

Staffordshire FA Annual Report 2019/20



MAKING A DIFFERENCE
THROUGH FOOTBALL

CHAIRMAN'S INTRODUCTION

Enthusiasm was high when we started the 2019/20 Season. As an Association we were extremely optimistic about our plans for the future development of the Yarnfield Football Centre, having secured a long enough lease for us to get plans, finance and development well under way.

Early in the new year Coronavirus became a major issue and from mid-March all football ceased.

Your Board started meeting weekly to ascertain the impact this would have on the Association and consider how and what we could do. The staff were working from home and we, as a Board, started video conference meetings. Financial income dried up but we still had expenditures along with salaries to meet. As soon as the Government introduced their furlough scheme, meetings were arranged with the staff. I have to say at this point that the staff have been magnificent, each member of staff that was approached to be furloughed agreed and the staff that remained continued to work from home. It soon became clear that the pandemic was growing in strength and the Board took the decision to furlough all but four members of staff.

The four staff members who remained, Adam Evans, Kevin Staples, Vicky Collins and Joanne Adams, have worked tirelessly over the past few months. They have put in more hours than you can imagine and I cannot express enough thanks and gratitude to them for all their efforts.

During this latter period of the year the Association was hit with another blow. The Football Association had to withdraw a large proportion of its funding because of their financial shortfall. Having carried out an extensive cost saving exercise where all areas of the business were scrutinised, we were still left with a significant shortfall that would allow us to break even.



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This has meant a major rethink on what services the Association can provide, a realignment of the workforce will be required to ensure we meet the needs of the game but in line with our reduced funding streams, which will mean significant change for the Association at least in the short term. There is no getting away from the fact that there will be difficult times ahead, but the organisation is strong and will survive these unprecedented times.

I must congratulate the Under 18 Representative team on winning the Midland Championship and thank the Council Members for their continued support.

I must also congratulate and express my sincere thanks to Mick Cooper, who after numerous postponements of his retirement from being Chairman of the Regulatory Committee, has now handed over the position to Mark Warren. Mark has extremely big boots to fill.

I can assure all of you that the Board and I will continue to move the Association forward, ensure we are financially sound and progress our long term aims.

Finally I would like to place on record my thanks to all the staff, to my fellow Board Members and to the retiring Board Members, Mike Barnard, Mick Sale and Mark Warren for their contributions, especially in the last twelve months.

Lets hope for a successful 2020/21 Season.

Michael Stokes, Association Chairman





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A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

The 2019-2020 season has been like no other in the 143 history of the Association, only wartime has come close to having the effect that Covid-19 has had on the local game and the Association. I would like to send out my thoughts and best wishes to all those who have been adversely affected by the pandemic and place on record our sincere thanks to all essential workers and particularly those who are part of the Staffordshire Football Family.

In tough times you see the best in people and it has been fantastic to see how the football family has come together and supported the local community with their efforts, particularly in those most difficult days of lock-down; we should never underestimate the power of football and the impact that it can make beyond the game itself.

The 2019-2020 season offered much promise for the Association as work continued on the Yarnfield project to enhance the game in the County, with the aim to provide a facility where we can deliver our objectives and to sustain the game within Staffordshire for many years to come. Unfortunately, the effect of the pandemic has meant that the bigger project has been put on hold, but we will continue to run the site and review the situation while working with our partners in an attempt to assure the long term future of the site when the full impact of Covid-19 is understood.

The pandemic has had a detrimental impact on the Association, and we have been hit financially. The Association survives on funding from the Football Association and income from the game such as membership fees, coach education and discipline monies received. Without the game being played the Association simply does not have a business model. It is therefore inevitable that the 2019-2020 has been a disaster in terms of finance, but we are acutely aware that this is the case with businesses and individuals across the Country.

The money that we bring in enables us to provide the service that we do to support the grassroots game, and as a not for profit organisation, all our finances are reinvested into the game. This is done in a variety of ways which includes staff support, loan schemes, the pitch improvement scheme, facility development, match official recruitment & development, the County Cups and much more. We have supported the return to the game by significantly reducing fees for the forthcoming season and we hope that this goes some way to assisting our member clubs during these unique times.

It is essential that the impact of Covid-19 does not mean that our service levels are compromised, however, it is inevitable that there will be changes to the way in which we work moving forward. I am confident that we can recover but there is no hiding from the fact that there are tough times ahead.

The furlough scheme has enabled us to continue to provide a service throughout this period and I would like to thank you all for your patience during this time. Likewise, I would like to pay special tribute to the staff, most of whom have been on furlough leave for a significant period, but all understand that this will go a long way to ensuring the future of the Association. To those that have continued to work and go above and beyond during this period, I am in awe of the dedication that you have to the local game. Times of crisis define us, and I am proud of how they have all reacted to a difficult situation.



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I would like to place on record my sincere thanks to the members of the Board who have worked tirelessly to safeguard the Association during this period. Usually, this group of volunteers meet eleven times a season; since the end of March until the start of September they have met on no fewer than fourteen occasions, their commitment to the Association and the local game is outstanding. This season we have three members Mark Warren, Michael Sale and Michael Barnard, who will be retiring from the Board having given over four years' service, I would like to personally thank them for their support and wish them well for the future. Whilst they will be missed this presents an opportunity for others to step up and offer different skill sets to our ever-evolving Board.

Our Council Representation has increased over the 2019-2020 season and we now extremely fortunate to have representation from most areas of the game. We continue to welcome new members from the 'coalface' of the game who all have a vital part to play in shaping the future of the game in Staffordshire. Our Council is the backbone of our work and I would like to thank these volunteers who give up their time to support the game and the workforce; their role is vital, and their support is invaluable.

Prior to its premature conclusion, the 2019-2020 season was a particularly challenging one for our volunteers and especially the grounds workers. To say that the winter was a damp one would be an understatement, and this was particularly testing for our grounds staff. We saw this at close hand with the Yarnfield Football Centre groundsman Dave Rhodes telling me that he had never experienced a season like it. I would like to thank Dave and his counterparts for the incredible work that they carry out, we can never take this invaluable work for granted which enables Staffordshire to boast some of the best playing surfaces within the Country.

For the League and Club Officials these have been challenging times but once again you have come through with flying colours enabling the game to be played. The enforced changes to the game have been difficult but you have rallied round to make this work, its been an incredible effort by all of you and we are all extremely grateful for the outstanding work that you do. Adapting to the 'new normal' will be challenging for the grassroots game but we have already seen how this can be done when people pull together.

I would like to congratulate to the winners of our Grassroots Football Awards, who are pictured on the front cover of this annual report. The awards are a great opportunity for us to recognise and reward the outstanding contributions of individuals and organisations across Staffordshire. This year's winners are a reflection of the fantastic work which takes place across the County to make grassroots football happen.

This report highlights our key achievements in the 2019-2020 season and despite its premature end, we have managed to make great strides in the development of the local game. There is no doubt that there are challenges ahead, but the commitment and enthusiasm of our voluntary and professional workforce will mean that we will support you all to get through this and will continue to do so in the future.

With very best wishes for the new Season.

Adam Evans, Association Chief Executive Officer





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STAFFORDSHIRE FA VISION

We aim to ensure the long-term future of the game by providing the best possible environment and infrastructure where football will flourish in the County for all backgrounds and abilities.

STAFFORDSHIRE FA OBJECTIVE

To build a culture of lifelong participation in football.

STAFFORDSHIRE FA VALUES

The Values of the Association have been reviewed to ensure they meet the business and strategic priorities for the County. These Values establish the core at which our staff work to support the game across the County and to ensure we put the participant at the heart of what we do.

insightful

Having or showing an accurate and deep understanding.

innovative

Introducing new ideas; original and creative in thinking.

inclusive

Open and accessible to all.

influential

Having great influence on someone or something.

inspirational

Providing or showing creative or spiritual inspiration.



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OUR AMBITIONS AND PRIORITIES

The last twelve months has provided a further opportunity for Staffordshire football to work together to inspire new participants, further develop the football workforce and enhance support to the thousands of hours spent administering the game.

AMBITIONS

- To ensure the highest levels of customer excellence expected by our members.
- Deliver excellent corporate governance.
- To ensure that the game is played in a safe environment for all.
- Building a culture of lifelong participation in football.
- Supporting a strong and efficient paid and voluntary workforce.
- World class financial management.
- Brand consistency and an integrated communications plan.
- To secure the long term future of the Association.
- Reach beyond the game.
- Deliver a Staffordshire FA hub of football.
- Technological excellence.
- More playing opportunities through flexible and accessible playing opportunities for all.

STRATEGIC PRIORITIES

Through the implementation of our business strategy – Untying the Knot – and with the vision and strategic priorities for the Association being clearly defined, our work continues to ensure the following key areas are supported;

Participation

- Build a culture of lifelong participation for all in football.
- Reach beyond the game by building relationships with new partners in the health sector to ensure that we are using the power of football to positively influence the local community.
- More playing opportunities through flexible and accessible formats of the game.

Workforce

- A strong and efficient inclusive paid and voluntary workforce.
- Investing in and up-skilling the off-field workforce.
- Support a forward thinking league and club system that engages with the whole community.

Regulation

- Excellent corporate governance - by implementing the new structural changes to Council and the Committee make-up.
- Ensure that the game is played in a safe environment for all.
- Appropriate laws and regulations are implemented consistently.

Business

- The highest levels of customer excellence expected by our members.
- World class financial management.
- Brand consistency and an integrated communications plan.
- Deliver a Staffordshire FA hub of football.



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FACILITIES & INVESTMENT

Despite the 2019/2020 season being cut short due to the Covid-19 outbreak, investment into Staffordshire Facilities has continued at a rapid pace with over **£3.4 MILLION** of funding secured to support a wide variety of projects. Clubs, Leagues and numerous Partners have continued to work tirelessly to secure investment for their projects, ranging from new 3G pitches and clubhouses to new fencing and goalposts.

£912,854

Premier League & FA
Facilities Fund Grants
Awarded

£211,574

Football Stadia
Improvement Fund
Grants Awarded

£174,813

Premier League & FA
Small Grants Awarded

£790,900

Enhanced Pitch
Maintenance Grants
Awarded

£35,000

Club Preparation Fund
Grants Awarded

£103,550

Pitch Preparation
Fund Grants Awarded

Improving facilities for everyone who takes part in the game in Staffordshire remains a key priority for the Staffordshire FA with work continuing to secure funding through the Football Foundation, working with partners to improve football facilities for all players, coaches, volunteers and officials to help enhance their football experience and provide a strong base for the game to develop.

Covid-19 Response

The unprecedented events of 2020 so far have created a great sense of uncertainty, but clubs and leagues have remained positive and utilised the time to put plans into place for projects they have previously not had a lot of time to dedicate to, or bring forward plans to improve their facilities over recent months.

During this time, Sport England and the Football Foundation have utilised funds at their disposal to help clubs reduce the financial burden of the Covid-19 outbreak through supporting clubs with covering outstanding costs and providing aid for lost income. Clubs could also access funding to help prepare their pitches for the 20/21 season as well as preparing their club house facilities to ensure they are Covid-19 friendly.

- **41 Clubs** secured **£155,653** via Sport England's Community Emergency Fund.
- **51 Clubs** received **£103,550** from the Football Foundation Pitch Preparation Fund.
- **70 Clubs** received **£35,000** from the Football Foundation Club Preparation Fund.



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FACILITIES & INVESTMENT

2019/20 Investment

Following support from the Football Foundation, the following projects have been funded in the County to help enhance our facilities:

- New full size 3G pitch to be provided at Rugeley Leisure Centre
- New Clubhouse to be built at Harrisons Sports Ground for Wyrley Juniors FC
- New goalposts, security fencing, pitch maintenance machinery, utilities and groundworks for Appleby Village FC, Blurton Reds FC, Brocton FC, Burntwood Dragons & Phoenix FC, Butt Lane Whitestar FC, Chesterton AFC, City of Stoke FC, Eastwood Hanley FC, Eccleshall Eagles FC, Four Oaks FC, Hawkins Sports FC, John Taylor Free School, Kidsgrove Athletic Youth FC, Lakeside FC, Leek High School, Mercia FC, Milton United JFC, Oldfields Sports & Social Club, Pool Dam, Silverdale Athletic FC, Stafford Manor High School, Stone Young Alleynians FC, Trubshaw Cross, Waterhouses Parish Council and Whittington FC,
- Foley Meir FC, Newcastle Town FC, Stafford Rangers FC, Rushall Olympic FC, Uttoxeter Town FC and Wyrley Juniors FC all received Football Stadia Improvement Funding to improve their facilities including changing room improvements, car park developments, pitch barriers, maintenance equipment and security upgrades.

Enhanced Grass Pitch Maintenance Fund

In December 2019, the Football Foundation launched a new fund specifically to help improve and enhance grass football pitches across the County. The fund follows the national target to improve grass pitches, with clubs and leagues in the County securing £790,000 to invest and further enhance their football sites across the county.

Since 2012, The Staffordshire FA have been providing support to clubs, leagues, Local Authorities, Education sites and other facilities who manage their grass pitches, providing specialist advice in partnership with the Grounds Management Association to volunteer and professional grounds staff. This has involved visiting 110 sites with over 300 grass pitches included in the site assessments and guidance reports that have been provided.

All clubs who had previously requested a Pitch Improvement Programme visit and met the eligibility criteria were then able to secure investment through the new Football Foundation Enhanced Pitch Maintenance Grant. Clubs and leagues who own or have a lease/licence of their site can access grants for a 6 year period to help them put into practice the guidance they have been provided with. This includes securing contractors to complete work such as slitting, seeding, applying fertiliser and deep aeration of their pitches. This can also include the purchase of products such as seed if the club has the capacity to do the work themselves.

Cont.



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FACILITIES & INVESTMENT

The recent investment has been secured by clubs and leagues who have shown a great desire to improve their grass pitches but may not have had the resources to do so. 18 grants have been awarded so far, totalling £790,900 to clubs and leagues across the county. This will have a fantastic impact on 91 pitches with an additional £309,100 provided by each club/league to help part fund their project.

The club and league members who will be benefiting from this investment are as follows:

Audley & District FC (Townfields), Brocton FC (Silkmore Lane), Burntwood Dragons & Phoenix FC (Hospital Road Playing Fields), Blurton Ladsandads (The Meadows Primary Academy), City of Stoke FC (Whisper Lane), Eastwood Hanley FC (Trentmill Road), Foley Meir FC (McIntosh Arena), Four Oaks Boys Club (Mill Green Sports Ground), Hanley Town Juniors FC (Abbey Lane), Hawkins Sports FC, Kidsgrove Ladsandads (Birchenwood Playing Fields), Madeley White Star FC (Manor Road), Mercia JFC (The Friary School), Milton United FC (Hardman Football Centre), Newcastle Ladsandads (Pool Dam), Rushall Olympic FC (Blue Coat C of E Comprehensive), Trubshaw Cross Ladsandads, Waterhouses Parish Council (Waterhouses Playing Fields), Wyrley Juniors FC (Harrisons Ground).

Pitch Improvement Programme

The Staffordshire FA Pitch Improvement Programme continues to enhance the development of the county's grass pitches and with over 1,100 grass pitches in Staffordshire, we still have plenty of pitches to help improve. This investment will help a significant amount of players and volunteers have a better matchday experience, but we are keen to expand the programme further and support more clubs to secure investment and provide guidance and advice for their individual situations. The programme also works to upskill the ground staff workforce and secure additional investment for clubs to purchase machinery, improve their facilities and ensure all goalposts in the county are safe and secure for use. Securing further investment is key to success and we are keen to work with any club, league or organisation to enhance their grass pitches.





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PARTICIPATION IN NUMBERS

Below is a summary of affiliated football participation across Staffordshire, capturing the data of participation which is affiliated to Staffordshire FA.

31,242

Males Playing
Affiliated
Football

2,910

Females Playing
Affiliated
Football

1,296

Male Youth
Teams

112

Female Youth
Teams

395

Male Adult
Teams

40

Female Adult
Teams

10

Disability Youth
Teams

31

Disability Adult
Teams

7

Flexible Football
Male Leagues

2

Flexible Football
Female Leagues

50

Weekly Walking
Football
Sessions

49

Weekly Wildcats
Centres



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WORKFORCE IN NUMBERS

Below is a summary of football workforce numbers across Staffordshire, capturing data of football activity which is coordinated by Staffordshire FA.

86%

Youth Teams
with a Qualified
Coach

80%

Youth Teams
with FA Charter
Standard

16

Level 1 Coaching
Courses
Delivered

188

Level 1 Coaching
Course
Participants

35

Level 2 Coaching
Course
Participants

24

UEFA B
Coaching Course
Participants

13

Safeguarding
Courses
Delivered

22

First Aid Courses
Delivered

13

Referees
Courses
Delivered

932

Registered Male
Referees

64

Registered
Female Referees

35

Referees
Promoted



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REGULATION IN NUMBERS

Below is a summary of football regulation across Staffordshire, capturing the data of football activity which is regulated by Staffordshire FA.

5,518

Processed
Discipline Cases

32

Personal
Hearings

51

Non-Personal
Hearings

4,655

Cautions

535

Sending-Offs

328

Misconduct
Charges

52

Safeguarding
Misconduct
followed-up on

16

Safeguarding
Visits to Clubs

13

County Cup
Competitions

514

County Cup
Entrants

90%

Online Player
Registration
Coverage

90%

Respect
Performance
Score



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OFFICERS AND COUNCIL MEMBERS



Staffordshire FA Officers (email: support@staffordshirefa.com)

Adam Evans (Chief Executive Officer)
Kevin Staples (Head of Strategy & Investment)

Participation Hub:

Bethan Woolley (Senior Football Participation Officer)
Brent Freeman (Football Participation Officer)
Gemma Turner (Football Participation Officer)
Jake Triggs (Football Participation Coordinator)

Workforce Hub:

Daniel Hickenbottom (Senior Workforce Officer)
Matthew Jones (Referee Development Officer)
Sare Michael (Football Workforce Coordinator)

Regulatory Hub:

Vicky Collins (Senior Regulatory Officer)
Jan Scott (Designated Safeguarding Officer)
John Lilburne (Competitions & Memberships Officer)
Debbie Pope (Football Administrator)

Business Hub:

Joanne Adams (Finance Officer)
Gareth Thomas (Communications & Relationships Officer)



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Staffordshire FA Board Members 2019/20

M. Stokes (Chairman) | R. Tooth | M. Sale | M. Barnard | M. Warren | A. Wain | M. Hancock
A. Evans (Chief Executive Officer)

Staffordshire FA Council Members 2019/20

President:

D. E. Ramsbottom

Association Chairman:

M. Stokes

Association Vice Chairman:

R. Tooth

Life Members:

D. M. Bathurst

B. G. Shenton

R. M. Street

Life Vice Presidents:

B. J. Adshead

M. J. Cooper

J. C. W. Deans

E. F. Evans

R. H. Jenkinson

W. K. Martin

D. E. Ramsbottom

P. Savage

D. L. Stanton

Representatives:

M. Barnard - Mid Staffs Junior League

C. Bennett - Inclusion Advisory Group

Mrs B. Degg - Uttoxeter & District Sunday League

I. Evans - Leek Town FC

D. Gilchrist - Small-Sided Football/Futsal

A.J. Grocott - Lichfield & Walsall District League

K. Halliday - Affiliated Club Coaches

Mrs. W. Hancock - Potteries Junior Youth League

P. Heafield - Staffordshire County Referees Association

T. Homer - National League System Clubs

J. Houston - Cannock Chase Sunday League

K. Hunt - Stafford Rangers FC

A. Hurst - Stoke City FC

Mr B Lee - Lichfield & District Recreational League

A. Martin - Staffordshire County Girls & Women's League

D. Mole - Walsall FC

L.G. Morris - Sentinel Football Competitions

R. Mullin - Independent Member

C. Redfern - Walsall Junior Youth League

M. Sale - Leek & District Sunday League

M. Sanders - Coors Sunday League

A. Salt - North Staffs Junior Youth League

T. Sherratt - Port Vale FC

M. Fisher - Stafford & District Sunday League

M. Stokes - Staffordshire County Senior League

G. Taylor - Youth Council

D. Stone - North Staffs Youth League

R. Tooth - Potteries & District Sunday League

M. Warren - Staffordshire Schools FA

R. Webb - Charter Standard Community Clubs

TBC - Flexible Football

TBC - Registered Players

TBC - Staffordshire Ability Counts League

TBC - Staffordshire Football Partnership Group

TBC - Women's National League System



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GRASSROOTS FOOTBALL AWARDS

Following on from the nomination process earlier in the year and a very difficult but rewarding judging process that followed, Staffordshire FA have recently been out and about across the county surprising various individuals and organisations with an FA Grassroots Football Award for the 2019/20 Season.

The Association hopes to be able to organise a collective gathering with all of our award winners in the not too distant future, but in the meantime we once again congratulate and thank all of these individuals and organisations who have made such a significant contribution to grassroots football in Staffordshire.

Club of the Year - **Shelfield United FC**

League of the Year - **Staffordshire County Senior League**

Grounds Team of the Year - **Trubshaw Cross**

Project of the Year - **Lichfield Liberty FC**

Respect Award - **Lichfield City FC**

Match Official of the Year - **Teigan Clamp**

Coach of the Year (Youth) - **Mark Swift (Kidsgrove Athletic Youth FC)**

Coach of the Year (Adult) - **Will Conaghan (Stafford Soccer Mums)**

Rising Star of the Year - **Harleigh Pearce (Hednesford Town Girls FC)**

Volunteer of the Year - **Andy Bryant (Staffs Girls & Ladies League)**

Lifetime Achievement Award - **Brian Coles (Silverdale FC)**

Lifetime Achievement Award - **Eric Robins (Stafford Rangers FC)**

Images of all of the above receiving their respective awards at various locations around the county in recent weeks, can be found on the front cover of this annual report.



MAKING A DIFFERENCE THROUGH FOOTBALL

STAFFORDSHIRE FA PARTNERS

Staffordshire FA are currently looking to develop additional partnerships with the commercial sector in order to reinvest any income generated back into grassroots football. For further information on the partnership opportunities available and the benefits of working with the Staffordshire FA to help support the grassroots game, please contact Gareth Thomas at gareth.thomas@staffordshirefa.com or on 07815 295723.



FOR ALL



World class turf maintenance equipment

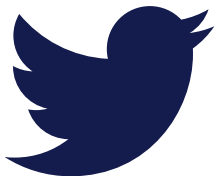


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the UK's leading teamwear specialist



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STAFFORDSHIRE FA ONLINE REACH



9,736 Twitter Followers



3,417 Facebook Followers



1,425 Instagram Followers

35,000+ Website Views (monthly)

1,500+ App Users (monthly)

92% Freshdesk Positive Feedback



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STAFFORDSHIRE FA 2018-21 STRATEGY

'UNTYING THE KNOT'

"We are now two years into our ambitious strategy 'Untying the Knot', which provides a vision for the future of the Association, based on a new modernised approach where inclusion is key. We look forward to the next year of embracing this challenge and working with you all to shape the future of football in Staffordshire".

Adam Evans, Chief Executive Officer

Staffordshire FA Vision	We aim to ensure the long term future of the game by providing the best possible environment and infrastructure where football will flourish in the County for all backgrounds and abilities.		
Staffordshire FA Mission	Making a Difference Through Football.		
Staffordshire FA Objective	Build a culture of lifelong participation in Football.		
Strengthen the Player Pathway for Male, Female, Futsal & Disability	High Quality Introduction to Football Inspire every player and build a culture to ensure lifelong participation in football.	Develop Clubs & Leagues to Meet Modern Players' Needs Supporting a forward-thinking leagues and clubs system that engages the whole community.	Embrace All Formats, Engage All Participants More playing opportunities through flexible an accessible formats of the game.
Build Capacity	Recruit, Develop and Support the Football Workforce Investing in and upskilling the football workforce, both paid and unpaid, to support our staff, teachers, coaches, referees, club & league officials and general volunteers. Develop Sustainable Football Facilities Enhancing existing and developing new playing facilities through a programme of standardised and scaled pitch developments to include; 3G pitches, Clubhouses, Grass Pitches, Recreational Space.		
Develop Internal Capability	Modernise & Innovate Using technology, data, insights and innovation to make quicker decisions, whilst ensuring standardised processes, good governance and robust safeguards mean we make the right decisions.		
Staffordshire FA Values	iNSIGHTFUL ● iNNOVATIVE ● iNCLUSIVE ● iNFLUENTIAL ● iNSPIRATIONAL		



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