



ENGLAND
FOOTBALL

SHEFFIELD & HALLAMSHIRE COUNTY FA
ANNUAL REPORT
2023/24

CHANGING LIVES
THROUGH FOOTBALL





Table of Contents



ENGLAND
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<u>Statement from The Chair</u>	3 - 4
<u>Our Mission</u>	5
<u>Safeguarding</u>	7 - 8
<u>Governance</u>	9 - 13
<u>Financial Summary</u>	15
<u>2021-24 Strategy Review</u>	17
<u>Season 2023/24 Highlights</u>	19 - 20
<u>Facilities Investment</u>	21 - 22
<u>Marketing Stats</u>	23
<u>Customer Satisfaction Scores</u>	25
<u>2024-28 Business Strategy</u>	27
<u>General Highlights</u>	29 - 33

Statement from The Chair

On behalf of the Board of Directors at the Sheffield & Hallamshire County Football Association Ltd, I am delighted to share with members some of the highlights from the 2023-24 season, which was arguably the most successful in the Association's 150+ years of operation.

The Association continues to make progress with the evolution of our governance structures. Following changes to the Articles of Association we have appointed new Trustees, and I was delighted to welcome Grace Mitchell, Rachel Habergham and Des Smith to the Board during 2023/24.

All three Trustees have a wealth of experience across grassroots football, and each brings a different perspective to the Board which will help to shape our strategic thinking as we move into a new FA strategy and funding period.

Having recognised and welcomed new Trustees I must also acknowledge the retirement from the Board of Peter Burton and Robin Beynon, who after many years of outstanding voluntary service to Sheffield & Hallamshire County FA retired from the Board in 2024.

I thank both Peter and Robin for their contribution to Sheffield & Hallamshire County FA and for their continued contribution to local football.

With so much work being undertaken away from supporting and developing grassroots football it may be reasonable to assume that our performance in these areas may not have progressed, however, this was far from the case. All player pathways grew last season and we achieved our main aim within the 2021-24 strategy by reaching 50,000 registered players.

The body of this report will show that we exceeded FA KPIs in all areas, significantly in some cases, and our overall performance was the highest in the country. With that in mind, I should recognise the efforts of our Football Development Manager Sarah Wood. Sarah recently moved on from the Association to join the Yorkshire Sport Foundation. I'd therefore like to take this opportunity to thank Sarah for her work with Sheffield & Hallamshire County FA and I wish her all the best for her future career.

Similarly, I would like to place on record my thanks to the entire staff team for their dedication, talent and commitment to delivering outstanding performance and results during 2023/24.



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Safeguarding and attainment of the FA Safeguarding Operating standard remains a key part of our work. As we move towards a new season, I am aware that there are new requests relating to open-age football and we thank member clubs and leagues for your support and time committed to becoming and remaining safeguarding compliant.

Safeguarding remains everyone's responsibility and I'm aware that our Board Safeguarding Champion and Designated Safeguarding Officer value and appreciate the work undertaken in this area by club and league volunteers and Welfare Officers.

Financially the Association posted a 2023 year-end surplus which will sit within unrestricted reserves.

The plan remains to invest a significant proportion of reserves into a 3G facility and pitch-based County FA headquarters. We will focus more time and effort towards this strategically important project during the coming season.

I am incredibly proud to have been appointed as Chair and I am of course delighted by the successes of 2023/24. However, I accept and understand that the world of football can be challenging, and we may not always get things entirely right. However, by working collaboratively across the Board, executive and volunteer workforces we can continue to successfully deliver the National game locally.

I must therefore recognise the work of the many volunteers who support grassroots football. On behalf of the Board, I extend the Trustees sincere thanks for everything our member leagues, clubs and grassroots football volunteers do to deliver football across the Sheffield & Hallamshire County FA region. We are looking forward to working with you as we hopefully move towards another successful season in 2024-25.

Best wishes,

Brian Coddington

The Chair - Sheffield & Hallamshire County FA



Our Mission



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Changing Lives Through Football

Founded in 1867, the Sheffield and Hallamshire County Football Association is responsible for the administration, development and governance of grassroots football in South Yorkshire and the surrounding areas.

We aim to provide a safe and inclusive environment where everyone can achieve their football aspirations.

With over 50,000 registered players, 3,600 teams, 1,300 match officials and 7,000 volunteers, we're proud to support football and ensure everyone who participates has a great experience – regardless of gender, sexuality, ethnicity, ability or disability, faith or age.

We truly believe that grassroots football should be accessible to everyone and has the power to change people's lives for the better.

53,573

Registered Players

3,632

Affiliated Teams

623

Affiliated Clubs

20

Affiliated Leagues

*31st March 2024 Data Cut



Safeguarding

Keeping Football Safe

We are committed to making football safe for all participants and we work closely with all of our County FA partners to embed clear safeguarding standards across all areas of the game.

Our safeguarding team:

Martin Tate

Board Safeguarding Champion

Simon Frost

Senior Safeguarding Lead

Sarah Pridmore

Designated Safeguarding Officer

Tom Measham

Deputy Designated Safeguarding Officer

“

We were delighted to welcome Sarah Pridmore as our new Designated Safeguarding Officer in 2023. Sarah is an experienced safeguarding practitioner having previously worked in safeguarding roles at Lincolnshire County FA and Snowsport England.

Martin Tate - Board Safeguarding Champion

”





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Safeguarding 365 Compliance

Each County FA must undergo a comprehensive safeguarding assessment called The FA's 'Safeguarding 365' Standard. The safeguarding assessment standard, which was issued in September 2021, sets out the criteria which the Sheffield and Hallamshire County FA must meet, to demonstrate that safeguarding is fully embedded throughout the organisation. Two independent assessors from the NSPCC and the Child Protection in Sport Unit (NSPCC/ CPSU) conducted this assessment.

The Safeguarding 365 assessment, which took place in July 2023, concluded that Sheffield and Hallamshire County FA had not only met all standards, but the assessors identified several areas of good practice that exceeded the standards outlined in Safeguarding 365.

“

I am delighted to receive such a positive endorsement by the NSPCC assessors for the safeguarding work we undertake here in at the Sheffield and Hallamshire County FA. It demonstrates a clear willingness and commitment to go above and beyond to ensure children, young people and adults are supported in an environment that meets the safeguarding standards set by the FA and fully implemented by the County FA. This is a real credit to the team and demonstrates the commitment we all have to safeguarding practice in this County”

Martin Tate - Board Safeguarding Champion

”

Standard Area	
Governance and Leadership	✓
Operational Delivery	✓
Listening to the voice of and supporting U18s	✓
Football Disciplinary	✓
Case Management	✓
Compliance and Monitoring	✓

Governance

Board Appointments

Sheffield & Hallamshire County FA made significant progress with governance structures during 2024. Three new director appointments strengthened the Board of Trustees and have brought a wealth of experience to the County FA.



Grace Mitchell
Youth Council Chair



Rachel Habbergham
Inclusion Advisory Group
Chair and Equality,
Diversity and inclusion
lead.

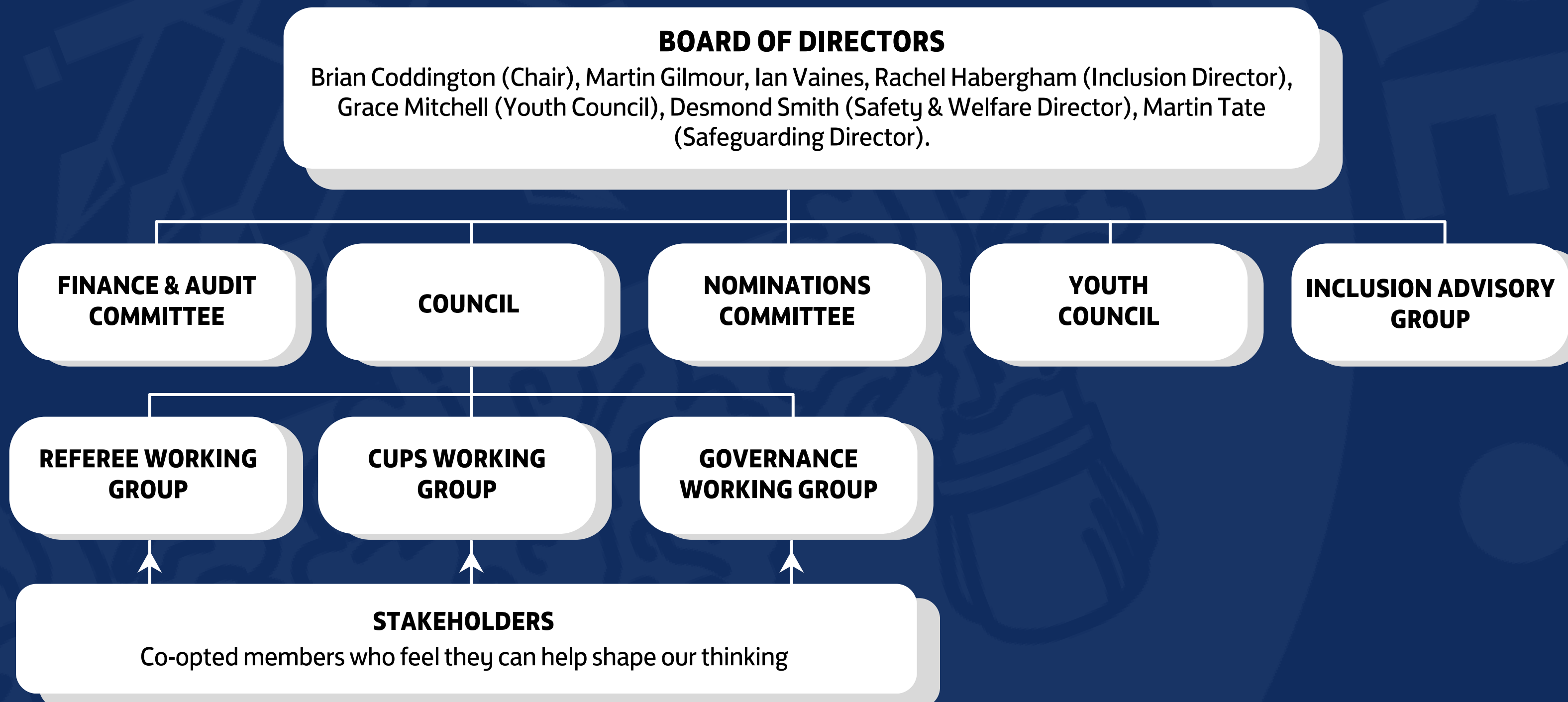


Des Smith
Director - Safety and
Wellbeing



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Our Governance Structure



Governance

Sheffield & Hallamshire County FA Achieves Equality Standard

The County FA was successful in gaining the Foundation Level of the Equality Standard for Sport from The FA on 1st August 2023.

The Equality Standard for Sport is owned by UK Sport and is a framework that assists sports organisations to widen access for under-represented individuals, groups and communities, and to reduce inequalities in sport and physical activity.

It's built around developing both the organisation and the organisation's services, and has four progressive levels – Foundation, Preliminary, Intermediate and Advanced.

It also provides a framework to review how a County FA is organised around equality in relation to its service delivery, workforce, policies, procedures and legal compliance against the backdrop of The FA's National Game Strategy.

This evidence has been externally assessed by an independent verifier and we are proud to have been confirmed as achieving the required standard.





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Des Smith wins Unsung Hero Award

Des Smith, one of the founders and Chair of the Sheffield Caribbean Sports Club and Sheffield & Hallamshire County FA Director, was awarded the 2023 BBC Sports Personality Unsung Hero award in December.

Des, 70, has been the “driving force” behind Sheffield Caribbean Sports Club since 1986 and was recognised for his work with the local community,

The club is a safe haven for young people, offering five cricket teams and eight junior football sides as well as netball and hockey teams.

Des was presented with his award on BBC One at the 2023 BBC Sports Personality of the Year Awards.

The Sheffield and Hallamshire County FA would like to congratulate Des on his outstanding and deserved achievement.

[READ MORE](#)



Governance

Sheffield & Hallamshire County FA Achieves The FA Code of Governance

The Sheffield and Hallamshire County FA was the first County Football Association in England to achieve version 2.1 – the highest standard – of the FA’s Code of Governance for County Football Associations in April 2024.

The County FA evidenced full compliance with the Code of Governance, which sets a higher precedent than the current gold standard for sport and aims to provide support and guidance to those running the grassroots game up and down the country.

A plaque was presented at a presentation ceremony at Sheffield and Hallamshire County FA’s Head Office, with members of the Association's Board in attendance to celebrate the landmark achievement.

In January 2020, The FA became the first national governing body in English sport to introduce a Code of Governance, with a number of other sports now following the model which has been endorsed by Sport England. The Code itself represents a ‘Gold Standard’ of governance, made up of 65 requirements based on Sport England and UK Sport’s Code for Sports Governance.

[READ MORE](#)





Financial Summary

Financial Summary	2023
Total Incoming Resources	£1,050,475
Total Resources Expended	£834,250
Income less Expenditure	£216,255



The 2023 year end accounts show an operating surplus and reserves held in the bank. The plan is to invest these reserves in to a facility or facilities which help to ensure our longer-term sustainability and ability to progress our charitable aims.



Brian Coddington



2021-24 Strategy Review

Our mission to increase participation to 50,000 registered players

Our main strategic aim between 2021-24 was to increase participation to 50,000 registered players by the March 2024 FA player data cut. Mission success was achieved in March and by the 2023/24 season end player numbers reached over 53,000.

In addition, The FA KPI scorecard at season end 2023/4 shows that Sheffield & Hallamshire County FA performance was positive in all areas and over the full range of KPIs the Association's performance was the highest in the Country.

KPI Area	Baseline (2021)	Target (2024)	Actual	% FROM TARGET
Male Participation	37,602	37,602	44,533	+18%
Female Participation	4,519	5,874	7,693	+31%
Disability Participation	462	796	1,347	+69%
Facilities	80	222	300	+35%
Coach Development Score	N/A	94	100	+6%
Referee Development Score	N/A	92	96	+4%



Season 2023-24 Highlights



1,330

NUMBER OF REGISTERED REFEREES

↑+23% Vs 2022/23 season



89%

OF ALL YOUTH TEAMS ARE ENGLAND FOOTBALL ACCREDITED CLUBS



92%

OF YOUTH TEAMS HAVE A QUALIFIED COACH



400

NEW REFEREES RECRUITED

↑+57% Vs 2022/23 season



101

WILDCATS PROVIDERS



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Facilities Investment in 2023-24



£6.5M
INVESTED INTO
FACILITY PROJECTS



£31.5M
TOTAL GRANTS VALUE
SINCE 2000



3
NEW 3G PITCHES

£3.2M
GRANTS PROVIDED BY
THE FOOTBALL
FOUNDATION

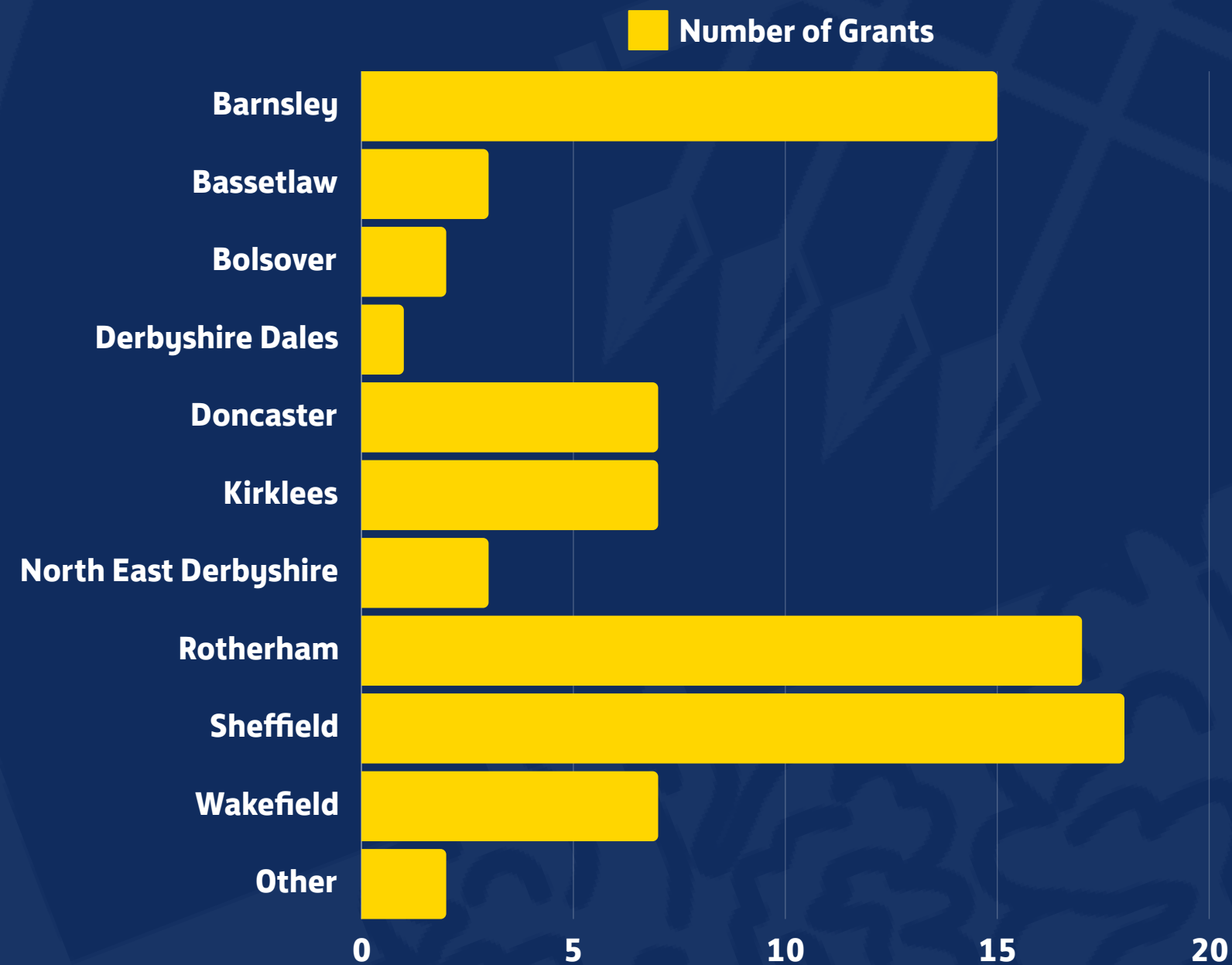


82
NUMBER OF FOOTBALL
FOUNDATION FUNDED
PROJECTS

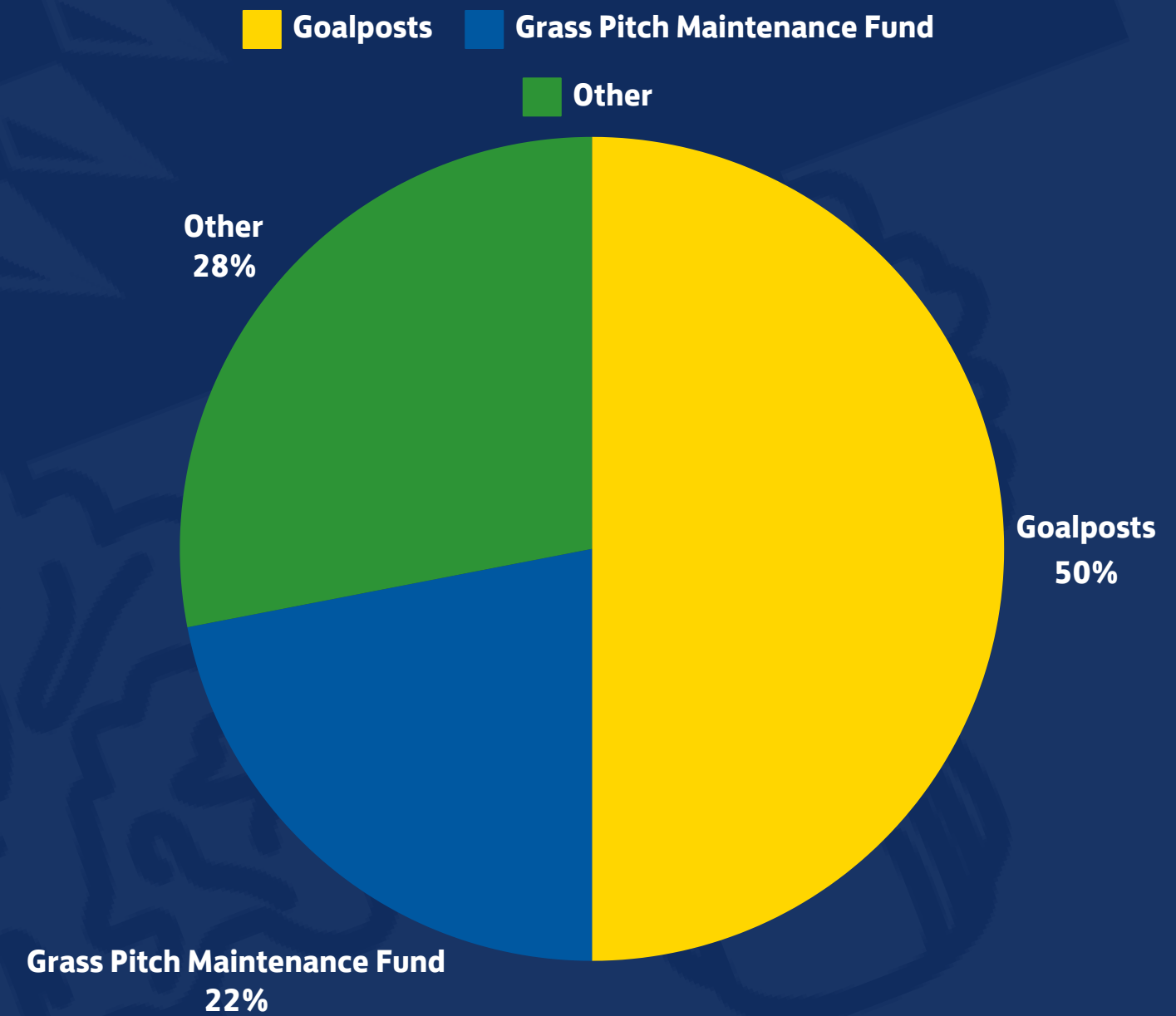


Facilities Investment

Breakdown by Local Authority



Project Type

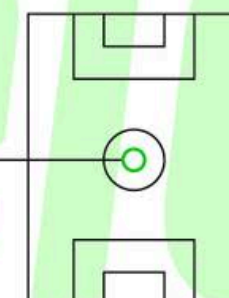
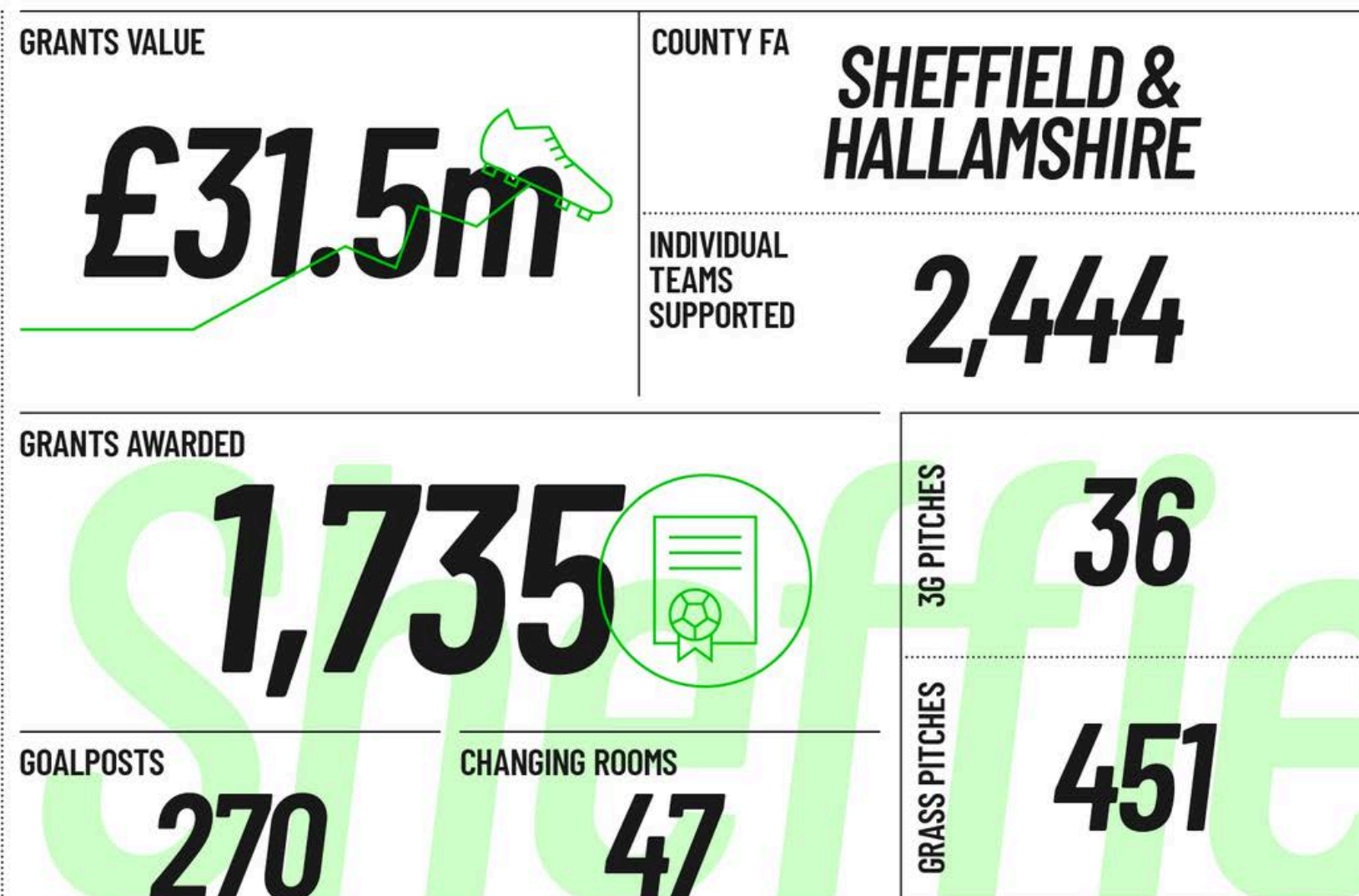




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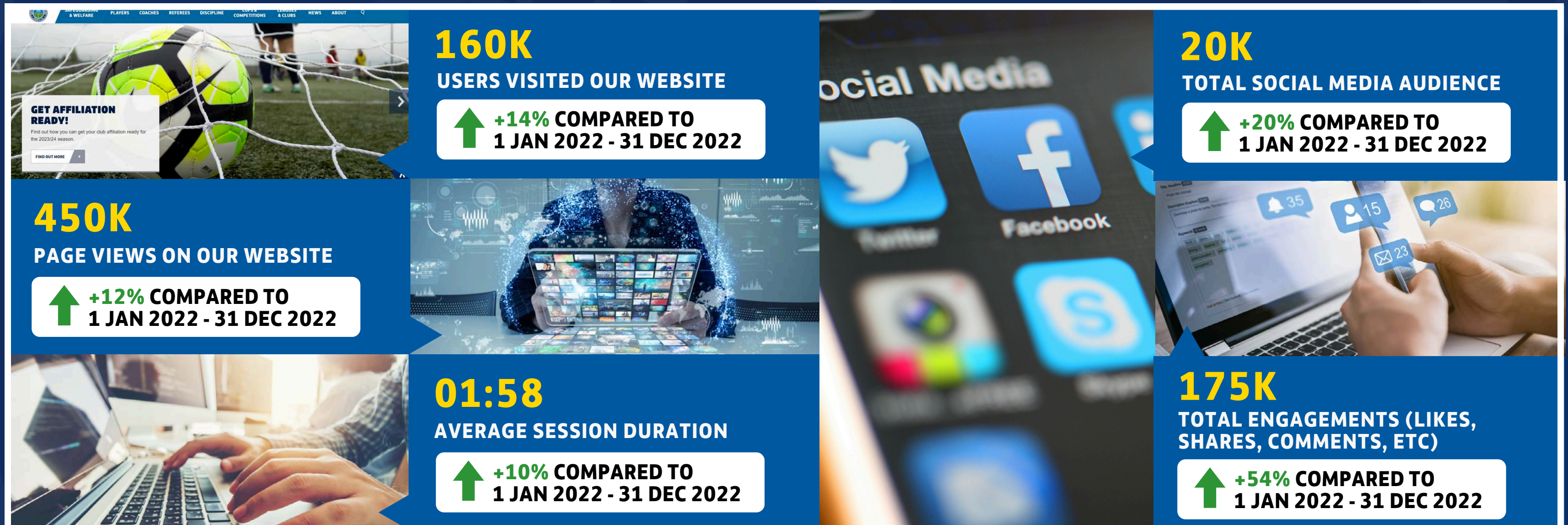
Facilities Investment since 2000

SINCE 2000



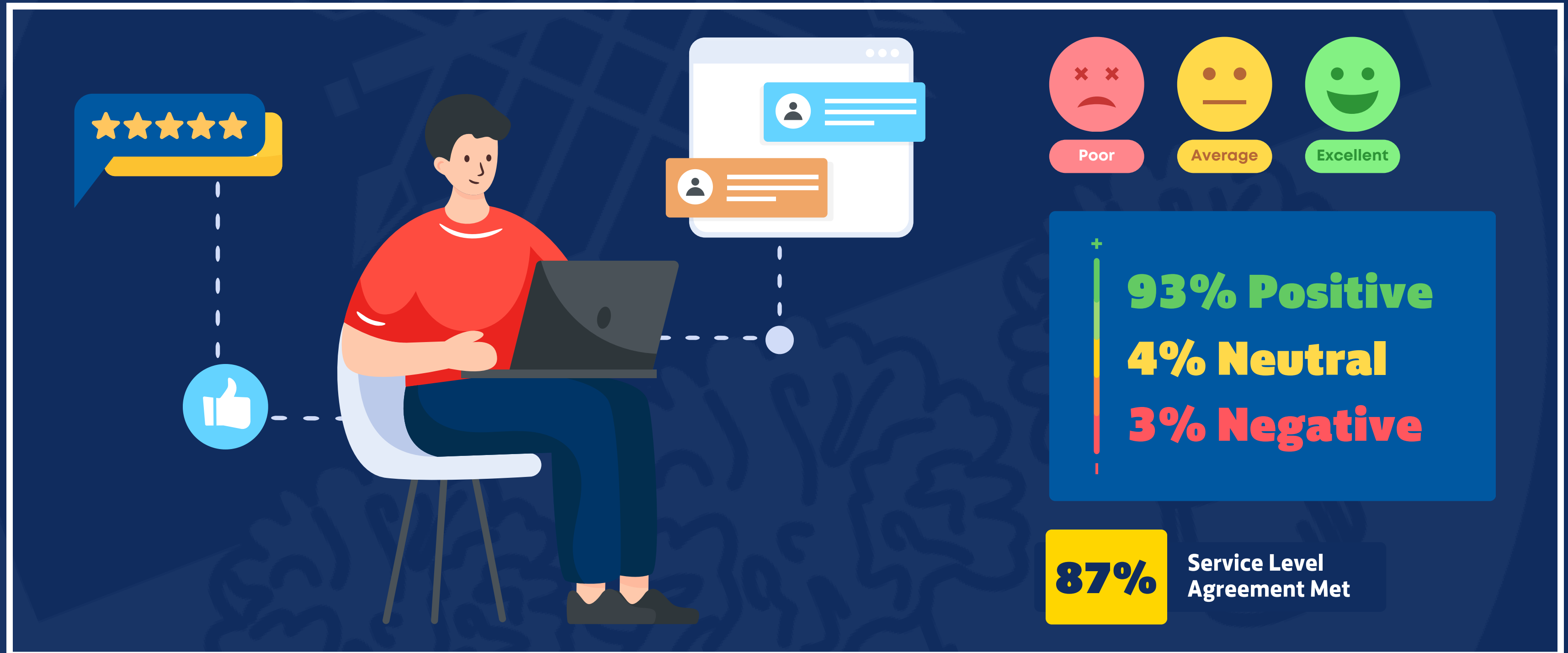
Marketing Stats

1st January 2023 - 31 December 2023





Customer Satisfaction





2024-28 Business Strategy

Throughout 2023/4 Sheffield & Hallamshire County FA undertook an extensive programme of engagement which included consultation with key grassroots stakeholders, local authorities and professional clubs across our region. This provided the Association with the latest data and customer insights which helped to shape our local interpretations of the FA's National Strategic Framework for 2024-28.



A full strategic document will be released in the 2024/25 season.



Grassroots Football Awards

On Thursday 12th October 2023, grassroots football's finest were recognised at a prestigious awards ceremony at Hillsborough.

The awards, which recognise local winners and highly commended recipients of the England Football Grassroots Football Awards 2023, were presented by BBC Radio Sheffield Sports Editor Andy Giddings.

The local grassroots community made over 160+ nominations across 12 categories earlier in the year, and the winners and highly commended recipients were selected by an independent judging panel.

Well done and congratulations to all the winners and highly commended.

[READ MORE](#)





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COUNTY FA WINNERS 2023



Kiveton Park FC
Club of the Year



Nathan Pearson
Derek Dooley Academy
Coach of the Year -
Disability Pathway



John Bridman
Hallam Rangers Girls
Coach of the Year - Female
Pathway



David Johnson
Tinsley JFC
Coach of the Year - Male
Pathway



Malcolm Geal
Scissett FC
Grounds Team of the Year



**South Yorkshire Ability
Counts League (SYACL)**
League of the Year



Gail Fletcher
Silver Strikers
The Lioness Award



Vance Warner
Match Official of the Year



Helen Knight
**Barnsley & District
Schools FA**
New Volunteer of the Year
**Collected by Stephen Gates*



Mike Stylianou
SYACL
Positive Football
Environment Award



Jack Johnson
Elite Football Academy
Young Volunteer of the
Year



Steven Beckitt
Swinton Spartans
The Geldart Award

COUNTY CUPS 2023/24

In the 2023/24 season, we were proud to deliver ten county cup competitions across open age and youth football.

This year we hosted our finals at Oxford Street (Rossington Main FC), Hillsborough Stadium (Sheffield Wednesday FC) and Phoenix Park (Dinnington Town FC). Thank you to all our hosts for your outstanding hospitality.

A County Cup Final is a joyous and momentous occasion for everybody involved, and we are extremely grateful to our staff team and everybody else behind the scenes for delivering a series of fitting finals.

We also want to recognise all the players, coaches, volunteers and match officials who participated in our finals. It's a magnificent achievement to reach a County Cup Final and is a showcase for local grassroots football.





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2023/24 COUNTY CUP WINNERS



Men's Senior Cup
Workson Town FC



Women's Senior Cup
Huddersfield Town Women



Saturday Cup
Stocksbridge Park Steels FC
Reserves



Saturday Trophy
Workson Town FC Reserves



Sunday Cup
Scawthorpe Athletic FC



Sunday Trophy
Boynton Sports FC



U13 Girls Cup
Elite AFC U13 Gold Girls



U13 Youth Cup
Sheffield United Junior Blades
1981



U16 Youth Cup
Frickley Athletic FC U16 Yellow



U16 Girls Cup
Elite AFC U16 Gold Girls

Commercial Partnerships

Proudly Supporting Grassroots Football in Sheffield & Hallamshire

As a not-for-profit organisation, we are developing a commercial strategy in order to develop impactful partnerships with key partners, which in turn can generate funds to reinvest back into improving grassroots football in the Sheffield & Hallamshire region.



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Sheffield and Hallamshire County FA

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