



**ENGLAND
FOOTBALL**

SEASON REPORT

2021-22

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



CONTENT

Season Report



- 4/ Chair's Foreword
- 5/ CEO's Foreword
- 6/ Vision, Mission & Values
- 7/ Outstanding Achievement
- 9/ County Cups
- 10/ Performance against KPIs
- 11/ Affiliation
- 12/ Discipline
- 13/ Female Football
- 15/ Disability Football
- 16/ Participation
- 17/ England Football Accreditation
- 18/ Safeguarding
- 19/ Youth Voice
- 20/ Coach Development
- 22/ Facility Development
- 23/ Referee Development
- 25/ Mental Health First Aid Training
- 26/ Equality Standard for Sport
- 27/ Staff & Board
- 28/ Partnerships

CHAIR'S FOREWORD



- It is very pleasing to record that last season was the first that ran its full course without any major interruptions, after a number of very disruptive years for football, for all sport, for our personal lives, our families and our communities. The Leicestershire and Rutland County Football Association's Strategy has been developed with a clear focus: to ensure that football revives, thrives and sustains for the benefit of all.
- The Association strives to be inclusive, innovative, passionate, transparent and empathetic. During the last year the Association has laid solid foundations by being creative, inclusive, entrepreneurial, customer focussed, forward looking and above all a sustainable business. This has been demonstrated by the progress that the Association has made:
 - In recruiting a new Board of Directors with a very diverse skills base and with varied and extensive experience;
 - Good progress towards complying with the FA Code of Governance;
 - Being commended for our work in complying with the FA Safeguarding Standards, our comprehensive and systematic way of capturing and analysis of discipline case data, the discrimination in football workshop, our innovative partnership with Leicestershire Police, University of Leicester and Kick it Out and the approval of our new Youth Strategy.
- Looking to the future, there are significant opportunities for our Association in exploring, realising and delivering a better service and greater benefit for all in the grassroots football and all our diverse communities in Leicestershire and Rutland.
- I, together with all my Board colleagues, wish to say a big thank you to our Chief Executive, Kelly Ellis and all her staff team for their dedication, commitment, professionalism, and hard work after the difficult years to ensure that everyone involved in the game received encouragement, practical help, support and guidance during the last season.
- Most importantly of all, I, along with all my Board colleagues and the Staff team appreciate, are very grateful 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 teams, clubs and leagues, and the match officials who manage and support football each and every week.

Thank you and my very best wishes to you all.

Professor Surinder Sharma JP DL



Prof Surinder Sharma

Chair of Leicestershire & Rutland County FA

CEO'S FOREWORD



- The 2021-2022 season follows on from one of the most challenging periods ever known, not only in the Association's history, but also for football, sport and all businesses worldwide. As the pandemic restrictions eased, we saw a huge appetite to affiliate and then play, coach and officiate within traditional grassroots football. It took time to readjust and kickstart again, but grassroots football in Leicestershire & Rutland has thrived this season.
- We started the season with the introduction of a new Board of Directors. Six Directors were appointed in 2021 with a further four appointments in 2022. Within the first year, the Board have set foundations to work towards the FA's Code of Governance and consulted with staff and key stakeholders on the LRCFA Strategy.
- We have welcomed some new additions to the LRCFA Staff team as we continue to grow our Football Services and Football Development offer.
- It has been fantastic to resume our Youth County Cups this season. Thanks must go to our Youth League partners for their support in the administration of the rounds after a two-season break. We look forward to resuming both Youth and Adult County Cups in the 2022-2023 season.
- We also hosted two LRCFA Awards evenings this season to recognise the Grassroots Football and Long Service Awards. It has been great to shine a light on the LRCFA football community for their dedication to the game. We really appreciate the commitment and time you contribute to the game. 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.
- Heading into the new season, our plan is to keep moving forward and do even better. With the success of the Women's Euro 2022 for The Lionesses, a World Cup and lots of other exciting projects on the way, we have so much to look forward to.



Kelly Ellis

CEO of Leicestershire & Rutland County FA

Kelly Ellis

Leicestershire & Rutland County FA Chief Executive Officer

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

VISION, MISSION & VALUES



LRCFA VISION

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



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 VALUES

- **Progressive**
- **Respectful**
- **Inclusive**
- **Determined**
- **Excellence**

OUTSTANDING ACHIEVEMENT



On 23rd June, the Association hosted their annual recognition awards for 2022. The night celebrated the great work volunteers do within football across Leicestershire & Rutland.

The evening combined the celebrations of the long service awards and the 2022 Grassroots Awards Winners for Leicestershire & Rutland.

The awards were presented by special guests Mehmooda Duke, current High Sheriff of Leicestershire, and 4 times World Snooker Champion Mark Selby.

GRASSROOTS AWARDS

We had a record number of nominations: all of the nominees are grassroots heroes in their own right and deserve to be recognised for their hard work, but unfortunately we could only have 1 winner in each category.

Your Grassroots Football Award Winners for 2022 are as follows:

GRASSROOTS COACH OF THE YEAR FOR ADULTS	Michelle Keatman
GRASSROOTS GROUNDS TEAM OF THE YEAR	Russell Hibbert
GRASSROOTS VOLUNTEER OF THE YEAR	Carlos Oliveira
GRASSROOTS MATCH OFFICIAL OF THE YEAR	Ricki Greatwood
RISING STAR OF THE YEAR	Tye Green
GRASSROOTS PROJECT OF THE YEAR	Harborough Town & Borough Alliance
GRASSROOTS CLUB OF THE YEAR	Kirby Muxloe FC
THE SPIRIT OF GRASSROOTS FOOTBALL AWARD	Phil Stockton
GRASSROOTS COACH OF THE YEAR FOR YOUTH	Gary Houston

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

OUTSTANDING ACHIEVEMENT



LONG SERVICE AWARDS

Our Long Service awards recognise those who have dedicated so much time and effort to the grassroots game. Without them, football simply would not happen. This year's recipients were:

15 YEARS REFEREEING	25 YEARS REFEREEING	40 YEARS REFEREEING	SPECIAL RECOGNITION AWARDS
Michael Cornes	Shaun Garner	Brian Webster	Allan Westray
Lynne Meason	David Thorpe	David Crowe	Ros Neal
Ian Stanbridge	Andrew Barney		Steve Abson (Gerry Cooper Award)
Ryan Goddard	Jim Waldron		
Michael Kneafsey	25 YEARS SECRETARY		
Darren Green	Andy Poole (Glenfield Town FC)		
Tom Bingley			
Keith Scott			

COUNTY CUPS



This season saw the return of some of our County Cups. We ran 18 competitions, with all finals being played at Holmes Park.

The finals saw the introduction of a County Cup Co-ordinator to ensure the smooth running of all finals.

COUNTY CUP	WINNER
Sunday Youth U11 Blue	Mowbray Rangers U11 Pumas
Sunday Youth U11 Red	Glenfield United FC U11 Foxes
Sunday Youth U11 White	Birstall United Juniors U11
Sunday Youth U12	Aylestone Park Youth U12 Youth
Sunday Youth U12 Trophy	Stoke Golding U12 Swords
Sunday Youth U13	Aylestone Park Youth U13
Sunday Youth U14	Aylestone Park Youth U14 Boys
Sunday Youth U15	Anstey Nomads U15 78s
Sunday Youth U16	Blaby & Whetstone FC U16 Lions
Sunday Youth U18	Aylestone Park Youth U18 Foxes
Girls Under 11	Quorn Juniors U11 Girls
Girls Under 12	East Goscote United U12 Girls
Girls Under 13	Mowbray Rangers U13 Girls
Girls Under 14	Allexton & New Parks Junior U14 Girls
Girls Under 15	Blaby & Whetstone FC U15 Girls
Girls Under 16	Anstey Nomads U16 Swift Girls
Girls Under 18	Leicester City LFC U17 '66
Women's County Cup	Anstey Nomads Women

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

PERFORMANCE AGAINST KPI'S



Male Pathway
total players

29,776

KPI target

26,931



Female Pathway
total players

4582

KPI target

3800



Disability Pathway
total players

390

KPI target

682

REFEREES:



Recruitment

190

referees
recruited

KPI target

99



Progression

26

referees
promoted

KPI target

31



Conversion

96

referees
converted

KPI target

59



Retention

324

referees
retained

KPI target

316

COACHING:



Youth Teams with
a qualified coach

86%

KPI target

89%



Coaches
undertaking CPD

584

KPI target

323



Safeguarding

365

KPI target pass

QUALITY GRASS PITCHES:



183

KPI target

131

AFFILIATION



A TOTAL OF

324

CLUBS WERE
AFFILIATED

60

OF THESE WERE
NEW CLUBS

2,222

TEAMS WERE
REGISTERED ACROSS
ALL AGE GROUPS AND
FORMS OF THE GAME

118

TEAM INCREASE FROM
PREVIOUS SEASON

14

LEAGUES
SANCTIONED
TO PLAY
AFFILIATED
FOOTBALL

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

DISCIPLINE



2021/2022 CASE BREAKDOWN

TOTAL NUMBER OF CASES/INVESTIGATIONS	322
TOTAL NUMBER OF CHARGES ISSUED	191
TOTAL NUMBER OF CASES PROVEN	168
TOTAL NUMBER OF CASES NOT PROVEN	23
TOTAL NUMBER OF PERSONAL HEARINGS	52 Administered by CFA – 26 Administered by FA – 26
TOTAL NUMBER OF CORRESPONDENCE CASES	139 Administered by CFA – 104 Administered by FA – 35

- 322 reports for 21/22 season, compared to 186 for 20/21 season – 73% increase.
- Percentage of cases found proven for 21/22 – 87.9%, compared to 87.6% for 20/21 season.
- Average of 35.2 days from receiving a report to closing the case for 21/22, compared to 34.9 days for 20/21 season.
- We introduced an online witness statement form, which has been shortlisted for the Data & Insight award at the County FA Recognition Awards.
- We created a partnership with Leicestershire Police, so that participants can dual report misconduct to the police, in addition to creating a Discrimination workshop, which has been delivered 3 times reaching over 200 people.
- We joined the Regional Discipline Panel Pilot Scheme in January 2021, which has allowed us to access a more diverse and independent pool of panel members to hear our cases.

PARTICIPATION – FEMALE FOOTBALL

Recreational Football

- Approved, trained and supported 6 new Weetabix Wildcats providers, which provides £6,000 additional investment to support the programme, bringing the total to 20 Wildcat centres giving girls the perfect environment to get into football.
- Approved, trained and supported 4 providers of the new Squad Girls programme, which targets girls aged 12-14, giving girls the opportunity to play football their own way. This has secured £4,000 funding to support delivery of the programme.
- Approved and supported 3 Female only Snickers Protein Just Play providers, giving access to turn up and play football for women aged 16+.

Club Football

- As part of a Club Innovation project, we provided £5,500 to support 11 clubs to start a female team, supporting the development of a Female Pathway to help them maintain their England Accreditation.
- We supported 3 clubs through a Sport England Legacy Fund application, to receive £1,000 each to help develop female football in areas of economical deprivation.



Total Investment across all female targeted programmes £16,500

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

SUCCESSSES – FEMALE FOOTBALL

Epworth Forest – Mums Just Play

Epworth Forest applied for and delivered a Snickers Protein Just Play program for mums to have a kick about whilst their daughters were training at the club. The session has seen over 28 ladies attend, with the club now opening the sessions out to the local community. With the success of program, the club have affiliated an adult female team for the first time. They will continue to run the Just Play program for those players who would prefer a more casual football session.



Weetabix Wildcats

Sileby Juniors helped bring the Weetabix Wildcats program to life by allowing us to record a football camp they ran for their Wildcats. The video shows what the Wildcats sessions are all about. Fun, Friends and Football!

The video will help us promote the program across Leicestershire and Rutland to new players and clubs.



PARTICIPATION – DISABILITY FOOTBALL



*Total Investment across all disability targeted programmes
£5,500*

Club Football

- As part of a Club Innovation project, we provided £4,500 of funding to support 6 clubs to start a disability team and support the development of a Disability Pathway, helping them maintain or increase England Accreditation.
- 5 Clubs were nominated to be part of the FA Disability Mentor programme and will receive support from, an appointed mentor as they develop their disability football provision.
- The County FA supported two clubs to apply for £1,000 through a Sport England Legacy Fund application, to help develop adult female disability football in two key areas of the county (City Centre & Loughborough).



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

PARTICIPATION



- 7 active FA Just Play Centres – 3 female targeted centres, and 2 targeted participation of ethnically diverse communities.
- In partnership with Leicester City in the Community, we delivered a summer inner city flexi 11v11 league, targeting ethnically diverse communities – 4 teams and over 80 players participated.
- 51 teams participated in the local qualifying round of The FA Pokemon Youth Futsal Cup.
- We successfully applied for £8,000 to invest into the development of adult male teams across England Football Accredited Clubs.



ENGLAND FOOTBALL ACCREDITATION

- Transitioned clubs and leagues from the FA Charter Standard programme to the new England Football Accreditation framework.



ACCREDITED
PART OF ENGLAND FOOTBALL



**ACCREDITED
CLUB ★**
PART OF ENGLAND FOOTBALL

63



**ACCREDITED
CLUB ★ ★**
PART OF ENGLAND FOOTBALL

67



**ACCREDITED
CLUB ★ ★ ★**
PART OF ENGLAND FOOTBALL

19



**ACCREDITED
LEAGUE**
PART OF ENGLAND FOOTBALL

6

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

SAFEGUARDING



- Following independent assessment by the NSPCC/CPSU, the County FA were deemed to have met all 78 required safeguarding standards.
- Evidence was provided to the assessors which demonstrated the County FA's commitment to embedding safeguarding across the business.
- Several areas of safeguarding practice were identified by the assessors as exemplary. 13% of affiliated clubs with a youth/inclusive offering received a formal safeguarding visit, providing bespoke support and guidance to enhance or develop their commitment to safeguarding Children, Young People and Adults at Risk in grassroots football. Clubs receiving a visit were chosen at random.
- Following the conclusion of the visits, new resources have been produced by the County FA, in response to feedback from club officials and parents/carers, to enable key safeguarding information to be more widely disseminated, including an editable Welfare Officer poster and Safeguarding contact information card.

NSPCC

YOUTH VOICE



Youth Engagement Strategy

The County FA developed a strategic plan to support the engagement of young people within Leicestershire & Rutland by gaining their opinions, to help develop the game. The plan was formed as part of consultation with partners and young people within the county before being signed off by Staff, FA Council and Board of Directors.

LRCFA Young Leaders

As part of our Youth Engagement Strategy, we wanted to appoint a group of Young Leaders to represent the voice of young people within the county. Following an application process we have selected 11 leaders, to work alongside the County FA to help advise and guide our work so that we can support and give voice to young people under the age of 25.



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

COACH DEVELOPMENT



- UEFA B course at Holmes Park with 24 coaches completing the course.
- 6 coach CPD sessions, engaging over 300 grassroots coaches.
- Engaging with over 12 England Football accredited clubs to pilot the support of club bespoke coach development sessions.





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

FACILITY DEVELOPMENT



- 183 grass pitches rated as good.
- Partnership agreement with LCFC Turf Academy to support local grass pitches.
- 9 Local Football Facilities Plans and facility projects activated across Leicestershire and Rutland.

SINCE 2000

<div>GRANTS VALUE</div> <div>£27.5M</div>		<div>COUNTY FA</div> <div>LEICESTERSHIRE AND RUTLAND</div>	
		<div>INDIVIDUAL TEAMS SUPPORTED</div> <div>1,607</div>	<div>DISABILITY TEAMS</div> <div>98</div>
		<div>WOMEN'S + GIRL'S TEAMS</div> <div>202</div>	
<div>GRANTS AWARDED</div> <div>1,334</div>		<div>3G PITCHES</div> <div>37</div>	<div>GRASS PITCHES</div> <div>350</div>
<div>GOALPOSTS</div> <div>251</div>	<div>CHANGING ROOMS</div> <div>38</div>		



REFEREE DEVELOPMENT



- Record 10 Referee Courses delivered (190 referees recruited).
- 8 CPD events delivered, with on average of 25 referees attending, including Premier League referees as guest speakers. Over 200 referees engaged across the season.
- New Referee Call Back Evenings- All new referees returned for one evening to receive additional training post completion of the referee course.
- Weekly fitness training at Holmes Park between May-July preparing for summer fitness tests, with 15 in attending every week.
- U18 survey allowing the County FA to deliver an u18 referee evening, with 28 u18 referees attending. All Under 18 and newly qualified referees now receive a 'yellow referee armband', helping to spread awareness.



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

REFEREE DEVELOPMENT



- Implementation of the Arising Referee Programme, supporting 15 referees to make the step from youth football to adult football.
- Mentor recruitment with 27 Referee Mentors.
- Observer recruitment with 22 Referee Observers.
- 26 referees promoted within grassroots football, with further promotions to the Championship, National League and National League North/South.



MENTAL HEALTH FIRST AID TRAINING



- FA funding awarded enabled the County FA to offer training in Mental Health First Aid to grassroots volunteers.
- 25 volunteers attended a one hour 'Introduction to Mental Health' workshop.
- 12 volunteers attended a half day workshop with MHFA England, and are now certified as Mental Health Aware.



MHFA England

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

EQUALITY STANDARD FOR SPORT



- The Leicestershire and Rutland County FA obtained Foundation level of the Equality Standard for Sport.
- The Equality Standard is a framework for assisting sports organisations to widen access and reduce inequalities in sport and physical activity from underrepresented individuals, groups and communities. It is based around two broad themes: developing the organisation and developing the services it provides. In achieving the Equality Standard, the Association has developed a new Equality Commitment Statement and Policy which can be found here www.leicestershirefa.com/about/inclusion
- Our Inclusion Advisory Group supported 3 key focus areas during the season
 1. Discrimination and Reporting procedures
 2. Embedding inclusion within our County FA Strategy and Operational Plan
 3. Achieving the Equality Standard
- To find out more about our IAG please click the following link:
<https://www.leicestershirefa.com/about/lrcfa-staff-and-members/iag>





STAFF

KELLY ELLIS - Chief Executive

JOE DUNMORE - Head of Football Operations

DAWN ASHCROFT - Finance Officer

SHAUN WAITE - Football Development and Facilities Lead

JAMIE CLARKE - Football Services Lead

KAI WILSON - Football Services Officer

JOSH READ - Football Services Administrator

SAM DEACON - Football Services Administrator

EMMA HAYWOOD - Designated Safeguarding Officer

JACOB LEHANE - Referee Development Officer

KARL PERCIVAL - Football Development Officer (Female & Disability)

WAYNE SHEPPERSON - Holmes Park Site Manager

CHARLIE TISSINGTON - Hon Referee Appointments Sec

RICHARD MEE - Hon Referee Observer Appointments Sec

BOARD

PROF SURINDER SHARMA - Chair of the Board of Directors

ROBERT STRETTON - Facilities Director

SHARON REASON - Workforce Development Director

JOHN HARDING - HR Director

NICOLA CLEMO - Board Safeguarding Champion

DERREN CARLISLE - Finance Director

MICHAEL TOLOND - Legal Director

SAM TURNER - Inclusion Director

LAURENCE JONES - Football Services Director

CRAIG DAVIES - Commercial Director

KELLY ELLIS - Chief Executive

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

PARTNERSHIPS



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





**ENGLAND
FOOTBALL**

SEASON REPORT

2021-22

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