



THE LONDON FOOTBALL ASSOCIATION

HARNESSING THE POWER OF GRASSROOTS FOOTBALL

EXECUTIVE SUMMARY
STRATEGY 2020 - 2025



INTRODUCTION



Grassroots football is all football that is non-professional and non-elite. This includes amateur adult, women and children’s football, schools and youth football, small-sided football and even futsal. In short, grassroots football is the football played by the masses at a level where participation and a love of the game are the driving force and this is what we, at the London Football Association, are all about.

The challenges currently facing the grassroots game have been well documented. People are migrating to shorter, more bite-sized forms of football, particularly in London, and this is having an impact on our traditional 11-a-side leagues. The importance of embedding the right safeguarding standards has quite rightly increased but we are largely reliant on a voluntary workforce to deliver these and many other standards. And whilst there is plenty of money at the elite end of the game, local clubs and leagues at a grassroots and community level are struggling financially.

These challenges should be of concern not just to those people who care about football but to everyone. Local clubs and leagues do far more than just provide enjoyable footballing experiences - they improve the physical and mental health of people in the local community, create employment and personal development opportunities for all and bring diverse groups together like no other sport can. The volunteers running grassroots football are the unsung heroes of our sport.

Focusing on the wider benefits that football can bring represents a very significant change for this organisation - from an administrative body that governs and regulates to one that goes much further than this, seeking to promote, develop

and recognise more widely the positive impact that football has on this great city and its local communities. We believe this will help to ensure that grassroots football in London is safe, enjoyable and thriving again. To do this we must change our mindset and culture. We are no longer an organisation that only sets and enforces rules, we are here to serve grassroots football and meet the needs and expectations of the whole football community.

Working with our volunteers, members, football clubs, leagues, local authorities and many other non-football organisations in London, we have set out an ambitious but deliverable plan. This document identifies each of the four headline goals that we have set ourselves over the next five years, as well as the specific objectives that will ensure we turn these goals into reality.

This new strategy is not about the elite few; it’s about the many whose lives have been and will be transformed by football. This is the start of an incredibly exciting journey for the London FA and we do hope you will join us.

VISION, MISSION, GOALS & VALUES



VISION

Harnessing the power of grassroots football to enrich more lives in London

MISSION

To govern, safeguard and develop the grassroots game to ensure the best and most welcoming football experiences for all across the capital

GOALS



1

Safer environments for people to thrive



2

Lead the growth of structured football in London



3

Develop a workforce that is as diverse as the city itself



4

Improve the business, to better serve our members

VALUES

Leadership, Collaboration, Professionalism, Integrity, & Performance

HEADLINE GOALS AND OBJECTIVES



SAFER ENVIRONMENTS FOR PEOPLE TO THRIVE

1.1
Embed safeguarding into all of London FA's work

1.2
Increase safeguarding awareness across the London football network

1.3
Faster and more robust processing of poor on-pitch discipline



LEAD THE GROWTH OF STRUCTURED FOOTBALL IN LONDON

2.1
Halt the decline in the male affiliated game

2.2
Double the number of female players by 2025

2.3
Drive growth across the recreational game

2.4
Provide more opportunities for specific under-represented groups



DEVELOP A WORKFORCE THAT IS AS DIVERSE AS THE CITY ITSELF

3.1
More active and diverse coaches

3.2
More active and diverse referees

3.3
More active and diverse administrators



IMPROVE THE BUSINESS, TO BETTER SERVE OUR MEMBERS

4.1
More engaged and satisfied members

4.2
Improved management of our finances, to re-invest back into the game