



**ENGLAND
FOOTBALL**

SEASONAL REPORT

2020 - 2021

**CHANGING LIVES
THROUGH FOOTBALL**





STATEMENT FROM OUR INTERIM CHAIR



Can I, on behalf of the Board of Directors at the Sheffield & Hallamshire County Football Association Ltd, welcome you to the Annual General Meeting.

The 2020-21 season was challenging for our game; we all had to work hard with changing guidance and regulations as we came to terms with the ongoing impact of Covid 19. However, the various lockdowns and restrictions showed us the importance of football across our region as players looked forward to returning to play and to reconnecting with their friends and teammates. Similarly, leagues and competitions showed amazing resilience, and their efforts along with the tireless work of the army of volunteers that make football happen was exceptional.

At the County FA, we needed to make many changes as we also adapted to the “new normal”. It arguably goes without saying that the past couple of seasons has been tough for everyone. The pandemic has impacted many clubs and families who have lost loved ones. We sadly lost our long-term colleague Julie Fothergill in 2021 and our thoughts go out to Geoff and Julie’s family.

However, through the challenges, we have been inspired by you and the amazing work undertaken during this challenging period. You often told us that you appreciated our support, and hopefully our joint efforts helped to ensure that the ‘Return to Football’ was delivered in the safest environment possible. The satisfaction survey results included within this report are encouraging and I know that the staff team welcome your positive and constructive feedback.

We were equally very aware of the financial impact of the pandemic on our member clubs. In order to help share the burden we worked with our colleagues at the FA and were able to completely remove affiliation fees in 2020, and again thanks to help from the FA, we were able to discount fees for the 2021-22 season.

Similarly, our funding partners at the Football Foundation responded quickly to the challenge, and we were able to work with the Foundation to help deliver 235 grants totalling £1.9 million in 2020-21. At the time of writing I remain cautiously optimistic that the 2021-22 season will be concluded without any significant disruption, and then hopefully we can all look forward with renewed optimism as we go into next season.

2021 was a perfect time to reset our business strategy which was submitted to The FA for approval over the summer. Our strategic plan is shaped around three core themes: People, Places and Pathways. Each theme recognises where we should focus our efforts in order to help build our football infrastructure and support the stakeholders who help facilitate the game. Through working together, we hope to achieve our bold aspirations and to become a top performing County FA in relation to player numbers.

We have a huge opportunity and we are incredibly excited by the UEFA Women’s Euros 2022 which come to Rotherham and Sheffield over this coming summer. The Sheffield and Hallamshire County FA region is the only FA region to have two host cities and we are fully engaged across a range of partnerships to help support the tournament and to ensure that it delivers a lasting legacy.

Whilst we look forward to exciting times in the women’s game we should also stress that we have retained our core staff working in the adult male and youth games, along with recently appointing to a Disability and Inclusion role to help ensure that we deliver support where it is needed and across all player pathways.

There were many football highlights over the 2020-21 season which are detailed in the body of this report. Our work in football will continue, but equally our broader ambitions are detailed within our refreshed 2021-24 business strategy. We must collaborate with The FA to ensure that we progress our work around equality, diversity & inclusion and we must move our governance structures towards the FA Code of Governance. We must also make every effort to modernise the business and to mitigate against the recent loss of central funding and coach education income by exploring new opportunities to diversify our revenue streams. Several County FAs have moved their operations to a 3G pitch facility, and this is an option we intend to take for Sheffield & Hallamshire County FA in the near future.

The 2020 and 2021 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.

In April 2020, as the pandemic hit we successfully attained the FA Safeguarding Operating Standard. In the early part of the 2021-22 season the FA launched a new operating standard – ‘Safeguarding 365’ which recognises safeguarding’s move from compliance to culture within the County FA network. The FA has also announced the NSPCC / CPSU as the new external assessor for the Safeguarding 365 standard. I’m sure that everyone will join me in acknowledging that the safety of our young players and adults at risk must remain a priority for all those involved in the game. The County FA recently appointed Martin Tate to the Board as Board Safeguarding Champion and I’m sure that Martin along with my other Board colleagues and our dedicated team look forward to your continued support in this area as we prepare for our external assessment via the NSPCC.

Despite the obvious challenges there was much to be pleased about during the 2020-21 season, and I would 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 in to increasingly stable times.


Best wishes,

Brian Coddington

On behalf of the Sheffield & Hallamshire County FA Trustees



Brian Coddington
Interim Chair - Sheffield & Hallamshire County FA



"The County FA are amazing to work with. You guys really do go above and beyond to help us all out"

Customer feedback

SHEFFIELD & HALLAMSHIRE COUNTY FA

THE HOME OF FOOTBALL



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 – The first Parklife Hub City, the largest junior league in Europe and of course several elite performers from Barnsley, Doncaster and Sheffield have represented England at Men's and Women's international level during recent tournaments.

In 2022 the Sheffield & Hallamshire County FA region will look forward to being the only County FA region to welcome the UEFA Women's Euro 2022 to two host venues - Rotherham's New York Stadium and Bramall Lane, the oldest stadium in the world still hosting professional football matches.



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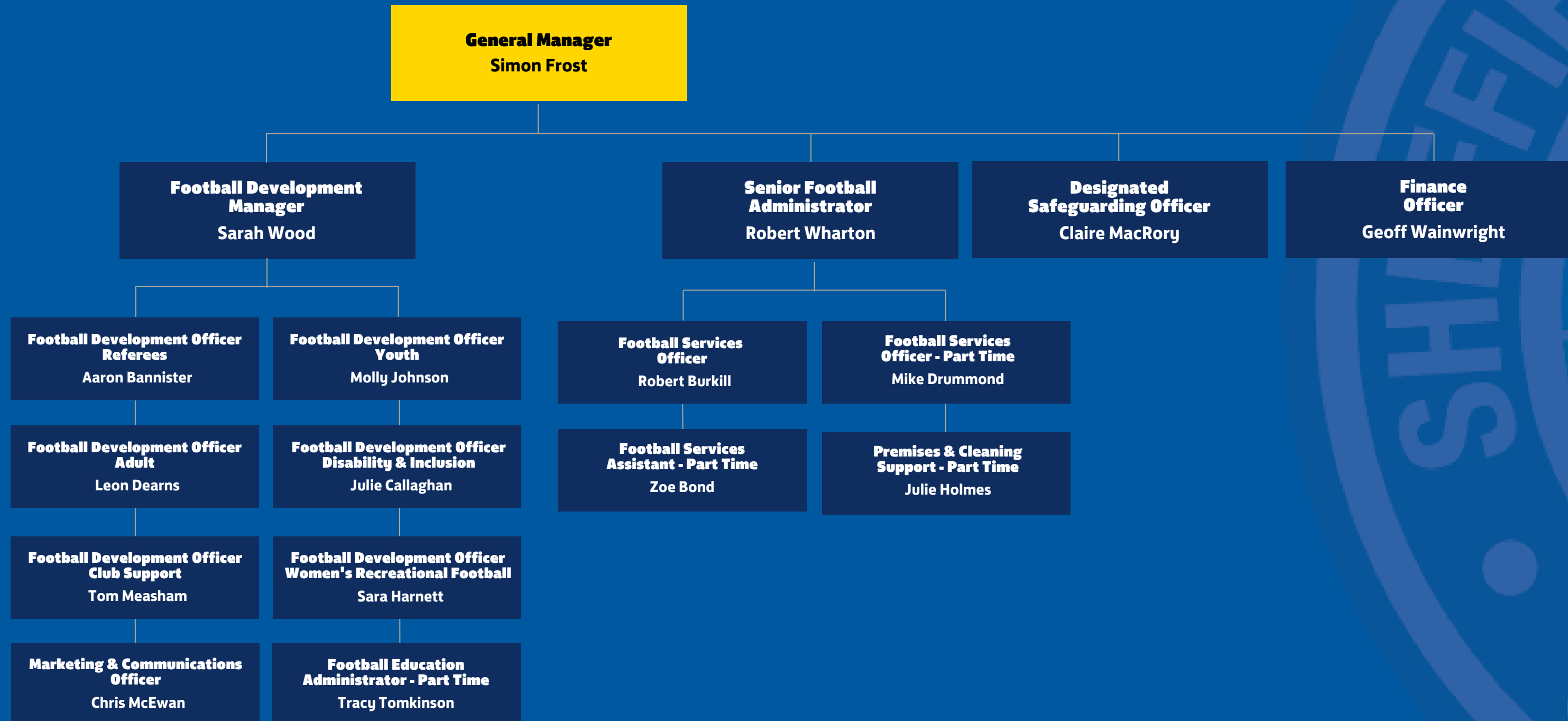
I GET EVERYTHING FROM
FOOTBALL... AND I HAVE TO
THANK SHEFFIELD.

EDSON ARANTES DO NASCIMENTO, PELE

”

EXECUTIVE STRUCTURE

JANUARY 2022



FINANCIAL SUMMARY



Item	2021
Total Income	£689,976
Total Expenditure	£591,709
Income less Expenditure	£98,267
Capital & Reserves	£998, 837

“

"The 2020 and 2021 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."

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Brian Coddington

SAFEGUARDING



We are totally 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

The FA has recently announced the NSPCC as the new external assessor for the Safeguarding 365 standard. Sheffield & Hallamshire County FA is currently preparing for an assessment which is anticipated during the early part of 2022.



FA STRATEGIC PILLARS



KEY PERFORMANCE INDICATORS

- # Male Players
- # Female Players
- # Disability Players
- % Youth Charter Standard
- % Adult Charter Standard
- Safeguarding Operating Standard
- Respect
- # BAME Players
- % Player Registration
- % Youth Teams with a qualified coach
- # Female coaches
- # Referees
- # Female Referees
- #Grass Pitches Improved

SEASON 2020-21 REVIEW



37,602
NUMBER OF MALE
PLAYERS



58
NUMBER OF REGISTERED
FEMALE REFEREES



824
NUMBER OF REGISTERED
REFEREES



462
NUMBER OF DISABILITY
PLAYERS



4,519
NUMBER OF FEMALE
PLAYERS

SEASON 2020-21 REVIEW



93%

**PERCENTAGE OF YOUTH
TEAMS WITH A QUALIFIED
COACH**



50%

**NUMBER OF ENGLAND
FOOTBALL ACCREDITED
ADULT CLUBS**



89%

**NUMBER OF ENGLAND
FOOTBALL ACCREDITED
YOUTH CLUBS**



98%

**PLAYER REGISTRATION
COVERAGE**



74

**WEETABIX WILDCATS
PROVIDERS**

SEASON 2020-21 REVIEW



£8.6M
TOTAL PROJECTS
COST



85
RETURN TO FOOTBALL
GRANTS PROVIDED



£1.9M
TOTAL GRANTS
OFFERED



£80,000
TOTAL SUM OF
RETURN TO
FOOTBALL GRANTS



235
NUMBER OF FOOTBALL
FOUNDATION FUNDED
PROJECTS

FACILITIES INVESTMENT 2020-21

NORTH WEST

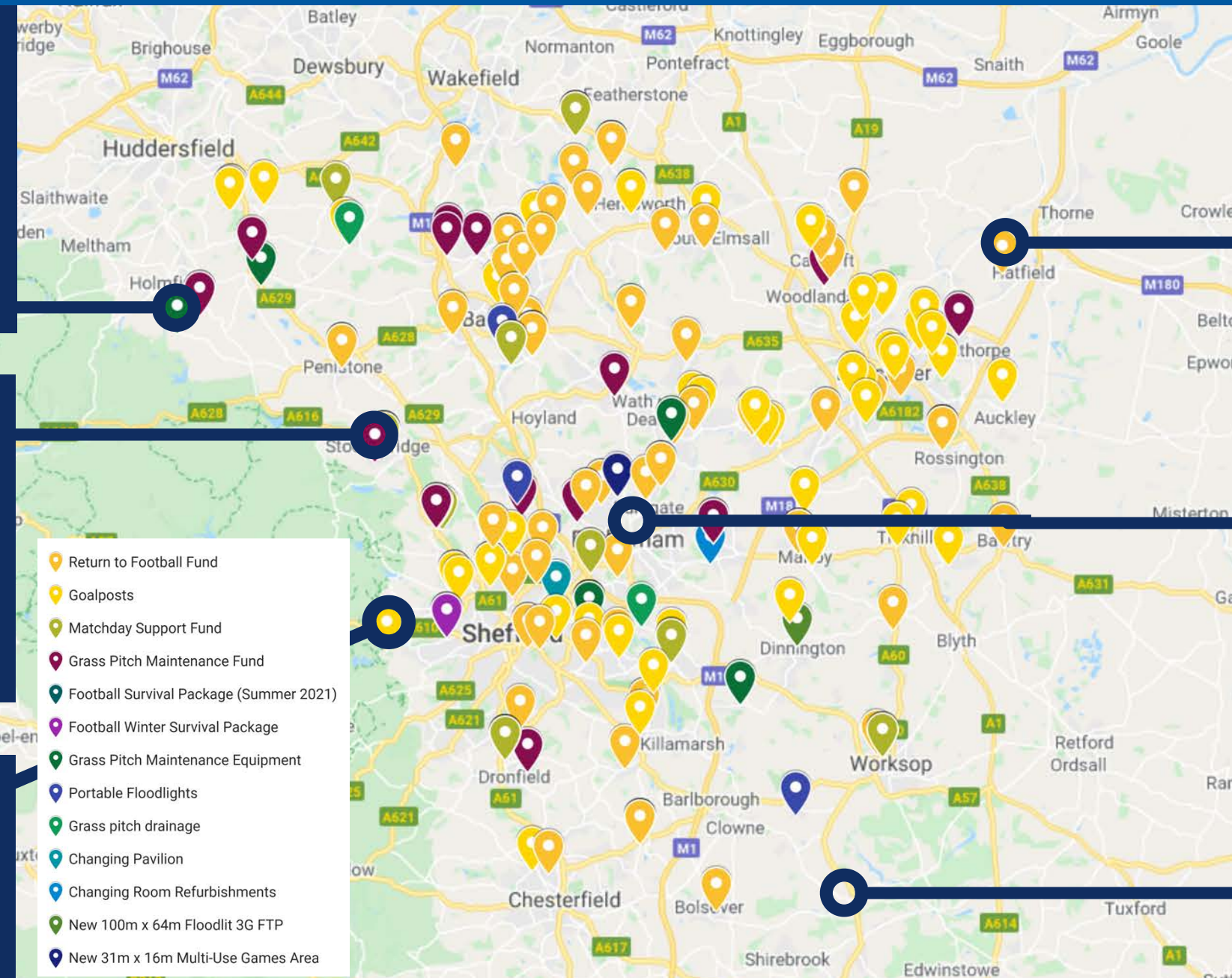
£18k Grass Pitch Maintenance Fund provided to Hepworth United Juniors FC

WEST

£7k Match Day Support Fund provided to Stocksbridge Park Steels FC

WEST

£2k Funding For Goalposts provided to Redmires Rangers FC



NORTH EAST

£460 Return to Football Grant provided to Doncaster Over 35s FC

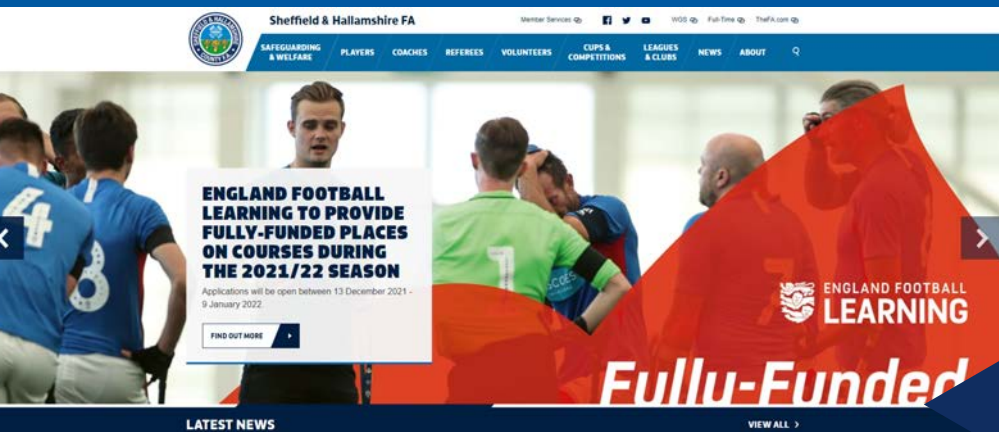
CENTRE

£126k to Rotherham MBC for Multi-Use Games Area

SOUTH

£750 Return to Football Grant provided to Bolsover Town Juniors FC

WEBSITE STATISTICS - JAN-DEC 2021



92K

USERS VISITED OUR WEBSITE



17.6% INCREASE COMPARED
TO 1 JAN 2020 - 31 DEC 2020



323K

PAGE VIEWS ON OUR WEBSITE



26.9% INCREASE COMPARED
TO 1 JAN 2020 - 31 DEC 2020



01:56

AVERAGE SESSION DURATION



15.1% INCREASE COMPARED
TO 1 JAN 2020 - 31 DEC 2020

WEBSITE CONVERSIONS

992

COURSE
BOOKINGS

7,570


DOCUMENT
DOWNLOADS

3,480

FIND FOOTBALL
NEAR YOU SEARCHES

25,000

CLICKS TO
INTERNAL LINKS

An aerial photograph of the Stoneham Lane Football Centre. The image shows several green football pitches with white markings and goals. In the foreground, there is a modern building with a grey roof and large windows, identified by a sign as 'STONEHAM LANE FOOTBALL CENTRE'. A paved area with yellow markings and a 'DROP OFF ONLY' sign is visible. In the background, there are large industrial-style buildings and a residential area on a hill. A large, semi-transparent blue speech bubble with a white border is overlaid on the center of the image, containing a testimonial in white text. The text reads: "I would personally like to thank all the staff for how they have worked over the last 18 months, dealing with my issues in a fast manner. The last 18 months have been the hardest we have ever faced." Below the testimonial, the words 'Customer feedback' are written in yellow. The overall scene is captured in a wide-angle, high-altitude shot, providing a comprehensive view of the facility and its surroundings.

"I would personally like to thank all the staff for how they have worked over the last 18 months, dealing with my issues in a fast manner. The last 18 months have been the hardest we have ever faced."

Customer feedback

CUSTOMER SATISFACTION



Poor



Average



Excellent



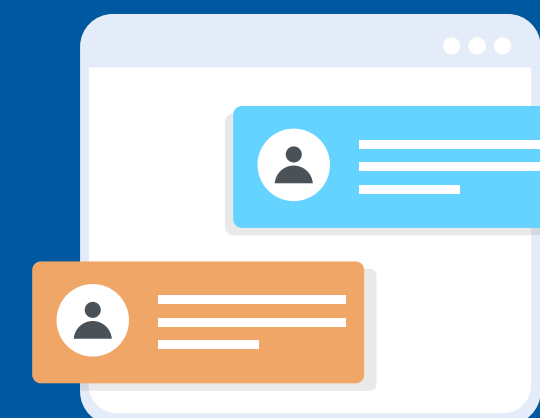
92% Positive


6% Neutral

2% Negative

99%

Service Level
Agreement Met





"All working together and moving forward as a well-respected organisation. Well done to you and all the staff. Life ain't easy at the moment. "

Customer feedback

2021-24 BUSINESS STRATEGY



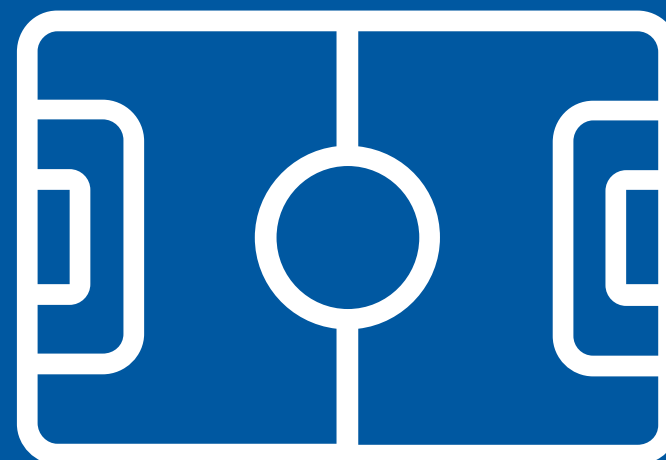
2021 was a perfect time to reset our strategy which was submitted to The FA for approval over the summer. Our strategic plan is shaped around three core themes: People, Places and Pathways, with each of these themes recognising where we should focus our efforts in order to help build our football infrastructure 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

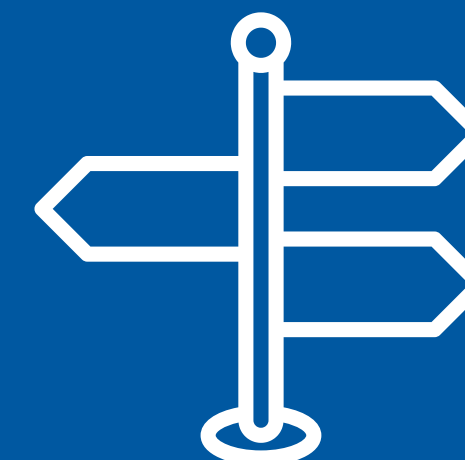
TO BUILD OUR FOOTBALL INFRASTRUCTURE BY DEVELOPING PEOPLE, PLACES AND PATHWAYS IN ORDER TO INCREASE PARTICIPATION TO 50,000 REGISTERED PLAYERS BY MARCH 2024.



OUR PEOPLE



OUR PLACES



OUR PATHWAYS

OUR PEOPLE



**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

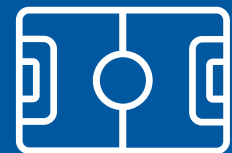
750

NEWLY QUALIFIED
FEMALE COACHES

ATTAIN

FA CUSTOMER SERVICE
EXCELLENCE

OUR PLACES



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

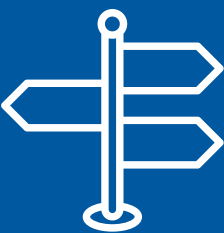
7

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

35

NEW FEMALE
RECREATIONAL SPACES

OUR PATHWAYS



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

35

NEW WEETABIX WILDCATS
PROVIDERS

35


NEW WOMEN'S FOOTBALL
RECREATIONAL CENTRES

2,000

DISABLED
PLAYERS

90%

YOUTH CLUBS ENGLAND
FOOTBALL ACCREDITED



"I've been a Club Secretary for 20 years. With respect, you lot at the County FA are a breath of fresh air – fair play "

Customer feedback

UEFA Women's Euro 2022

This year, the Sheffield & Hallamshire County FA region will look forward to being the only County FA region to welcome the UEFA Women's Euro 2022 to two host venues - Rotherham's New York Stadium and Bramall Lane, the oldest stadium in the world still hosting professional football matches.

This UEFA Women's EURO 2022 will be ground-breaking from start to finish. It will be the biggest women's sports event in Europe and will provide an unprecedented opportunity for us to inspire the next generations of players and fans.

We will be working with our partners and grassroots volunteers to create a fun, safe, accessible and inclusive environments for females.



“

“We want to inspire women and girls to get involved in the beautiful game, whether this is playing at a grassroots club, coaching a team or refereeing a game.”

Sarah Wood, Sheffield & Hallamshire County FA

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**ENGLAND
FOOTBALL**

Sheffield and Hallamshire County FA

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@SHCFA



SheffieldCFA



Sheffield FA

www.sheffieldfa.com

**CHANGING LIVES
THROUGH FOOTBALL**

