

# Growth and Retention

Shropshire performance against target is as follows;

Male Participation is 672 above target thanks to our winter Futsal events.

Female Participation is 733 above target.

Disability Participation is 38 above target.

Youth Clubs who have achieved Charter Standard is 3% above target.

Adult Clubs who have achieved Charter Standard is 4% above target.

Player Registration is 1% above target.

Youth Teams with a qualified Coach is 1% below target.

The number of qualified female Coaches is 27 below target although the analysis is based on a sample of 13%

The number of qualified BAME Coaches is 11 below target although the analysis is based on a sample of 13%

The Number of Male Referees is 56 below target which was largely due to a vacant RDO position for 4 months in 2018.

The number of Female Referees is 25 below target for the same reason.

The number of BAME Referees is 7 above target.

8 grass pitches are included in the Playing Pitch improvement programme.

100% of the Safeguarding Operating Standard has been met.

We have operated 18 Wildcats Centre's.

We have developed 5 Schools Girls Football Partnerships in Telford, Newport, Cleobury Mortimer, Shifnal and Oswestry.

16 Shropshire Coaches out of 639 Coaches across England signed up for the Respect Initiative 21 days of positivity.

Telford College achieved Super football Hub status.

Telford College has also been selected as a Fun Football Centre.

Telford Juniors received a grant of £20K.

Shropshire Junior League increased their Futsal Participation by 10%.

Following a successful bid for Futsal initiative funding the SFA has attracted 400 adults.

## Workforce & Referee Development

The focus for our development of volunteers has been ensuring that everyone meets the requirements of the Safeguarding Operating Standards. This includes signing a Volunteer Code of Conduct, attending a safeguarding Children's workshop, Welfare officers attending a bespoke workshop and relevant volunteers completing an on-line course if required. Our Designated Safeguarding Officer has required a strict adherence to this. Both our Board of Directors and Staff have received comprehensive training from the DSO and Senior Safeguarding Lead. Club compliance with safeguarding is monitored on a weekly basis in relation to Validation visit learning and CRC compliance.

In recognition of the work of our Volunteers we have organized the 2019 Community Awards in June, which will focus on the achievements of our Leagues, clubs, coaches, referees and administrators.

Coach education continues to ensure we maintain the quality accreditation of our Coach education Programme. Our Whole Game Manager has generated significant interest in the expansion of the Player Registration scheme. The SFA's new strategy for Women & Girl's Football has borne major fruit with more Girls and ladies teams playing in the female football pyramid than ever before. In recognition of this success, the FA awarded us with Funding for 18 wildcats Centre's which was 5 above our original allocation.



## Facilities

The Ludlow Stadium Partnership has developed 36 teams and hosted 7 major events involving schools, grassroots clubs and professional clubs.

The F&CM has supported the development of Local Football Facility Plans for Shropshire and Telford. The LFFP's will represent a 10 year vision for football facilities in Shropshire and will identify our priority projects. 90% of external investment will be allocated in the LFFP.

The Priorities for Shropshire are 8x3G facilities in West Shrewsbury, Ludlow, Market Drayton, Shifnal, Whitchurch, STFC, Oswestry and Bridgnorth. Grass pitches improvements at Market Drayton, Bridgnorth and Worthen. Improved clubhouses at Market Drayton, Bayston Hill, Bridgnorth, Worthen, Shrewsbury College and Bishops Castle and improved Small sided facilities at Whitchurch and Church Stretton

The priorities for Telford are 3x3G facilities at Newport, Telford College and Newdale; Grass pitches improvement at The Elms, Sutton Hill, Ringers Lane, Leegomery and Allscott. Improved Clubhouses at the Elms, Sutton Hill, Ringers Lane, Leegomery, Donnington, Broad Oaks, Crescent Road, Newdale, Allscott, Ketley Bank and Priorslee and Improved small sided facilities at Brookside, Malinslee, Donnington, Woodside, Stirchley, Wellington and Lawley

With regard to the SFA's own Satellite hub at Telford College, Heads of Terms were signed by the Board of Directors and College Trustees in November and December respectively. The F&CM moved into a dedicated office on site from February and the Business Plan was approved by the Board in April. If Applications for Funding are successful, the new Football Centre will be launched in autumn 2020.

## Raising Standards

The Shropshire Junior League and Youth Council ran a hugely successful Respect and Kick it Out Festival in February. Hundreds of Rainbow laces were circulated amongst the participants. Darren Beech continues to work with clubs and Leagues in ensuring the delivery of our Charter Standard programme with all of our KPI's above target in this area. The Football Development Team has also put together an imaginative Women's Football Innovation Programme which will be implemented in the final quarter. The season will conclude with our own Annual Community Awards at the Lord Hill. As the event happens on the rest day of the Women's World Cup, there will be very much a World cup flavour where we will reflect on the achievements within the female game and hear stories from Football Broadcasting from Shropshire's Michelle Owen and the trials and tribulations for the Manager of elite Super Club Manchester City's Nick Cushing. Our Whole Game Manager has not only had to manage a second safeguarding assessment within six months of the first one, Zoe has also had to contend with the FA's sin bin initiative which is extended in 2019/20. The Girls League introduced single age bands for the first time which has helped the leagues development enormously. We also re-introduced the Women's summer League with 9 teams participating. Five Coach Mentors have been working with Charter Standard clubs. The team also ran a marketing workshop in partnership with the FA to ensure that the programmes for Hub development, clubs and Leagues, FA programmes, Affiliation, Competitions, Participation, Youth development, Referee Development, Coach Education, Discipline initiatives, Disability development and Community Awards are programmed effectively.

## Better Players

With regard to the Coach Education programme, 20 Coaches completed their YM3, 20 x Level 1's have been organized in both Shrewsbury & Telford and two level 2. We have offered 8 safeguarding courses and thirteen emergency aid courses. There have been 10 Licensed Coaches Club Continuing Professional Development workshops, one Goalkeeping courses, 1 Disabled footballer's course and 1 Junior Leaders courses and 3 Basic Referees courses. Over 600 Coaches have benefitted from the programme. We have also run four Welfare Officer's workshops. The Board has approved over £3K worth of support to our Charter Standard Community Clubs, Charter Standard development Clubs and Charter Standard Adult and junior Clubs. The FA has also allocated us over £8K towards Coach Education Bursaries. Shrewsbury Town has run the Regional Talent Club for the third season, one of 32 in the country. Forty five girls have been selected across 3 age groups from the 150 who attended the trials. STITC have also retained their License to run the Talent Identification programme for players with visual impairment, hearing impairment, learning disability, Cerebral Palsy and amputees.

## Chief Executive's Report – Mr Roy Waterfield

Our Season commenced with the development of a new football equipment partnership. Ian Preece was appointed as the SFA's first ever Development Officer for Disability Football. Ian would acquire the RDO responsibilities in October.

One of the big distractions of the autumn was the FA's announcement to consider selling Wembley. It was evident that the debate divided opinion amongst Football stakeholders and the only clear outcome once a potential buyer pulled out the proposed sale was that the FA has significantly less capital to invest in future grassroots infrastructure.

At the beginning of 2019 we transferred our Accounting software from Sage to Xero which has been a move endorsed by the FA. I also must comment on the efforts of my team on the improvements implemented with regard to the Safeguarding Operating Standards. Following adjustments we made to our approach in 2018, this led to a significant improvement in our external assessment in 2019. Volunteer Football Forum debates were held to discuss the key issues affecting both the adult and youth games. Our representative team were unlucky to lose 2-1 to the Isle of Man who also lost narrowly to eventual finalists Norfolk.

Having introduced Operating Standards for Safeguarding, the FA has announced that minimum operating standards will also be introduced for Governance, Finance and Operations. Shropshire also entered the FA's Inaugural Recognition Awards in the categories for Development, Partnership and Inclusion; we are one of 39 CFA's who have submitted entries.

We also participated in the Research project about Grassroots volunteering which highlighted the following;

- 25% of volunteers spend more than 15 hours per week volunteering
- All volunteers hold more than 1 role
- Over 50% of volunteers stay in their role because there is no-one else to do it
- Club officials listed 20 individual responsibilities
- 74% of all volunteers think their role is important
- The top 3 reasons for giving up are personal, no time and work commitments

It was also pleasing to note that following the latest Grassroots survey both satisfaction levels and our relevance to participants increased in 2018/19.

The work of our Inclusion Advisory Group has led to the recruitment of 3 new group members leading on disability, Marketing and Telford College. I have been trained as a Mental Health First Aid Champion. In the summer we will be organizing a female football Festival to coincide with the Women's World Cup. Participation in Disability Football has almost doubled following the appointment of Ian Preece.

Finally can I echo the sentiments of my Chairman in applauding the efforts of all volunteers who support football in Shropshire week in week out and praise the efforts of my staff for their exceptional support during a very challenging 2018/19.

# Chairman's Report –

## Mr Dave Simpson

As Chairman of the Shropshire Football Association, I have pleasure in reporting on the activities of the Association during 2018-19 which is my first year as Chairman. In July 2018 I required all of my Board Directors to complete a skills audit in order to understand the skills and experience of our Executive and to help inform our future recruiting practices. As part of our on-going commitment to safeguarding and in response to the on-going requirements put in place by the FA I was pleased to report that the SFA went through its second Independent Safeguarding Assessment and achieved a pass in February 2019.

One of my major concerns over the next few years is to address the on-going decline in the adult male grassroots game. In both Saturday and Sunday football we need to offer our clubs flexibility in regulation and modern venues that can be used 7 days a week. I am determined to develop a Football hub in Telford that is the equivalent of the facility that has been provided at Shrewsbury's Sports Village for over 10 years. We have developed a really effective partnership with Telford College and are committed to securing over £1million of investment to enhance the football facilities on the campus.

I was extensively involved in the consultation process that led to the creation of two Local Football Facility Plans for Shropshire and Telford which were completed in the autumn. We now have a clear programme of priority projects across the County which we hope to see completed over the next 10 years. If we get the investment needed it will have a transformational impact on the quality of football facilities for decades to come and make a major contribution to the development of all facets of the game.

As the FA Delegate for Shropshire and Member of the National Game Board and Chairman of the FA's Youth participation Committee, I shall do all I can to campaign for a fair deal for grassroots football from the FA and secure governance and development improvements within Youth Football. The FA allocates over £58 million to grassroots football in England and Shropshire receives £280K to support our Local game. In the summer of 2018 the Chief Executive and I presented our 2018-21 Business Strategy which was approved by the FA and has set some challenging targets for us to achieve over the next 3 years, which we can only achieve with your fantastic support.

Of the 137 Coaches that have been mapped in the female game in Shropshire, 1 is operating at a Tier 4 Club, 1 at the RTC, 37 at U8 to U 11's and 43 at U12 to U 16's. There are 1,400 female Coaches in the West Midlands. Of those 32 operate in Shropshire (24%), 3 are B License, 2 at L2, 21 at L1 and 6 unqualified.

## Running The Game

Our County Cups along with league programmes within the NLS and outside of it have been reasonably untroubled by a mild winter and the F&CM has done a remarkable job in keeping our competitions on course to have the finals completed in early May and we offer our sincere congratulations to all of our County Champions.

The FA has already commenced work on re-defining their relationship with CFA's from 2021 onwards. A further review of affiliation is to be undertaken and the regionalisation of discipline services is also under review. Whilst the FA will continue to lead on regulation, research, technology and Business support, CFA's will continue to lead on local strategy, playing programmes, Leagues and clubs, school partnerships, facilities and volunteering. The expected long term outcomes are, long term strategy rather than every 3-4 years, High quality leadership, simple automated administration, improved technology and a greater support network. The FA is striving for improved departmental alignment with a new Grassroots directorate. It is unknown at this stage what impact will be made on funding arrangements however it will be linked to performance and there will be an attempt to link it to the amount of football being played in each county. There will also be rewards for new innovation. It is also likely that a new set of KPI's would be introduced. The new approach is likely to be piloted in 2020.

As the SFA has achieved a £25K surplus; there will be no inflationary increase in fees. The Board also undertook a min-audit of its equality and Inclusion work to ensure it was maintaining the equality standard it achieved in 2013.







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## SHROPSHIRE FOOTBALL ASSOCIATION ANNUAL REPORT 2018 –2019

2018/2019 Senior Cup Winners

Shrewsbury Town FC



**Respect**

