



#### **CONTENTS**





1	Chair's Introduction	4
2	Our Goals 2021-2024	5-6
3	Headline Goals, Objectives and Key Achievements a A positive environment that enhances the football experience b Football for all c Sustaining and strengthening involvement in football d Developing a well governed, efficient organisation that underpins a solid and sustainable future for football	7-12 13-16 17-22 23-24
4	Key Performance Indicators	25-26

# CHAIR'S INTRODUCTION







As we look back on the 2023-24 season, it is with great pride that I introduce this report reflecting on the far-reaching work of the Jersey Football Association over the past 12 months.

We have, again, seen increased participation across many of the age groups, and our programmes have further expanded as we strive to ensure every child in the island, regardless of background, has the opportunity to play and thrive in our sport.

On the pitch, the memorable performance of the senior men's side in yet another Muratti Vase win over Guernsey stands out, as do the efforts of the Jersey FA women in an impressive Southern Counties Cup campaign. Jersey's dominant display in the 4-0 Under-18s victory against Guernsey was another highlight of the inter-insular programme, and was further evidence of the quality coaching these players have received and the players' dedication over so many years.

Our local JFA Combination leagues were, in the main, competitive. At the top of the adult game, congratulations go to St Clement who lifted the Jersey Premiership trophy for the second time in three seasons, and Rozel Rovers who triumphed in the women's division. There were tremendous efforts from the clubs to get their pitches and facilities back in order following Storm Ciaran.

None of these achievements would have been possible without the support of sponsors, partners, coaches, committee members, referees, volunteers and the wider football family. Your continued involvement is invaluable, and on behalf of the Jersey FA I extend my thanks to you all.

Ensuring the game is played in safe, welcoming environments remains a priority, and it was particularly pleasing that an independent assessment from the NSPCC found us to have 100% achievement in safeguarding standards. 100% of youth teams in Jersey are DBS compliant.

Towards the end of the season, our Chief Executive Officer, David Kennedy, informed the Board that he would be stepping down to take up the CEO position at Jersey Sport. The JFA has made great strides under David's leadership over the past four years, and he ended his tenure by guiding the JFA to achieving the FA Code of Governance Version 2, demonstrating we are running and governing the game locally to the highest possible standards. We wish David all the best in his new role.

I am delighted that Tim Pryor will join us as our new CEO for the 2024-2025 season. Tim returns to the JFA after working with us three years ago and I am very much looking forward to working with him to build on previous success and take the JFA forward.

This annual report marks the end of the 2021-24 "Game for Change, Game for Life" strategy period, and we are excited to now be putting the final touches to the new strategy that will shape our work over the next four years. Football has the power to bring people together, and we remain committed to making our sport a force for positive change in our community.

Jimmy Kelly
Chairman of the Jersey FA Board



#### **HEADLINE GOALS & OBJECTIVES**



Between 2021-24 the Jersey FA committed to delivering 12 key objectives within 4 strategic goals

A positive environment that enhances the football experience	1.1	Ensure safeguarding is embedded in the fabric of football in Jersey	1.2	Providing a positive matchday experience for everyone in football	1.3	Inspiring facilities that meet the needs of the modern game
2. Football for all	2.1	Ensuring football is accessible to anyone in Jersey	2.2	Effective engagement & communications that promotes football for all	2.3	Demonstrating football's diversity and inclusivity at all levels of the game
3. Sustaining and strengthening involvement in football	3.1	Ensuring a suitable pathway for sustainability in football	3.2	To inspire, support and retain volunteers in the game to provide a workforce to sustain and increase participation	3.3	Providing high quality opportunities for Jersey's better players
4. Developing a well governed, efficient organisation that underpins a solid and sustainable future for football	4.1	Effective marketing and communications that widen our network	4.2	Strong financial management that maintains current income and grows where possible	4.3	Investing in our people and processes



## ENSURE SAFEGUARDING IS EMBEDDED IN THE FABRIC OF FOOTBALL IN JERSEY



100% of youth teams are DBS compliant	Bespoke training provided for Club Welfare Officers throughout the season
Successful integration of FA Shared Services to maintain compliance	Completed club site visits x 4 with action plans established
Maintained status as registered childcare provider	50% bursaries provided for completion of FA Safeguarding Children Course
All low-level concerns successfully addressed in partnership with stakeholders	100% achievement of safeguarding standards following NSPCC Independent Assessment

## PROVIDING A POSITIVE MATCHDAY EXPERIENCE FOR EVERYONE IN FOOTBALL



100% of clubs with a youth section have England Football Accreditation	70% of adult clubs have England Football Accreditation
84% of youth teams have a qualified coach	99% of all adult fixtures with a qualified referee
Weekly management meetings held to pro-actively address poor practice	8% reduction in the number of cautions given by referees
'Discipline in Football' workshop delivered to clubs	21% reduction in the number of red cards given by referees



#### INSPIRING FACILITIES THAT MEET THE NEEDS OF THE MODERN GAME



x 5 clubs supported by Football Foundation through on-site visits

Bi-monthly meetings held with Government of Jersey Sports Division

Clubs x 3 with funded grass pitch maintenance plans

Grass pitches x 5 graded as "good quality"

Working with key partners on plans to provide 3G pitch at Le Rocquier School

Developed new pitch allocation plan following Storm Ciaran



#### ENSURING FOOTBALL IS ACCESSIBLE TO ANYONE IN JERSEY



Wildcats Centres x 4 offering coaching sessions for 132+ girls aged 5-11

Appointment of full-time Football Development Officer (Women and Girls)

Girls only holiday fun weeks x 3 for 70+ girls aged 5-12

In partnership with Brightly
Charity 7 FREE places provided
on holiday courses

Female only
Just Play and Walking Football
weekly sessions provided

Jersey Learning Disability FC providing weekly coaching sessions for adults and young players

Player Development Centre (girls) provided with coaching sessions x 42

In partnership with MIND Jersey
FREE access provided for clients x 8
to Walking Football sessions

## DEMONSTRATING FOOTBALL'S DIVERSITY AND INCLUSIVITY AT ALL LEVELS OF THE GAME



New Jersey FA Equality, Diversity & Inclusion Group (JEDI) Chair appointed	New disability coaching session set up in partnership with Jersey Sports Association for the Disabled
FA Stepping Over the Sidelines course organised and delivered to support female game	Jersey Sport grants provided for off-Island travel for players under 23 years of age
Increase in the number of FA qualified female referees from 1 to 5	Stronger sanctions introduced for all discrimination offences
Growth in diversity and improved gender balance among Directors on the Jersey FA Board	Jersey FA Youth Council meetings held on a quarterly basis





## ENSURING A SUITABLE PATHWAY FOR SUSTAINABILITY IN FOOTBALL



Number of male players registered 15.3% above target	More than 120 Community Programme After School Skills Sessions, and Holiday Fun weeks x 12
Number of registered female players 23.6% above target	Walking Football League fixtures x 56 involving members clubs x 8
More than 1,000 fixtures organised including 21 cup finals	2-3 'Just Play' recreational Walking Football sessions weekly for players aged 50+
Member clubs x 25 providing football for teams x 314 (minis to seniors)	In partnership with Wednesday Night FC weekly 'kickabout' sessions provided



### TO INSPIRE, SUPPORT AND RETAIN VOLUNTEERS IN THE GAME TO PROVIDE A WORKFORCE TO SUSTAIN AND INCREASE PARTICIPATION



UEFA C Coaching Course organised and delivered with x 17 coaches in attendance	FA Referee Course organised and delivered attended by x 7 people
Community Programme volunteer coaches x 32 provided with mentoring	Annual Referee 'Cup Final Seminar' held with x 32 referees attending
£80 bursaries x 12 for coaches completing the FAi2CF Coaching Course	Secondary School students supported with Project Trident placements
Coach Development CPD events x 4 delivered	FA Long Service Awards x 2 presented to volunteers to recognise 50-year milestone

### PROVIDING HIGH QUALITY OPPORTUNITIES FOR JERSEY'S BETTER PLAYERS

**World Cup** 



Cup during 23-24 season

Performance Centre (boys) squads x 8 provided with 150+ coaching sessions	Continued Professional Development events provided by staff from Football Academies
Formal agreements re-signed with Fulham FC and Southampton FC Academies	Jersey born youth players x 3 playing at English Football League Clubs
Off-Island tournaments attended in England, France, Italy and Portugal	In partnership with Jersey Bulls FC u18 team competed in the FA Youth Cup
Jersey FA Walking Footballers reached quarter final of IWWF	Jersey FA Women's team competed in Southern Counties





### INVESTING IN OUR PEOPLE & PROCESSES AND WIDENING OUR NETWORK



Women's Club Football Forum
held to review the pathway for
female players

Junior Football Forum held to review the pathway for young players

New Directors x 2 appointed with Inductions delivered

New
Jersey FA Peoples Plan
developed

FA's Regional
Code of Governance (version 2.1)
achieved

Annual staff survey returned with 100% staff satisfaction

Youth Council members represented at Jersey FA Board level

'End of Season Awards Night' organised, attended by 130+ people



#### **OUR TARGETS**





Our Key Performance Indicators are aligned to the FA Grassroots Strategy 2020-24 Survive, Revive, Thrive and are set out as Primary KPIs in the table below. These KPIs as outlined in our Game for Change, Game for Life Strategy 2021-24.

PRIMARY MEASURES	BASELINE 2021	2023/24 TARGET	2023/24 ACTUAL	+ or -		
Players						
Registered male players	2,615	2,615	3,016	+15.3%		
Registered female players	272	353	436	+23.6%		
Registered disabled players	23	28	37	+32.1%		
Referees						
Number of referees	42	46	49	+3		
Number of L5-L7 referees	32	36	38	+2		
Recruitment measure	11	12	12	Achieved		
Conversion measure	7	7	7	Achieved		
Retention measure	34	38	39	+1		
Coach Education and Development						
Youth teams with a qualified coach	76.6%	90%	84%	-6%		
Continued professional development measure	0	50%	50%	Achieved		
	-					
Pitches						
Quality Grass Pitches	0	3	5	+2		
Clubo						
Clubs	990/	000/	700/	000/		
England Football Accreditation - Adult Clubs	88%	90%	70%	-20%		
England Football Accreditation - Youth Clubs	100%	100%	100%	Achieved		





#### **Jersey Football Association**

Springfield Stadium Janvrin Road St Helier Jersey JE2 4LF

Tel: 01534 730433

Email: info@jerseyfa.com

#### www.jerseyfa.com

Special thanks to all our sponsors, and to Sportscast Jersey for providing many of the images in this report.















