets and the interventions we will deliver to achieve them.

The E,D&I strategy will support this using the below levers to accelerate progress:

### Data

- Establishing credible and repeatable data source for E,D&I measures is the number 1 priority.
- Annual surveys and Power Bi are core sources.

### Governance and Excellence

- Clear and transparent action plans published to evidence what is required to achieve Code of Governance standards
- Understanding and action in-line with current and evolving Equality Law of the IOM

### Increase Visibility

- Increased media representation and targeted coverage
- Utilisation of existing awards; e.g. IOM Awards for Excellence, 30 Under 30, IOM FA Annual Awards
- Delivery of 3 E,D&I focused events per year e.g. 2024 IWD Celebration
- Acknowledgment of celebrations of cultural importance e.g. Ramadam, Diwali, in addition to Easter and Christmas etc.

### Independent Advisory Groups

- Multi – IAG's formed to develop design proposals and execute targeted interventions.
- IAG's are specific to task and are finite.

### Education

- Launch of annual self-directed learning programme
- Explore anchoring specific awareness programmes to E,D&I calendar dates and / or International Learning at Work Week

# IOMFA PEOPLE PLAN



**Roles &  
Recruitments**



**Induction &  
Training**



**Inclusion &  
Wellbeing**



**Engagement &  
Retention**



**Succession  
Planning**

We are embarking on a journey to shaping a People Plan for the Isle of Man FA staff, direct volunteers and committee members as well as considering how the principles of good governance can be cascaded for the benefit of volunteers, clubs, leagues and other stakeholders.

## **Our strategic priorities include:**

- Regular review and discussion on the plan
- Sharing findings of reviews and discussions with employees and volunteers
- Developing a diverse workforce
- Demonstrating a duty of care towards the people within the organisation
- Developing skills and behaviour for our workforce and volunteers
- An IOMFA Volunteering Game Plan to increase satisfaction of volunteers across the game.
  - To raise the profile of volunteering within football
  - To drive engagement to retain, recruit and rewards volunteers
  - To create a comprehensive training and development plan for volunteers

# HEALTH AND WELLBEING



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We have teamed up with industry leading wellbeing organisations including Manx Minds and Isle Stand up to Suicide to support volunteers and stakeholders on the Isle of Man through football.

We have a qualified Mental health first aider in our staff trained to understand and help those experiencing mental health issues. We also have an industry leader on the Isle of Man within our board of directors. We have upskilled our club volunteers through the mental health first aid training.

We have recently signed up to the Football Mental Health Alliance to further promote support available to our network.



MANX MINDS



## Strategic Goals moving forwards

- Raise awareness around wellbeing and mental health in relation to grassroots football
- To be a leading county FA for wellbeing and mental health
- To further develop relationships with industry leading wellbeing organisations who can support volunteers and stakeholders on the Isle of Man.



# FINANCE



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Pivotal to our effective business is strong and robust financial management procedures. We are always looking to enhance the control and management of our finances. Accurate and reliable reporting ensures informed decisions can be made.

## Strategic Priorities:

- Manage IOMFA Finances in line with County FA Financial Operating Guidance
- Forecast effectively and deliver a balanced budget
- Enhance our operational and internal financial controls
- Utilise Xero technology for effective reporting





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**2024 - 2028**

**Achieve**



FA Code of Governance  
framework  
compliance

stronger  
player pathways  
through an increase  
in community  
clubs



**Create**

**Enhance**



robust  
financial  
management

participation across all  
aspects of the game  
– playing, coaching,  
refereeing,  
volunteering



**Increase**

**Expand**



EDI awareness

**Embed**

**Promote**

Facility Development  
opportunities

Health & wellbeing  
strategies within Isle of  
Man Football

and recognise  
volunteering within  
the game

positive behaviour  
and best practice

**Explore**

**Reward**



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