



**ENGLAND  
FOOTBALL**

# ***LEICESTERSHIRE & RUTLAND COUNTY FA***

**ANNUAL REVIEW  
2020-2021**





## LEICESTERSHIRE & RUTLAND COUNTY FA

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ENGLAND  
FOOTBALL

# WELCOME

## OUR STORY

Our role is to develop and support the grassroots game in the geographical area of Leicestershire & Rutland. We aim to provide everyone with the opportunity to participate in the game. Our primary focus when anyone chooses to participate in the game is to make sure safeguards are in place to ensure they have fun in a safe environment, creating pathways for them to stay in the nation's favourite game for as long as they wish. At LRCFA our staff and volunteers work tirelessly to share their passion for football.



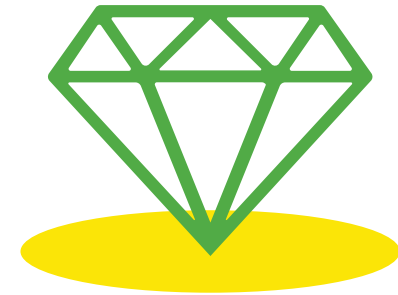
### LRCFA MISSION

Working for the benefit of our members and the whole community by delivering the highest standards of service for football in Leicestershire and Rutland.



### LRCFA VISION

To get as many people playing football in the best possible environment.



### LRCFA VALUES

Progressive  
Respectful  
Inclusive  
Determined  
Excellence



HOLMES PARK



KING POWER

# CHAIRS FOREWORD - PART 1

After 21 years, 2020-2021 season was my last as Chair Leicestershire & Rutland County Football Association.

I have been Chair since 2001 and have thoroughly enjoyed the role over the years despite the many challenges that came my way especially over the last couple of years. It was my intention to step down in June 2020 but due to the ongoing COVID19 situation and the associated problems that it presented I stayed in the role for a final season.

LRCFA acknowledges the part it must play in supporting our football community in its recovery from the pandemic. We are aware that clubs at all levels have suffered hardship because of Covid. We have been able to assist clubs in accessing funds that we hope have helped their efforts to survive.

Moving forward, the role I have held will be split into two; we will have a separate Chair of Board of Directors - Prof Surinder Sharma and a Chair of Council – Sharon Reason. We are also going through the process of recruiting a Board of Directors that is reflective of the modern needs of the game in line with the FA's Code of Governance for County FA's. This will see 12 Directors in total combining independent as well as representatives from our Council. I wish Surinder and Sharon all the very best in their new roles with the Association.

Finally, I want to mention the office team lead by our CEO Kelly Ellis. With some relatively new members supported by some experienced officers, they will only grow in stature as time goes on and will be for the betterment of local grassroots football. They are all dedicated personnel who have our Association at heart and deserve your support.

In closing, can I thank you all most sincerely for your support over my time as your Chair and give my very best wishes for the future in whatever role you play in our beautiful game.



**David Jamieson**

LRCFA Chair 2001-2021

# CHAIRS FOREWORD - PART 2

May I introduce myself as the new Chair of the Board of Directors for Leicestershire & Rutland County FA. Let us hope that this season runs its full course without any interruptions, unlike the last two seasons, when we have had major disruptions and impact not only to football, but everyone's everyday lives.

The Leicestershire and Rutland County Football Association's (LRCFA) new year 3 year Strategy, 2021-24 (approved by the FA), has been developed with a clear focus on ensuring that football thrives once again, following the interruptions and challenges over the last two seasons. This Association will always strive to be inclusive, innovative, passionate, transparent and empathetic.

This Association has now secure foundations in place to develop an innovative, inclusive, entrepreneurial, customer focussed, forward looking and sustainable business with significant opportunities to explore both in the short and long term, in delivering benefit of the grassroots football and our diverse communities in Leicestershire and Rutland.

I wish to pay, a sincere and heartfelt tribute to David Jamieson, who stepped down earlier this year, as Chair of the Association, after 21 years. As Chair, he demonstrated leadership by conducting himself with integrity, selflessness, friendship and respect for all, leading the Association through many changes and challenges, during his tenure.

I also, together with my Board colleagues, wish to say thank you to our Chief Executive, Kelly Ellis and all her staff team for their dedication, commitment, professionalism and hard work, during these difficult times to ensure the game received help, support and guidance during the last season.

We all appreciate, are very grateful and thankful for the time, personal and collective commitment, hard work and passion for our beautiful game, of the thousands of volunteers, who run and participate in the leagues, clubs, teams and the match officials who manage and support the game each and every week.

Thank you and my very best wishes to you all.



**Professor Surinder Sharma DL.**

LRCFA Chair of the Board of Directors, 2021



# CEO INTRODUCTION

The 2020-2021 season has been another challenging season for the Association and the game across Leicestershire & Rutland because of the impact of Covid-19. Despite the challenges faced, the grassroots football community was able to make football happen in our County.

We have continued to follow our strategic plan which focuses on our vision of "To get as many people playing football in the best possible environment". The key themes and successes have been highlighted in this review. We are particularly proud of the level of investment attracted into the County to support the grassroots game. There were 177 grants awarded by the Football Foundation July 2020 - June 2021 totalling £3,621,155 of investment.

Leicestershire & Rutland County FA is working towards a new Business Strategy for 2021-2024. The Strategy will outline a very exciting future for grassroots football. This will be led by the new LRCFA Board of Directors who have started to take on their new roles from August 2021.

The LRCFA Staff have worked tremendously hard in challenging times to ensure the game received support and guidance throughout the season. I would like to thank them for their hard work and dedication to football in Leicestershire & Rutland.

Football in the County wouldn't happen without the thousands of volunteers who run Leagues, Clubs and Teams. We really appreciate the time and commitment you give to the game. Thank you.

I would also like to thank our Match Officials who support and manage the vast majority of our games week in week out. I wish you well and thank you.



**Kelly Ellis**

Leicestershire & Rutland Chief Executive Officer





  
**KING  
POWER**



  
**KING  
POWER**

# INCLUSION ADVISORY GROUP

The Leicestershire and Rutland CFA Inclusion Advisory Group was formed in November 2020 and is made up of 12 members including an IAG Chair who is an EX-Officio Director.

Working groups have been set up to support the following areas;

- Discrimination and Reporting
- Business and Operational Planning
- Equality Standard

To find out more about our IAG please click the following link:

<https://www.leicestershirefa.com/about/lrcfa-staff-and-members/iag>



HOME GUESTS  
1 3

TOTAL		
BATSMAN	WICKETS	BATSMAN
LASTMAN	OVERS	1st INNS





12

16

WEST  
MAY

# SAFEGUARDING

- Leicestershire and Rutland CFA was signed off as successfully meeting the Safeguarding Operating Standard by the independent assessor in May 2021.
- 18 'Virtual' Safeguarding Visits (13% of CFA affiliated clubs) were completed by May 2021. All visits were preceded by a Desktop Review of the club's digital presence enabling the CFA to check that Safeguarding Policies, Procedures and Key Officials were readily available.
- Relationships with key external strategic partners have been strengthened (County and City Local Authority Designated Officer (LADO), Leicester City FC, Leicester City in the Community)
- Successful application to the FA Innovation Fund to run a Mental Health Awareness project for Grassroots volunteers, as part of the Safeguarding Covid Recovery Plan. This will form part of the Welfare Officer CPD programme. Welfare Officer CPD Workshop already held in September (to be repeated in November) 'Supporting Under 18s through the Discipline Process'. Further training to be offered in the New Year, tailored to CWO requests for support.

- 'Faith', the new L&R CFA mascot, has been chosen by the Youth Task Force following receipt of a large number of entries from children across Leicestershire and Rutland. Faith will form part of our key safeguarding messages to young people across the County.



# CLUB DEVELOPMENT

- 2020-21 saw the end of the FA Charter Standard Programmes. The new England Football Accreditation programme will take its place from 2021 onwards.
- 2020/21 saw 7 new clubs achieve FA Charter Standard Status
  - Youth CS % increased by 1.5% - 91.6% in 2019/20 to 92.1% in 2020/21
  - Adult CS % maintained at 49%
- 93.38% of Youth Teams had a Qualified Coach by June 2021





# PARTICIPATION



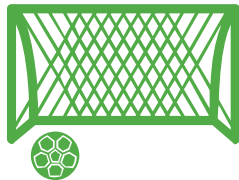
**29,136**  
(-2,999 ON TARGET)  
**Male Players**



**3,690**  
(+40 ON TARGET)  
**Female Players**



**540**  
(-490 ON TARGET)  
**Disability Players**



**1,780**  
**Futsal Players**



**15**  
**Leagues Sanctioned**

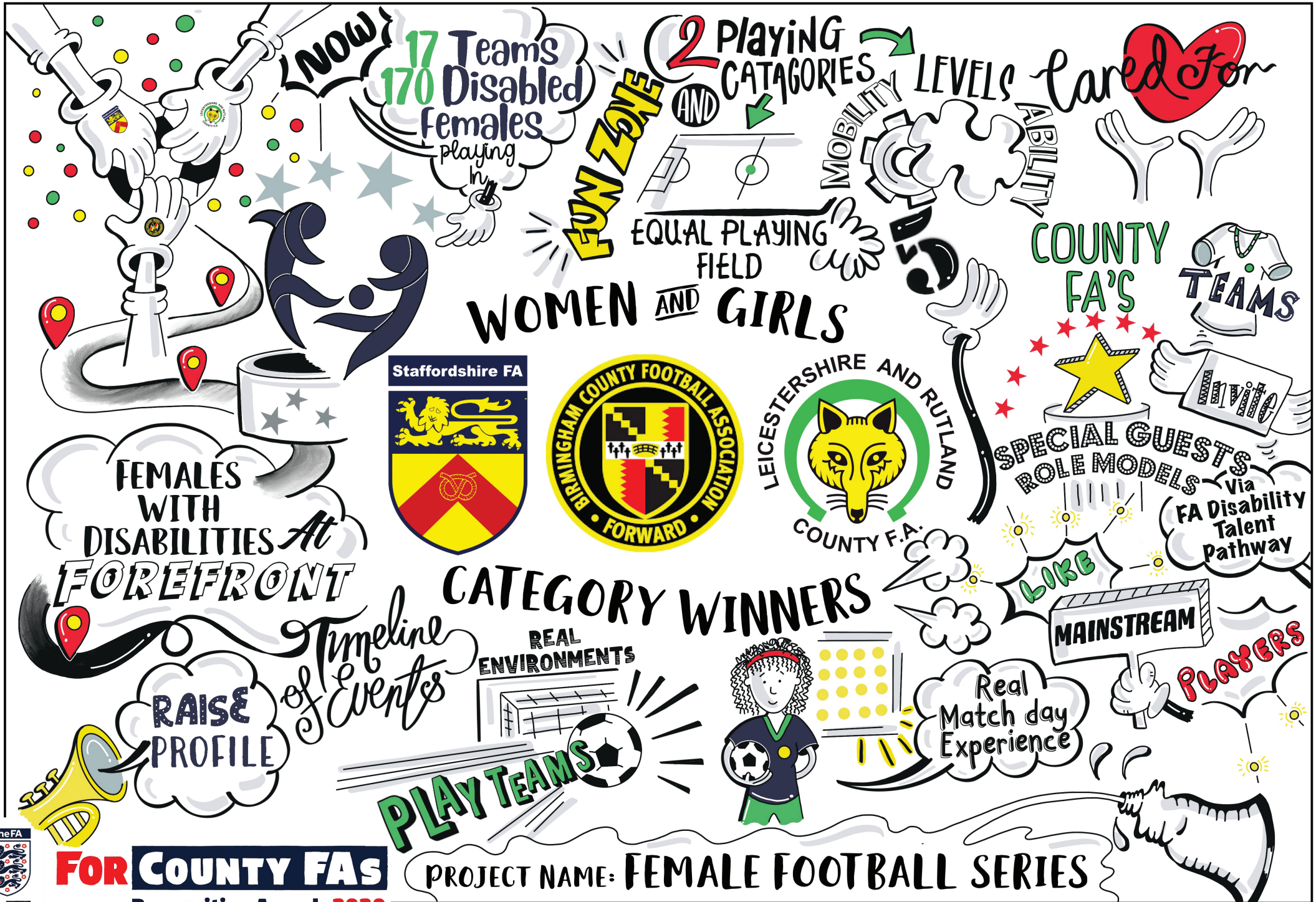


**361**  
**Clubs Affiliated with 2,106 Teams**

**LRCFA WERE WINNERS OF THE FA COUNTY FA AWARDS 2020-2021**

**FOR A PARTNERSHIP WOMEN'S DISABILITY PROGRAMME WITH BIRMINGHAM AND STAFFORDSHIRE FA.**





**NOW**  
**17 Teams**  
**170 Disabled Females**  
 playing in

**2 PLAYING CATEGORIES**

**FUN ZONE**

**EQUAL PLAYING FIELD**

**WOMEN AND GIRLS**

**LEVELS**

**Cared For**

**COUNTY FA'S**

**TEAMS**



**SPECIAL GUESTS**  
**ROLE MODELS**

Via  
**FA Disability Talent Pathway**

**CATEGORY WINNERS**

**REAL ENVIRONMENTS**

**PLAY TEAMS**



**Real Match day Experience**

**MAINSTREAM**

**PLAYERS**

**FEMALES WITH DISABILITIES At FOREFRONT**

**RAISE PROFILE**

*Timeline of Events*

**FOR COUNTY FAS**

**PROJECT NAME: FEMALE FOOTBALL SERIES**

**Recognition Awards 2020**



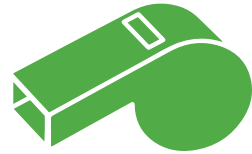
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# REFEREE DEVELOPMENT



A total of

**416**

Registered Referees



**31**

Female Referees

## REFEREE PROMOTION

**4 X** Promoted from 7-6

**5 X** Promoted from 6-5

**6 X** Referees offered promotion extension to 30<sup>th</sup> September 2021

**5-4** Candidates on hold for promotion

# COACH EDUCATION

During the 2020-21 season Covid has had a major impact on the delivery of Coach Education courses at the Leicestershire & Rutland CFA. FA Education moved the majority of courses delivered by the CFA online from 2021 onwards allowing CFAs to focus support on existing FA Level 2 and 3 learners.

## COACH EDUCATION IN NUMBERS:

**52**

learners completing  
FA Level 2 Block 3

**27**

new FA Level 2  
coaches following  
successful tutor  
insitu visits

**23**

learners completing  
blocks 1-3 of the  
FA Level 3 course

**35**

learners completing  
the online  
FA Welfare Officer  
Workshop

**175**

learners completing  
the online  
FA Introduction to  
Coaching Football

**74**

learners completing  
the online  
FA Safeguarding  
Children Course

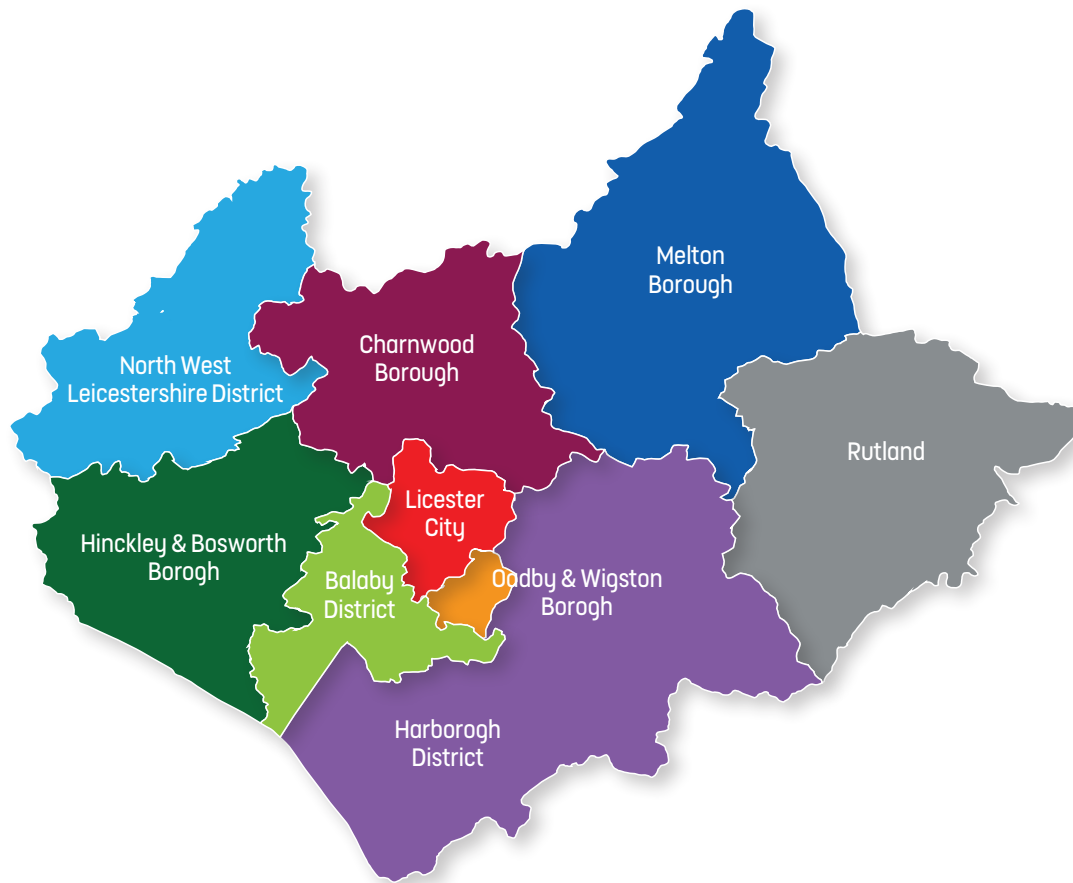
**77**

learners completing  
the online  
FA Introduction to  
First Aid Course





# FACILITIES



- **9 LOCAL FOOTBALL FACILITIES PLANS**  
produced in September 2020 providing a 10 year investment strategy for each Local Authority within Leicestershire and Rutland.
- **73 SITES**  
have completed a PitchPower inspection reports covering 209 grass pitches.
- **ESTABLISHED A RELATIONSHIP**  
with Leicester City Football Club's Sports Turf Academy to help improve grass roots club sites.
- **CONTINUED TO PROGRESS**  
with the Holmes Park feasibility study. Established a Working Group to review the potential options for the Headquarters in the future, consisting of LRCFA Board, Council, IAG and Fellowship members.

# FACILITIES

177

grants awarded

by the Football

Foundation July

2020 - June 2021

Total amount

£3,621,155

## THIS INCLUDED:

£2,053,877

4 new 3G pitches funded

£190,320

changing room refurbishments

£57,220

on goalposts

£49,9315

grass pitch maintenance and  
improvements to 20 club sites  
for the next 6 years





## ***SPECIFIC COVID RELIEF FUNDING AWARDED WHICH INCLUDED:***

**£23,130**

to support **22** organisations through the  
return to football fund

**£105,472**

to **16** clubs as part of the  
Summer Survival Package

**£133,318**

to **16** as part of the  
Winter Survival Package

**£100,000**

to **28** clubs for  
Match Day Support

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## ***IN ADDITION***

Between April 2020 – July 2022, **86 CLUBS** accessed Club Preparation funding to the  
tune of **£43,000** and **61** received Pitch Preparation funding of **£146,860**



## LRCFA STAFF

<b>KELLY ELLIS</b>	Chief Executive
<b>JOE DUNMORE</b>	Head of Football Operations
<b>DAWN ASHCROFT</b>	Finance Officer
<b>SHAUN WAITE</b>	Football Development Lead
<b>JAMIE CLARKE</b>	Football Services Lead
<b>KAI WILSON</b>	Football Services Officer
<b>JOSH READ</b>	Football Services Administrator
<b>CAROLINE SMITH</b>	Facility & Investment Officer
<b>EMMA HAYWOOD</b>	Designated Safeguarding Officer
<b>JACOB LEHANE</b>	Workforce Development Officer
<b>SAM DEACON</b>	Football Administrator
<b>WAYNE SHEPPERSON</b>	Holmes Park Site Manager
<b>CHARLIE TISSINGTON</b>	Hon Referee Appointments Secretary
<b>RICHARD MEE</b>	Hon Referee Observer Appointments Secretary

## LRCFA BOARD

<b>PRO SURINDER SHARMA</b>	Chair of the Board of Directors
<b>ROBERT STRETTON</b>	Facilities Director
<b>SHARON REASON</b>	Workforce Development Director (Chair of Council)
<b>JOHN HARDING</b>	HR Director
<b>NICOLA CLEMO</b>	Board Safeguarding Champion
<b>DERREN CARLISLE</b>	Finance Director
<b>KELLY ELLIS</b>	Chief Executive

# PARTNERSHIPS





**ENGLAND  
FOOTBALL**

***LEICESTERSHIRE & RUTLAND  
COUNTY FA***

**[WWW.LEICESTERSHIREFA.COM](http://WWW.LEICESTERSHIREFA.COM)**