



**ENGLAND
FOOTBALL**

SHEFFIELD & HALLAMSHIRE COUNTY FA
ANNUAL REPORT
2022/23

CHANGING LIVES
THROUGH FOOTBALL





ENGLAND
FOOTBALL



STATEMENT FROM THE CHAIR



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On behalf of the Board of Directors at the Sheffield & Hallamshire County Football Association Ltd, welcome to the Annual General Meeting 2023.

The Annual General Meeting forms part of the Association's corporate governance structure and I'm delighted to say that we have made significant progress in this area over the past season. Members voted overwhelmingly to support the Board in refreshing the Articles of Association at September's Extraordinary General Meeting. The Articles now allow for and encourage greater diversity and representation across our structures, including the appointment of independent Trustees, and it is pleasing to see that we are able to attract high-calibre applicants to join the Board. Our work in relation to corporate governance will continue to evolve as we push towards the attainment of The FA Code of Governance for County FA's and Equality Standard in Sport (Preliminary level), which will build upon the work undertaken to achieve the Foundation Level which we attained earlier in the season.

As part of our governance work the Association recently undertook an independent Board audit which was commissioned by the FA. The audit report included a number of recommendations, one of which was that I be appointed as the Chair of the Association, which was then supported by the Trustees. I am incredibly proud to have been appointed as Chair and I'm sure that by working collaboratively across the Board, executive and volunteer workforces we can continue to move towards our main strategic metrics.

In relation to football matters, there has been much to celebrate over the past year. Over the summer of 2022 the County FA team played a pivotal role in helping to make the UEFA Women's Euros a huge success across our patch. The combined efforts of the County FA, The FA, Local Authorities, professional clubs and community organisations delivered a truly remarkable fan experience in Rotherham and Sheffield, and of course the Lionesses' performance on the pitch made the whole event one which everyone involved can look back on with great pride.

Our current strategic plan clearly identifies that following the UEFA Women's Euros we would look to the "legacy" to help grow the number of females involved in football locally. In relation to our growth aspirations our performance in 2022-23 has been strong with an additional 2,250 females now playing football. We also stated our aspirations around the growth of disability football within the current strategic cycle, and I was absolutely delighted to be recently informed by The FA that our County FA's performance in this area was the strongest in the country.

Safeguarding, and attainment of the FA Safeguarding Operating Standard, remains a key part of our work. In 2022 we had a first assessment with the NSPCC, who were incredibly complimentary about the work undertaken and the culture within our Association. Safeguarding remains everyone's responsibility, and I'm aware through our Board Safeguarding Champion and Designated Safeguarding Officer that they value and appreciate the work undertaken in this area by club volunteers and Welfare Officers.

Financially the Association posted a year end 2022 surplus which will sit within unrestricted reserves. The future plan remains to invest a significant proportion of reserves in to a 3G facility and pitch-based County FA headquarters. In relation to facilities we continue to work with The Football Foundation to deliver pitch improvements and a number of significant capital projects have been completed during the 2022-23 season.

The main body of this report highlights many successes and I would like to place on record my thanks to the staff team for their dedication and talent in delivering outstanding progress against FA KPIs. Similarly, it is vital that the Association recognises the work of the many volunteers who support grassroots football. I would therefore like to 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 2023-24.

Finally, talking of success, I'd like to congratulate Sheffield United on their promotion to the Premier League and wish Barnsley and Sheffield Wednesday the best of luck with their play-off campaigns.

Best wishes,

Brian Coddington

On behalf of the Sheffield & Hallamshire County FA Trustees



Brian Coddington

The Chair - Sheffield & Hallamshire County FA



""I am delighted to confirm that Sheffield & Hallamshire FA has achieved the Foundation Level of the Equality Standard, many congratulations."

Director - Plan 4 Sport

SHEFFIELD & HALLAMSHIRE COUNTY FA

THE HOME OF FOOTBALL



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Sheffield & Hallamshire County Football Association is responsible for the development, administration and governance of all affiliated football within the region, including grassroots league football, Snickers Just Play, Weetabix Wildcats, disability football and other formats such as walking football.

We also take a leading role in the development of people including referees and coaches and work with our partners within the Football Foundation and Local Authorities to help deliver significant facility investment and grant support.

Our region has historically made a huge contribution to the development of football. The County FA is the oldest County FA, the area includes the oldest ground in the world and the oldest football club. This unique heritage is important, but we must also acknowledge our region's role in developing the game and delivering success during more recent times.



"I GET EVERYTHING FROM
FOOTBALL... AND I HAVE TO
THANK SHEFFIELD."

EDSON ARANTES DO NASCIMENTO, PELE

FINANCIAL SUMMARY

2022 YEAR END ACCOUNTS



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Financial Summary	2022
Total Income	£1,077,217
Total Expenditure	£727,201
Income less Expenditure	£350,016

“ The 2022 year end accounts show an operating surplus and reserves held in the bank. The plan is to invest these reserves into a facility or facilities which help to ensure our longer-term sustainability and ability to progress our charitable aims. ”

Brian Coddington

SAFEGUARDING



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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

Claire MacRory

Designated Safeguarding Officer

Simon Frost

Senior Safeguarding Lead

Tom Measham

Deputy Designated Safeguarding Officer

Sarah Wood

Deputy Senior Safeguarding Lead

Ben Livesey

Safeguarding Compliance Administrator

NSPCC Assessment 2022

- Governance and Leadership – **Meets The Standard**
- Operational Delivery – **Meets the Standard**
- Listening to the Voice of and Supporting U18s – **Meets the standard**
- Football Disciplinary – **Meets the Standard**
- Case Management – **Meets the Standard**



PERFORMANCE METRICS



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COUNTY FA MISSION 2021-24

Our main strategic aim is to increase participation to 50,000 registered players by March 2024.

FA KEY PERFORMANCE INDICATORS

- # registered male players
- # registered female players
- # registered disabled players

Referee Education and Development
Coach Education and Development
Quality Grass Pitches

PROGRESS TOWARDS MISSION SUCCESS



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The 2022-23 season is the second year of a three year strategy.

FA KPI	CFA Performance 2022-23	FA Target 2022-23	
Male Pathway	40,959	37,602	+9%
Female Pathway	6,750	5,423	+25%
Disability Pathway	962	700	+37%
Total Players	48,679		

SEASON 2022-23 REVIEW



1,058
NUMBER OF REGISTERED
REFEREES
↑ +5% Vs 2021/22 season



94%
OF YOUTH TEAMS ARE PART
OF ENGLAND FOOTBALL
ACCREDITED CLUBS



92%
OF YOUTH TEAMS HAVE A
QUALIFIED COACH



85
NUMBER OF FEMALE
REFEREES
↑ +25% Vs 2021/22 season



27
NEW WEETABIX
WILDCATS PROVIDERS

*DATA CORRECT AS OF MAY 2023

SEASON 2022-23 REVIEW



£1,255,112
INVESTED INTO
FACILITY PROJECTS



£9.4M
INVESTED INTO
GRASSROOTS FACILITY
PROJECTS
FROM JULY 2021



5
NEW 3G PITCHES

£849,442
GRANTS PROVIDED BY
THE FOOTBALL
FOUNDATION



59
NUMBER OF FOOTBALL
FOUNDATION FUNDED
PROJECTS



*DATA CORRECT AS OF MAY 2023

FACILITIES INVESTMENT 2022-23



**ENGLAND
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**PAVILION REFURBISHMENT
WOMBWELL TOWN FC
BARNSELY**

Grant Value
£161,000.00
Project Value
£244,000.00

**GRASS PITCH MAINTENANCE FUND
HALL GREEN UNITED AFC JUNIORS
WAKEFIELD**

Grant Value
£46,080.00
Project Value
£69,120.00

**GRASS PITCH MAINTENANCE FUND
WISEWOOD JUNIOR FOOTBALL CLUB
SHEFFIELD**

Grant Value
£30,720.00
Project Value
£46,080.00

**GOALPOSTS
SHAW WOOD ACADEMY
DONCASTER**

Grant Value
£2,079.00
Project Value
£2,772.00

**MACHINERY
WICKERSLEY YOUTH F.C.
ROTHERHAM**

Grant Value
£5,790.00
Project Value
£7,740.00

**GOALPOSTS
CHESTERFIELD JUNIOR BLUES FC
CHESTERFIELD**

Grant Value
£3,300.00
Project Value
£7,000.00



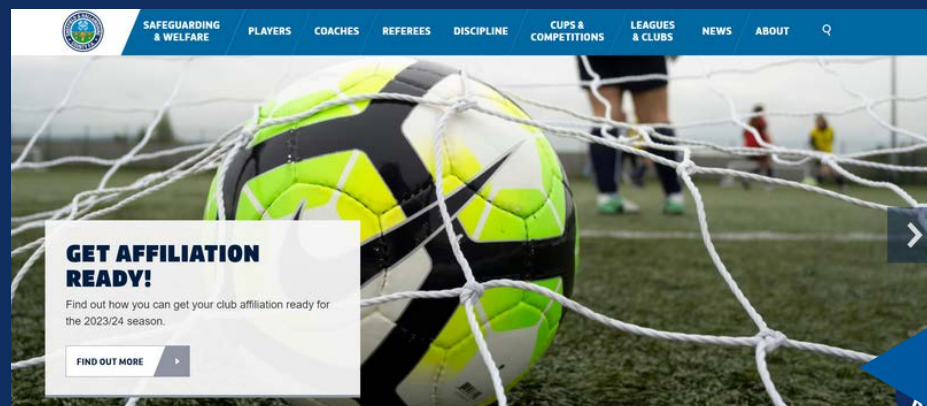
£1,255,112 INVESTED INTO FACILITY PROJECTS

MARKETING STATS

1 JAN - 31 DEC 2022



ENGLAND FOOTBALL



130K
USERS VISITED OUR WEBSITE

↑ 40% INCREASE COMPARED TO
1 JAN 2021 - 31 DEC 2021



400K
PAGE VIEWS ON OUR WEBSITE

↑ 23% INCREASE COMPARED
TO 1 JAN 2021 - 31 DEC 2021



01:47
AVERAGE SESSION DURATION

↑ 8% INCREASE COMPARED TO
1 JAN 2021 - 31 DEC 2021




16.5K
TOTAL SOCIAL MEDIA AUDIENCE

↑ 10% INCREASE COMPARED TO
1 JAN 2021 - 31 DEC 2021



100K
TOTAL ENGAGEMENTS (LIKES,
SHARES, COMMENTS, ETC)

↑ 64% INCREASE COMPARED TO
1 JAN 2021 - 31 DEC 2021

A photograph of two women playing football. They are wearing white t-shirts and dark shorts. They are positioned under a large red tent with 'ENGLAND FOOTBALL' printed on it. A soccer ball is visible in the air above them. The scene is brightly lit, suggesting an outdoor setting.

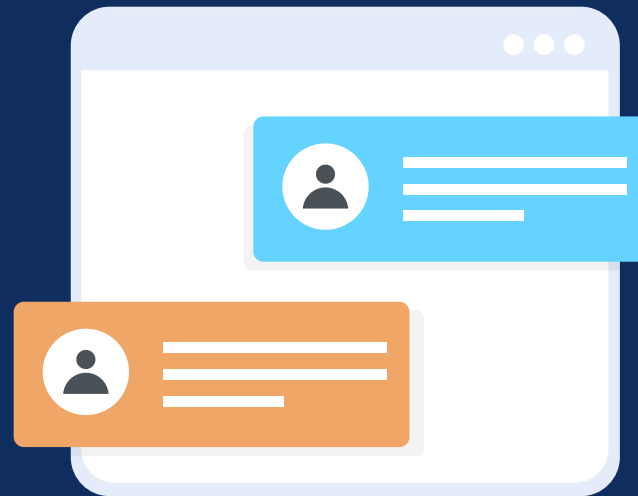
"Your strong female participation numbers, which surpass your 2022/23 target, are a testament to the development work that has gone on across both the affiliated and recreational landscapes."

Louise Gear, Head of Development at The FA

CUSTOMER SATISFACTION



ENGLAND FOOTBALL



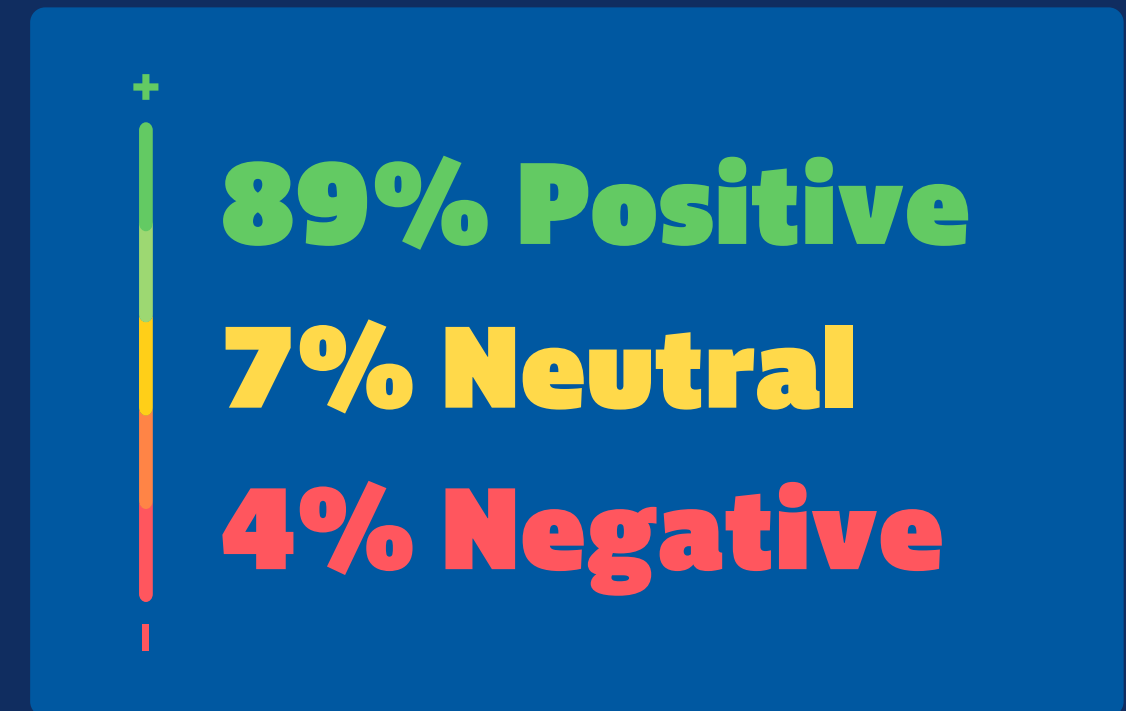
Poor



Average



Excellent



87%

Service Level Agreement Met



"Can you pass on my thanks to the team at Sheffield & Hallamshire FA ... your efforts made it a splendid day for our players, coaches and committee."

League President

2021-24 BUSINESS STRATEGY



**ENGLAND
FOOTBALL**

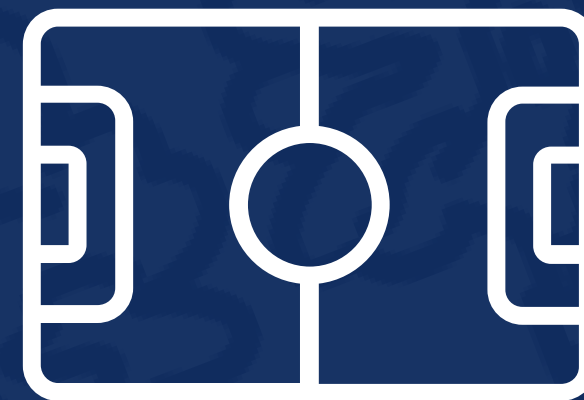
2021 was a perfect time to reset our strategy which was submitted to The FA for approval. Our strategic plan is shaped around three core themes: People, Places and Pathways, with each of these themes recognising where we should focus our efforts in order to help build our football infrastructure and support the stakeholders who help facilitate the game. Ultimately our main aim is to deliver player growth to 50,000 registered players by 2024.

OUR MISSION

TO BUILD OUR FOOTBALL INFRASTRUCTURE BY DEVELOPING PEOPLE, PLACES AND PATHWAYS IN ORDER TO INCREASE PARTICIPATION TO 50,000 REGISTERED PLAYERS BY MARCH 2024.



OUR PEOPLE



OUR PLACES



OUR PATHWAYS

OUR PEOPLE



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**OUR PEOPLE ARE VALUED
AND SUPPORTED**

WHAT

To deliver a customer centric approach

HOW

By improving our key processes, encouraging personal development, promoting FA education and supporting competent and inclusive committees.

WHY

In order to retain existing and to recruit over 1,000 new volunteers and match officials by 2024

PERFORMANCE TARGETS 2021-2024



180

NEWLY QUALIFIED
FEMALE COACHES

50

YOUNG FEMALE
COMMUNITY LEADERS

70

FEMALE RECREATIONAL
FOOTBALL FACILITATORS

750

NEWLY QUALIFIED
REFEREES

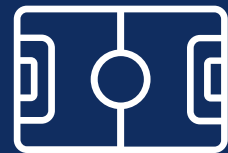
ATTAIN

FA CUSTOMER SERVICE
EXCELLENCE

OUR PLACES



ENGLAND
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OUR PLACES - PROTECTED AND IMPROVED

WHAT

To build for future growth

HOW

By delivering targeted investment (Local Football Facility Plans)

WHY

In order to ensure that 7,000 more training and match slots are provided per annum by 2024

PERFORMANCE TARGETS 2021-2024



£10 MILLION

FOOTBALL FACILITY
INVESTMENT

142

GRASS PITCHES IMPROVED
TO "GOOD" OR ABOVE
(PQS)

2000

ADDITIONAL GRASS
MATCH PLAY SLOTS PER
SEASON

7

NEW 3G PITCHES WITH 50%
FEMALE ALLOCATION (POU)

35

NEW FEMALE
RECREATIONAL SPACES

OUR PATHWAYS



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OUR PATHWAYS - THE BEST CLUBS, LEAGUES AND PROGRAMMES

WHAT

To encourage a player centric approach

HOW

By supporting our delivery partners to promote and implement a fun, safe, inclusive and progressive player experience

WHY

In order to retain existing players and to recruit 7,500 more FA registered players by 2024

PERFORMANCE TARGETS 2021-2024



100

NEW AFFILIATED
FEMALE TEAMS

30

NEW WEETABIX WILDCATS
PROVIDERS

35


NEW WOMEN'S FOOTBALL
RECREATIONAL CENTRES

25

NEW DISABILITY
TEAMS

90%

YOUTH CLUBS ENGLAND
FOOTBALL ACCREDITED



"The NSPCC would like to congratulate you, the Board and wider staff team for the commitment to safeguarding evidenced during the whole assessment process"

NSPCC



**ENGLAND
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Sheffield and Hallamshire County FA

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@SHCFA



SheffieldCFA



Sheffield FA

www.sheffieldfa.com

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