



THE LONDON FOOTBALL ASSOCIATION

HARNESSING THE POWER OF GRASSROOTS FOOTBALL

STRATEGY 2020 - 2025



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1. FOREWORD FROM THE CHAIR

When I was appointed in 2019, I was clear that the London FA needed a bold new ambition – to not just govern but serve the game, become better connected with our members and truly lead the development of grassroots football in our capital city.

The challenges currently facing grassroots football, which is all football that is non-professional and non-elite, are 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 safe and 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.

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 I do hope you will join us.

James Middlehurst
Chair – London Football Association



2. FOREWORD FROM THE CHIEF EXECUTIVE

I feel enormously proud and privileged to introduce the London Football Association's new strategy: harnessing the power of grassroots football. This strategy sets out our vision and plans over the next five years, marking a major change in the way the organisation will work.

Our vision is to harness the power of grassroots football to enrich more lives in London. As a player, coach and team manager myself I know first-hand the difference that this great sport has made to my life. At London FA we are passionately committed to ensuring that many more people in London have this opportunity.

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 will take you through each of the four headline goals that we have set ourselves over the next five years, as well as the specific objectives and actions we have identified to turn these goals into reality.

We are indebted to all those people who have helped us develop this strategy and are looking forward to working with you all to make it happen. Let's get started.

Paul Bickerton
Chief Executive Officer
London Football Association

3. INTRODUCTION

Responding to new challenges and opportunities

At the heart of this strategy is the need for the London FA to adapt to changing societal and economic changes in our wider society, changes that are affecting how people spend their leisure time. The sport and physical activity sector overall is experiencing a shift in which people are moving from more organised team sports to shorter individualised activities and pastimes, in keeping with their busier lifestyles. The latest Active Lives survey shows that over the past year, the number of people participating in team sports has declined from 3.4m to 3.1m, whereas the number of people taking part in fitness activities has grown from 13.2m to 13.4m.¹

Government policy in relation to sport and physical activity has also changed. In December 2015, the Government published *Sporting Future: A New Strategy for an Active Nation*.² This was followed by Sport England's strategy and the FA's strategy, both published in 2016, and then the London Mayor's strategy for sport and physical activity, launched in December 2018. All these plans have set out a different direction for sport policy, looking beyond simple participation to how sport changes lives and becomes a force for social good.

The London FA's new strategy - harnessing the power of grassroots football - aligns itself directly to these societal, economic and government policy changes. It ensures that as an organisation we start to recognise the impact that our wonderful network of clubs, leagues, volunteers, referees, coaches and administrators have already had on people's lives in London and seeks to maximise this impact by supporting, collaborating with and developing this network further.

The outcome of this will be a stronger, more sustainable and modernised grassroots football infrastructure in London and this is what we, at London FA, are all about.



4. LONDON FA STRATEGY 2020 – 2025



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			

5. 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

A. SAFER ENVIRONMENTS FOR PEOPLE TO THRIVE

The context:

As the governing body for football in London, it is our duty to ensure that all football played across the capital is a safe, enjoyable and positive experience for the many children, young people and adults who regularly play, watch, coach, referee and volunteer.

In 2018 the Football Association introduced the Safeguarding Operating Standard for County Football Associations (amongst several other reforms³). This sets out 71 specific standards that a County FA should have in place before it can be declared fit for purpose, monitored at regular intervals by independent external assessors. In November 2018 and March 2019 London FA passed this assessment with 100% of the standards being met.

Alongside this assessment the London FA commissioned a significant piece of research into young people's attitudes and perceptions of football in London⁴. The findings from this research was reviewed alongside Sport England's young people research⁵ and several other documents such as the NSPCC's 2016 Strategy: 5 goals to make 5 million children safer⁶. This review made clear that in order to drive up safeguarding standards across the game, awareness and visibility of good safeguarding procedures is key. Crucially, identifying and then reporting any safeguarding concerns is a collective duty, not just the responsibility of a smaller number of specialist safeguarding experts.

Alongside the right standards and procedures off the pitch, an enjoyable footballing experience also requires players on the pitch to behave appropriately. Managing on pitch discipline is a central function of a County Football Association and this is an area our members have specifically asked us to improve.

The volume of investigations in London has increased substantially recently, from 476 cases in the 2017-18 season to 626 last season (2018-19)⁷. If we are going to serve our clubs and leagues better, it is vital that we administrate discipline issues faster, more efficiently and more robustly, focusing on developing a workforce that can respond to these changing demands.



SAFER ENVIRONMENTS FOR PEOPLE TO THRIVE CONTINUED



Our objectives:

To achieve our goal of creating safer environments for people to thrive, we will be focusing on three specific objectives:

- 1.1 Embed safeguarding into all of London FA's work
- 1.2 Increase safeguarding awareness across the London football network
- 1.3 More robust and efficient processing of discipline incidents

Turning this into reality – the specific actions we will take:

EMBED SAFEGUARDING INTO ALL OF LONDON FA'S WORK	INCREASE SAFEGUARDING AWARENESS ACROSS THE LONDON FOOTBALL NETWORK	MORE ROBUST AND EFFICIENT PROCESSING OF DISCIPLINE INCIDENTS
<p>We will...</p> <ul style="list-style-type: none"> • Measure how embedded safeguarding is for our staff team and the wider football network in London • Bring good safeguarding practice to life by using scenarios and testing processes with key stakeholders • Deliver high quality continuous professional development across the football network • Improve accountability by ensuring all relevant stakeholders understand their individual responsibilities and expectations 	<p>We will...</p> <ul style="list-style-type: none"> • Measure safeguarding awareness, by delivering an annual London FA stakeholder survey • Create and deliver an annual safeguarding campaign, focused on topical themes and where relevant aligned to high profile events • Create new partnerships and be recognised as a specialist advisory service on safeguarding • Create a high-quality network of Safeguarding Champions across the London FA Board and Council 	<p>We will...</p> <ul style="list-style-type: none"> • Expand, train and make more diverse the wider discipline workforce, with a focus on independent discipline panel members • Communicate and engage successfully with clubs, match officials, leagues and other key stakeholders • Deliver a campaign to promote more widely the London FA's discipline reporting processes • Reduce the time and costs of non-personal hearings for all by ensuring these are heard via Webinar

B. LEAD THE GROWTH OF STRUCTURED FOOTBALL IN LONDON

The context:

There are approximately 500,000 people who play football on a regular basis in London and many of these do so informally in parks or in the school playground. It is not possible for the London FA to influence all of those players but we have taken a strategic decision that structured grassroots football in London (any football that involves playing in an organised and competitive format, be that 11 a-side, small sided, indoor or even futsal) is our responsibility.

Across the country there has been a gradual decline in more traditional affiliated football, driven by a sharp drop in the adult male game. In 2015 49% of all structured adult male football played nationally was 11 a-side affiliated football whereas in 2018 this number had dropped to 37%⁸. This drop has been particularly pronounced in London, which saw a 7% decline last season⁹. If we are to grow the structured game in London, we must start by stemming this decline.

Following on from this, the women and girls' game is clearly a major growth opportunity. The visibility of the sport has increased significantly through the success of the England women's team and the new super-league. The gender gap nationally is still significant (in July 2019 it was 35% male to 12% female¹⁰) but this is reducing quickly, and London has seen sizeable increases in the number of women and girls playing football over the past few years.

A further growth opportunity is the recreational and small-sided game. There are specific points at which players are dropping out of the game, such as the transition from youth to adult football, or players coming into their early 30s when they start to have a family and move out of the city¹¹. The London FA needs to capture these players and offer them more suitable alternatives.

Finally, there are two demographic groups that stand out as being particularly under-represented in sport; people with a disability and people from lower socio-economic backgrounds. Football can have a major impact on the lives of people from those communities and removing barriers for these specific under-represented groups is key if we are to lead the growth of the structured game in London.



LEAD THE GROWTH OF STRUCTURED FOOTBALL IN LONDON CONTINUED



Our objectives:

To achieve our goal of leading the growth of structured football in London, we will do this by focusing on four specific objectives:

- 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

Turning this into reality – the specific actions we will take:

HALT THE DECLINE IN THE MALE AFFILIATED GAME	DRIVE GROWTH ACROSS THE RECREATIONAL GAME	DOUBLE THE NUMBER OF FEMALE PLAYERS BY 2025	PROVIDE MORE OPPORTUNITIES FOR SPECIFIC UNDER-REPRESENTED GROUPS
<p>We will...</p> <ul style="list-style-type: none"> • Improve the access to, quality and safety of existing facilities • Influence the development of more high quality and safe facilities across the capital • Create league support packages to improve the player experience, better retain teams and incentivise them to grow • Support clubs to raise standards and create safer and more enjoyable environments via a recognised accreditation scheme • Develop technological solutions to make administration easier for clubs and leagues • Grow the London Cup Competitions and improve the player experience at the finals year on year • Make our clubs and leagues safer and more sustainable by developing the workforce and bringing new volunteers into the game 	<p>We will...</p> <ul style="list-style-type: none"> • Develop and promote an affiliation package for small sided providers, incentivising them to grow and deliver high quality, safe experiences • Better promote existing football opportunities via new technology (apps, web-based tools) • Build strategic partnerships with relevant stakeholders, targeting growth opportunities and creating safe new formats • Develop new futsal leagues and improve the quality and safety of the experience • Link to major employers in London, to promote existing and new playing opportunities 	<p>We will...</p> <ul style="list-style-type: none"> • Match supply and demand for existing provision for the women’s game in London, identifying potential areas for growth • Promote and publicise this existing provision more widely, to drive growth • Support the creation and development of a league infrastructure for the female game in London, to ensure safer and more sustainable playing opportunities • Work with a wider variety of stakeholders to target new audiences, to not only grow but also maximise our impact on wider social outcomes • Support new and existing teams and clubs to find safe and suitable facilities to play • Deliver targeted marketing and promotion campaigns around key events and the professional game, maximising visibility but aligned carefully to existing provision and opportunities 	<p>We will...</p> <ul style="list-style-type: none"> • Increase and sustain the number of disability recreation centres and affiliated disability teams • Identify how to measure participation in the game for people from lower socio-economic groups by 2021, and set a target to increase this up to 2024 • Develop a comprehensive training programme to attract quality coaches into disability football • Identify community leaders and local role models and work with them to encourage specific groups into the game • Create talent identification hubs and more competitive opportunities for disability football, to encourage player progression • Partner with non-sporting organisations to access new and different audiences in specific geographical locations • Work with Community Trusts in identified areas of deprivation, via the Just Play model

C. DEVELOP A WORKFORCE THAT IS AS DIVERSE AS THE CITY ITSELF



The context:

London is widely recognised as one of the most diverse cities in the world. It has an overall population of 8.8 million and 41% of these are from a BAME background, making it over four times more diverse than any other part of England¹². It currently has a larger number of women living in the capital than men, with the latest data showing a 48% male to 52% female split¹³. However this diversity is not represented in the coaching, refereeing and administrative workforce across London. We know that only 7.3% of referees and 4% of coaches trained last year were female. More encouragingly 41.6% of referees trained last year were from a BAME background, but for coaches this number drops to 24.7%.¹⁴

Diversity is a key focus but there are many other challenges in developing and improving this workforce. There is a significant shortage of referees across London and the process by which a referee is qualified and then gains experience across the grassroots game is not as seamless as it should be. Inexperienced coaches and referees are not always offered the support they need to stay in the game, and this can result in a poorer experience for players across our clubs and leagues.

Regarding the administrative workforce, we have made significant gains over the past few years. One third of the London FA Board is now female and 42% come from a BAME background, a set of statistics that we should rightly be proud of and that is unusual in the sports sector. 42% of our professional staff team are female and one third is from a BAME background, encouraging statistics again but with room for improvement.

Regarding the London FA Council, which acts as a vital consultative and advisory body for the London FA, diversity is clearly an area we need to address. There are now 11 females and 18 BAME representatives amongst a Council of 50 members, following a recent recruitment drive. This is positive progress but there is clearly still a lot of work to be done if the London FA Council is to be more representative of London and its football playing population.

An Inclusion Advisory Group (IAG) has been established to directly tackle these issues, led by the equality and diversity lead on the London FA Board. This group has set out a plan and is already starting to deliver on these diversity objectives.



DEVELOP A WORKFORCE THAT IS AS DIVERSE AS THE CITY ITSELF CONTINUED



Our objectives:

To achieve our goal of developing a workforce as diverse as the capital city itself, we will do this by focusing on three specific objectives

- 4.1 More active and diverse coaches
- 4.2 More active and diverse referees
- 4.3 More active and diverse administrators

Turning this into reality – the specific actions we will take:

MORE ACTIVE AND DIVERSE COACHES	MORE ACTIVE AND DIVERSE REFEREES	MORE ACTIVE AND DIVERSE ADMINISTRATORS
<p>We will...</p> <ul style="list-style-type: none"> • Match safe exit routes and coaching opportunities more directly to course provision • Connect to a wider group of sporting and non-sporting stakeholders, to target new audiences to come into coaching • Work with other sports (e.g. hockey) and use multi-sport hubs sites at schools, colleges and universities to attract a different audience • Increase promotion of coaching CPD (including face to face, online and mentoring) to retain existing and develop new coaches • Identify safe and suitable coaches to progress to the next qualification, ensuring appropriate support is in place to reach that level • Develop the tutor workforce by identifying and recruiting new tutors that act as safe, high-level role models representative of the city itself. 	<p>We will...</p> <ul style="list-style-type: none"> • Match safe exit routes and refereeing opportunities in academies and leagues more directly to course provision • Expand the existing scholarship programme, in collaboration with key partners such as local authorities, schools and charities • Develop and grow the referee development group, with a remit to improve the pathway for new referees • Work with identified partners such as professional club foundations and local charities to maximise employment opportunities for young people in London • Establish a female development group with safe and suitable senior role models • Develop the tutor workforce by identifying and recruiting new tutors to support the referee training programme and that act as safe, high-level role models representative of the city itself. 	<p>We will...</p> <ul style="list-style-type: none"> • Deliver targeted recruitment campaigns that go directly to an identified audience, to encourage more applications from female and BAME candidates • Provide support and peer mentoring schemes for newly recruited staff and board / council members • Create groups of ambassadors and champions to promote the London FA via word of mouth • Deliver engaging and regular content relevant to specific audiences, through a wide variety of channels • Create regular feedback loops with a range of relevant stakeholders (e.g. Women in Football) to improve corporate knowledge in this area.

D. IMPROVE THE BUSINESS, TO BETTER SERVE OUR MEMBERS

The context:

At London FA, our members are our most important asset. They are the clubs and leagues that deliver grassroots football throughout the capital, driven by volunteers who willingly give their time outside of often busy day-jobs. The administrative demands of the game have become more numerous, not least as a result of the vital safeguarding responsibility we have, and we need to make these day-to-day tasks easier and less frustrating.

Throughout our consultation, two themes came back very strongly from the volunteer workforce. Firstly, our members want us to improve our basic customer service, as the organisation is not currently easy enough to engage with. This means responding promptly, professionally and effectively to the many queries we receive daily. To do this we are going to have to invest in technological solutions that can track these many queries and provide different ways in which these can be answered (e.g. through FAQs on our website rather than just by phone as we do currently).

Secondly, we need to improve our communication, as many volunteers are simply unaware of the support and guidance the organisation can offer. Our website is the front face of our business but just as important is generating more relevant and captivating content through a wider variety of social media channels and increasing our face to face contact between professional staff at London FA and our network of clubs and leagues.

A further pressing business challenge for the London FA is to manage our finances more effectively. It is important that over the next few years the organisation diversifies its income and reviews operating costs, to ensure that it can balance its budget. We are committed to doing this without jeopardising our performance.

Success in this area will be hugely beneficial for London FA's members. We are a not-for-profit organisation and will be reinvesting any surplus generated back into the grassroots game



IMPROVE THE BUSINESS, TO BETTER SERVE OUR MEMBERS CONTINUED



Our objectives:

With all this in mind, the London FA needs to improve as a business and it will do this by focusing on two specific objectives:

- 5.1 More engaged and satisfied members
- 5.2 Develop and implement an annual grant income generation plan, to gradually diversify the organisation's sources of income and create new partnerships

Turning this into reality – the specific actions we will take:

MORE ENGAGED AND SATISFIED MEMBERS	IMPROVED MANAGEMENT OF OUR FINANCES, TO RE-INVEST BACK INTO THE GAME
<p>We will...</p> <ul style="list-style-type: none"> • Deliver an annual member survey, to generate direct member feedback and measure satisfaction and engagement year on year • Improve the experience for customers calling the London FA and provide better signposting and information via alternative channels (email, website) • Provide appropriate training, development and support to London FA staff to deliver outstanding customer service • Invest in the Freshdesk email management system to track our response rates, set agreed response times and resolve customer queries more effectively • Conduct a full audit and update of the London FA website, to make it fit for purpose, modern and relevant • Support and educate all our clubs to use the Whole Game System, to make administrative tasks smoother and easier for our volunteers • Generate more formal and informal face to face opportunities for London FA members to engage with the organisation's professional staff and board 	<p>We will...</p> <ul style="list-style-type: none"> • Continue to improve the London FA's internal financial management practices, by developing and executing an annual operational plan in this area • Develop and implement an annual grant income generation plan, to gradually diversify the income into the organisation and create new partnerships • Explore partnerships with private sector companies and high net worth individuals in London that are keen to increase their visibility and contribute positively to London life • Grow our coach and referee education programmes, and our cup competitions, to match the significant demand across the city • Review the way the London FA operates as a business across its people, process, and data & technology, continually identifying year on year efficiencies • Invest in and move from London FA's existing office base to a bespoke football facility that can generate increased income from football related activities

6. MEASURES AND TARGETS FRAMEWORK



GOAL	OBJECTIVE	MEASURE	BASELINE (2019-20 SEASON)	TARGET (2024-25 SEASON)
Safer environments for people to thrive	Embed safeguarding in everything we do	Embedding safeguarding metric (internal staff survey)	Set in 2019-20 season	Set in 2019-20 season
	Spread the word – increase safeguarding awareness	Safeguarding awareness metric (external stakeholder survey)	Set in 2019-20 season	Set in 2019-20 season
	More robust and efficient processing of discipline incidents	Average number of days to investigate cases	27 days from submission to charge	15 days from submission to charge
Lead the growth of structured football in London	Halt the decline in the male affiliated game	Number of male players affiliated to London FA	54,523	56,000
	Double the number of female players by 2024	Number of female players affiliated to London FA	3,397	6,794
	Drive growth across the recreational game	Number of recreational players registered with London FA	0	11,000
	Double the number of disability players by 2024	Number of disability players affiliated to London FA	340	680
	Increase the number of players from low SEG backgrounds playing football	Player Registration data, to inc. postcodes (start 2021)	Set in 2021-22 season	Set in 2021-22 season
Develop a workforce that is as diverse as the city itself	More active and diverse coaches	Learning Management System – total coaches registered Learning Management System – female coaches registered Learning Management System – BAME coaches registered	1182 total coaches 23 female coaches 131 BAME coaches	5000 total coaches trained since 2020 500 female coaches trained since 2020 2500 BAME coaches trained since 2020
	More active and diverse referees	Whole Game System – total referees registered Whole Game System – female referees registered Whole Game System – BAME referees registered	866 total referees 62 Female Referees 307 BAME Referees	1000 total referees 160 female referees 550 BAME referees
	More female and BAME administrators	Diversity matrix (survey)	Set in 2019-20 season	41% BAME diversity split 50% Female diversity split
Improve the business to better serve our members	Improved management of our finances, to re-invest back into the game	London FA Annual accounts	Deficit (£)	Surplus (£)
	More engaged and satisfied members	Net Promotor Score (external stakeholder survey)	Set in 2019-20 season	Set in 2019-20 season

7. INTRODUCTION TO THE LONDON FA BOARD

In 2017 the London Football Association changed its Articles of Association to become compliant with the highest tier of sports governance, as set by Sport England and UK Sport through the Code for Sport Governance¹⁵. The Code was launched in October 2016 as the gold standard for sports governance and is widely recognised to be amongst the most advanced governance standards in the world.

The code sets specific goals in relation to transparency, independence and diversity and the London FA was the first County Football Association in England to reach these standards. The London FA also boasts one of the most diverse Boards in sport and you can meet them here:



James Middlehurst
Independent Chair

James lives and works in London and is an experienced Chair & Non Exec with over 25 years' experience in Board Governance.



Ian Wallis
Deputy Chair

A Council Member since 2002 Ian joined the London FA Board in 2012. Currently Deputy Chair and Chair of the Cups & Competitions Committee.



Alistair Morgan
Independent Director - Finance & Risk

Finance & Risk Director at London FA, Ali is Director at the National Audit Office with Responsibility for Consumers & Competition Regulation.

INTRODUCTION TO THE LONDON FA BOARD CONTINUED



Sir Simon Hughes
Senior Independent Director

Formerly Minister of State for Justice and Civil Liberties and the Liberal Democrats Deputy Leader and President, Simon was appointed in November 2015 as the London FA's first Independent Director and oversaw the adoption & implementation of the Governance Code for Sport.



Kirstin Furber
Independent Director

Kirstin joined the LFA Board in 2017 - an HR Expert, Kirstin has previously been People Director at the BBC and is now Chief People Officer at Kantor.



Roger Fox
Football Director

Involved in Grassroots football since 1972, a referee and former Director at London FA Roger re-joined the Board as a new Council elected Director in 2019



Derek Harris
Football Director

A Board Director since 2013 Derek is General League Secretary at the Tandridge Youth League. Derek brings a lifetime of experience in running Grassroots Football.



Vivienne Aiyela
Football Director

A Diversity and Inclusion specialist Vivienne is Chair of the London FA Inclusion & Advisory Group and lead Director of the Women and Girls Advisory Group.



Yashmin Harun
Football Director

Yashmin is Chair of the Board of Trustees for the Muslimah Sports Association delivering footballing participation opportunities for Muslim women.



Drew Patterson
Football Director

A qualified FA coach Drew supports young people for the chance & choice of a better life through sport. Drew runs the LYP Foundation which supports young people in London with mental health issues.



Beth Archer
Football Director

Former player and President of Southampton University Women's Team. An active LFA referee and member of the Referees Committee Beth helps recruit, support & mentor female referees.



Paul Mortimer
Football Director / Safeguarding Champion

A professional footballer Paul is the London FA Board Safeguarding Champion working across the Association to ensure the highest standards of safeguarding for all.

AFFILIATED AND
WORKED WITH

29

LEAGUES

AFFILIATED AND
WORKED WITH

984

CLUBS

AFFILIATED AND
WORKED WITH

4067

TEAMS

DEVELOPED
AND TRAINED

1182

COACHES

DEVELOPED
AND TRAINED

886

REFEREES

GREW THE
NUMBER OF
MALE PLAYERS
TO **54,954**

GREW THE
NUMBER OF
DISABILITY PLAYERS
TO **521**

INVESTIGATED AND
ADMINISTERED
629
DISCIPLINE CASES

GREW THE
NUMBER OF
FEMALE PLAYERS
TO **3,508**

GOVERNED, SAFEGUARDED
AND DEVELOPED FOOTBALL
ACROSS A CITY OF

8.8m
PEOPLE

RAN
19
LONDON CUP
COMPETITIONS

EMPLOYED
23
PROFESSIONAL
STAFF

WORKED WITH THE
33
LONDON
BOROUGHES

GENERATED
£1.4m
TURNOVER

LONDON FA - WHAT WE DID IN 2018-19



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