



**ENGLAND
FOOTBALL**



FOR ALL

STAFFORDSHIRE FA ANNUAL REPORT

2020/2021





ENGLAND
FOOTBALL

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INTRODUCTION FROM THE CHAIRMAN



The 2020-21 Season continued to provide us with a variety of unique challenges as the grassroots football community collectively adapted to the impact of the Covid-19 pandemic. But in the face of adversity, it has been humbling to see how the volunteer workforce across the game have adapted to these challenges and ensured that the game was able to restart as safely as possible.

The Association has also had to react to various challenges and changes over the last twelve months, to ensure that the business is able to recover and thrive as we head into the 2021-22 Season.

At the start of the season, the Association had three members of the Board of Directors retiring and three new appointments. Mick Sale retired from Council, Mike Barnard ceased being a co-opted member, and Mark Warren took over as Chairman of our Regulatory Committee.

Two new Directors, Peter Heafield and Keith Halliday, were appointed by Council, and following a thorough recruitment process, the Association were able to secure, as an Independent Director, Mrs Toyin Higgs, who has taken on the portfolio of the Association's Safeguarding Champion.

Sadly, 2020-21 saw us lose three stalwarts of the Association and grassroots football in Staffordshire, in Peter Heafield, Gordon Leadley, and Edward (Ted) Evans. All three will be greatly missed, along with other members of the football family in Staffordshire who we have sadly lost over the last twelve months.

During the pandemic, the Association continued to utilise the Government Furlough Scheme and I must praise my fellow Board Members, the Chief Executive Officer and his staff, for their continued support and efforts which leaves us in a sound financial situation as we head into the 2021-22 Season.

However, on a more concerning note, the pandemic caused serious financial losses at The Football Association, which inevitably had a lasting effect on the County Football Associations with a reduction in funding.

Staffordshire FA had a reduction in funding of almost 30%, which unfortunately resulted in four members of our staff being made redundant.

The pandemic also prevented the Association with our ambitions to purchase and invest in the Yarnfield Football Centre facility, a decision which was not taken lightly, but was made in the best interests of the Association and Staffordshire Football.

In February 2021, the Association went through the FA's Independent Safeguarding Operating Standards Assessment, which was conducted by Girling Hughes Associates. Numerous members of staff and board, including myself, were interviewed at some length and we were all extremely pleased to hear that our Safeguarding Assessment had resulted in the Association having an Unconditional Pass. I was informed that only five County Football Associations had ever achieved this; again well done to all.

By the time you receive these papers the Association will have completed, submitted, and attended an interview on our new 3-year Strategy and Operational Plan 2021-24. We also have work to do to produce the new Code of Governance, and as part of that process we will need to review our Articles of the Association. It is planned that these new Articles will be presented to you for approval this time next year.

In closing my annual report, I can only emphasise the hard work, dedication and support that has been shown by the Board Members, Council, Management Team, Staff Colleagues, and the Volunteer Workforce across Staffordshire – thank you all.



Mike Stokes
Chairman

INTRODUCTION FROM CHIEF EXECUTIVE OFFICER



In opening, my best wishes and thoughts go out to all those involved in the Staffordshire Football Family who have been affected by Covid-19. At times like we have experienced over the last twelve months and beyond, it is a cliché to say that football is not important when we put things into context and perspective, and this of course is correct.

Our national sport plays such an important part in the lives of so many people, but along with so many other facets of society, grassroots football has been affected as Government guidelines restricted movement, closed facilities and brought the game to a halt, while every attempt was made to control and reduce the spread of the virus.

We would like to express sincere thanks for what you have done and continue to do as a volunteer, coach, referee, committee member, player, or one of the additional various roles that allows the local game to take place. You have been called into action to get the game back up and running, week in week out, under ever changing Covid-19 regulations and guidelines, and you have adapted incredibly well to the challenges faced.

Whilst we are grateful for the Government support received, the pandemic has had a big financial impact and we need to consolidate over the coming months, but this is no different to other charities and businesses. As such in such unprecedented times, it was critical for us as the Governing Body for the game in Staffordshire to provide leadership, and I was immensely proud of our staff and Board who immediately set about supporting our volunteers and doing everything they could to ensure that the game was ready to return at the earliest possibility.

In times of adversity people come together for the common cause and 'Staffordshire Football' has done just that, proving that united we are stronger and hopefully this can continue moving forward. Football rivalries are important, but it is more important to protect our game so that the local game can be preserved for many years to come.

It's been a tough twelve months but important lessons have been learnt; we were forced to work differently but in many cases this has led to more efficient processes and these improved practices should be utilised as we move forward into a new beginning. Traditions are important, but these should be combined with modern, more efficient ways of working to make things easier and more accessible for our volunteers.

The support received from the Government and The Football Association has enabled us to continue to provide a service to the game; however, like many organisations we have been adversely affected financially by the crisis and we were forced to lose 27% of our workforce. This is never a good situation, both for the effected individuals and in terms of the resource and support that we can offer to the game. However, we aim to rebuild quickly and efficiently, and we are working hard to ensure that we continue to provide a quality service to our football workforce.

We will shortly be announcing our new 2021-2024 Strategy, the theme of which will be Staffordshire Football working together to make our local game stronger, promoting recovery and growth. Thank you to all those that have fed back your thoughts through our consultation process; it is clear that there are certain aspects of the game that you think that we should be focussing our resource on, we hear you and the new strategy has been written with you at its heart. We are committed to supporting the best interests of Staffordshire Football to support, develop and work collaboratively with you all.

On a final note, on behalf of the Staffordshire Football Association, we would like to acknowledge and sincerely thank all the staff and volunteers who contribute to the successful delivery of the game and in turn the many opportunities the game provides at a local level. These individuals have played a vital role in the survival of the game in such unprecedented times and those collective efforts should not be underestimated.

With very best wishes for the new season.



Adam Evans

Chief Executive Officer

VISION, MISSION, OBJECTIVE, VALUES

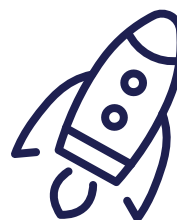


ENGLAND
FOOTBALL



STAFFORDSHIRE FA VISION 2020-21

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 2020-21

Making a difference through football.



STAFFORDSHIRE FA OBJECTIVE 2020-21

To build a culture of lifelong participation in football.

STAFFORDSHIRE FA VALUES 2020-21



The values of the Association are to ensure they meet the business and strategic priorities for the county. These values establish the core at which our staff operate, 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.

OFFICERS OF THE ASSOCIATION



BOARD OF DIRECTORS

CHAIRMAN

M. Stokes

CHIEF EXECUTIVE OFFICER

A. C. Evans

VICE CHAIRMAN

R. Tooth

BOARD MEMBERS

M. Hancock (Independent)

A. Wain (Independent)

Toyin Higgs (Safeguarding Champion)

K. Halliday

P. Heafield

STAFF

BUSINESS HUB

Adam Evans

Chief Executive Officer

Kevin Staples

Head of Delivery

Gareth Thomas

Partnerships & Communications
Officer

Joanne Adams

Finance Officer

PARTICIPATION HUB

Gemma Machin

Equality Officer

Jake Triggs

Participation Officer

REGULATORY HUB

Vicky Collins

Senior Regulatory Officer

Jan Scott

Designated Safeguarding Officer

John Lilburne

Competitions & Membership
Officer

George Taylor

Football Regulatory Assistant

WORKFORCE HUB

Daniel Hickinbottom

Senior Workforce Officer

Alex Scott

Workforce Officer

STAFFORDSHIRE FA COUNCIL MEMBERS 2020-21



President

D.E. RAMSBOTTOM

Chairman

M. STOKES

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

S. ALEXANDER

Stafford & District Sunday League

G. APPELBY

Independent Member

M. BARNARD

Mid Staffs Junior League

P. BATEMAN

Leek Town FC

C. BENNETT

Inclusion Advisory Group

B. DEGG

Uttoxeter & District Sunday League

J. DYSON

Independent Member

D. GILCHRIST

Small-Sided Football/Futsal

A.J. GROCOTT

Lichfield & Walsall District League

K. HALLIDAY

Affiliated Club Coaches

W. HANCOCK

Potteries Junior Youth League

P. HEAFIELD

Staffordshire County
Referees Association

T. HOMER

Men's National League System Clubs

J. HOUSTON

Cannock Chase Sunday League

K. HUNT

Stafford Rangers FC

A. HURST

Stoke City FC

J. KENDRICK

Women's National League System Clubs

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

K. PATTERSON

Registered Players

C. REDFERN

Walsall Junior Youth League

M. SANDERS

Coors Sunday League

A. SALT

North Staffs Junior Youth League

T. SHERRATT

Port Vale FC

M. STOKES

Staffordshire County Senior League

D. STONE

North Staffs Youth League

G. TAYLOR

Youth Council

R. TOOTH

Potteries & District Sunday League

M. WARREN

Staffordshire Schools FA

R. WEBB

Charter Standard Community Clubs

TBC

Flexible Football

TBC

Staffordshire Ability Counts League

TBC

Staffordshire Football Partnership Group



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PARTICIPATION IN NUMBERS



The last twelve months have been very challenging for so many with the game having to pause and restart during the season due to the pandemic. However, it has been clear that the drive, passion, enthusiasm, and desire to play football throughout Staffordshire had magnified, with all areas of the game pulling together to provide a safe and enjoyable return to the game for all participants. The numbers below provide a summary of grassroots football participation across Staffordshire.

24,473

**Males Playing
Affiliated Football**

2,792

**Females Playing
Affiliated Football**

1,365

Male Youth Teams

139

Female Youth Teams

413

Male Adult Teams

46

Female Adult Teams

7

Disability Adult Teams

2

Disability Youth Teams

3

**Flexible Football Male
Leagues**

3

**Flexible Football
Female Leagues**

31

**Weekly Walking
Football Sessions**

55

**Weekly
Wildcats Sessions**

WORKFORCE IN NUMBERS



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COACH EDUCATION COURSES:

The 2020-21 Season has seen The FA move several education courses online, with County FA's face-to-face delivery in 2021-22 and beyond, now very much focused on providing additional CPD events around the county to support coaches with their ongoing learning and development. A host of online FA courses can now be accessed via The FA Boot Room: <https://thebootroom.thefa.com/>

85%

Youth Teams with a
Qualified Coach

81%

Youth Teams with
FA Accreditation

52%

Adult Teams with
FA Accreditation

28

Learners who have
completed the new
FA Introduction
to Coaching Football
Course

24

UEFA B
Coaching Course
Participants

675

Registered
Male Referees

37

Registered
Female Referees

20

Referees Promoted

REGULATION IN NUMBERS



SAFEGUARDING:

In February 2021, the Association were delighted to pass our external FA Safeguarding Operating Standards Assessment unconditionally, with a great deal of thanks to everyone who contributed to that process. Club safeguarding visits were completed through a mix of face-to-face, virtual visits, and desktop reviews due to the Covid-19 restrictions. Throughout the pandemic we continued to have several safeguarding referrals made and continued to work with FA case management and our Local Authority LADO's in managing these cases.

5,065

**Processed
Discipline Cases**

4,215

Cautions

565

Sending's Off

285

Misconduct Charges

256

Non-personal Hearings

12

Personal Hearings

31

Club Safeguarding Visits

COUNTY CUP COMPETITIONS:

Due to the Covid-19 pandemic, unfortunately no County Cup Competitions were able to take place during the 2020-21 Season.



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FACILITIES & INVESTMENT



The 2020/2021 season has been another strong season for clubs and partners through securing investment to support a variety of projects. Whilst the season was disrupted by lockdowns and uncertainty of how the season will finish, investment has continued to be secured to help continue to improve facilities for clubs and leagues across the County.

£874,588

Premier League &
FA Facilities
Fund Grants Awarded

£185,390

Football Stadia
Improvement
Fund Grants Awarded

£262,757

Premier League and
FA Small Grant
Funding Awarded

£213,712

Grass Pitch
Maintenance
Fund Grants Awarded

£2,001,865

Total investment into
Staffordshire Facilities

£39,766

Return to Football
Fund Grants Awarded

£171,632

Winter Survival
Fund Grants Awarded

£100,500

Matchday Support
Fund Grants Awarded

£311,898

Total investment to
support clubs during
Coronavirus Pandemic

Throughout the last 12 months, continued support has been provided to help ensure Staffordshire's football facilities can be improved. Facility improvements continue to be the Number 1 priority for players, clubs, leagues, coaches, match officials and volunteers, providing a safe, quality environment for players to develop their skills and for clubs and leagues to help provide sustainable football activities for seasons to come. Coupled with the Coronavirus response, over £2.3Million of investment has been brought into the County via projects and supported by the Football Foundation.

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.

FACILITIES & INVESTMENT

2020/2021 INVESTMENT

With the support of the Football Foundation and Sport England, Staffordshire Football will benefit from several facility improvements to provide new 3G pitches, improved grass pitches, clubhouse upgrades, fencing, storage, and new goalposts. Projects include:

- New full size 3G pitches to be provided at Leek Town FC and Wombourne Leisure Centre.
- New Goalposts, Storage Containers, Security Fencing, Pitch Maintenance Machinery, Car Parks, Portable Floodlights, Changing Room Improvements and Pitch Drainage works have been supported at Shelfield United FC, Four Oaks FC, Eccleshall FC, Abbots Bromley Sports Association, Eastwood Hanley, Hednesford Town Youth, Kidsgrove Athletic Youth, Leek Town Youth FC, Bulls Head Marchington, Chasetown Youth FC, Madeley White Star FC, Kidsgrove Ladsandads, Rocester Juniors FC, Staffordshire FA, Brocton FC, Stafford Rangers Juniors FC, Essington AFC, Ball Green Academy, Waterhouses Junior FC, Burntwood Dragons & Phoenix, Blessed William Howard School, Four Oaks FC, Midland Soccer Academy, Cheadle Town Juniors FC, Holditch Miners FC, Norton Cricket Club & Miners Welfare, Madeley White Star FC, Blythe Bridge Juniors FC, Hanley Town Youth FC, Milford Athletic FC, Stoke Town FC and Stone Old Alleynians.



GRASS PITCH MAINTENANCE FUND

Following the launch of the new Grass Pitch Maintenance Fund in 2019, Staffordshire Clubs have continued to access the fund specifically to help improve and enhance their grass football pitches. The fund will enable clubs to improve their pitches and help reach a 'Good' standard which will enhance the quality of the pitch, allow for more match-play, and reduce the number of matches called off during the season.

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 over 120 sites with over 320 grass pitches.

Following the investment secured in the previous season, a further £213,712 has been secured by clubs during the 2020/2021 season from the Football Foundation, with a total of £308,768 set to be invested into a further 32 pitches in total. Since the launch of the fund, 123 grass pitches have been funded, totalling over £1.495 Million that is to be invested over the coming seasons.

The clubs who will be benefiting from this investment which has been secured this season are as follows:

Audley & District FC (Townfields), AFC Norton (Norton Miners Welfare), Rocester Junior FC (Kingstone Recreation Ground), Redgate Clayton FC (Redgate Clayton FC), Bulls Head Marchington FC (Silver Lane), Newcastle Town FC (Roe Lane Playing Fields), Brereton Social FC (Brereton Social FC), Sikh Hunters (Long Lane Park), Meir KA (Kings Park), Eccleshall Eagles FC (Eagles Park)



LOCAL FOOTBALL FACILITY PLANS

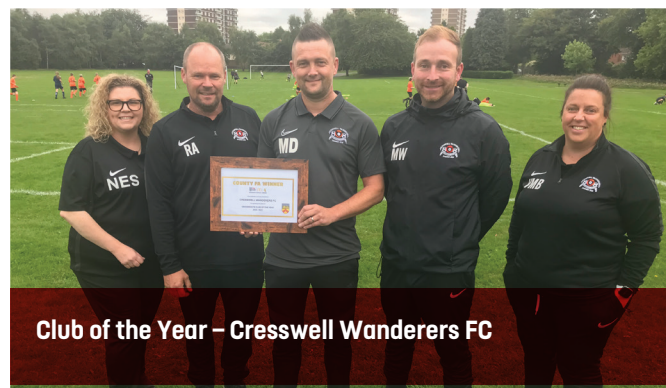
In December 2020, the Football Foundation released the details of all 318 Local Football Facility Plan across the Country. Local Football Facility Plans are detailed reports that map out the football facilities needed across every local authority area in England. In Staffordshire, our plans were complete in 2018 and we have since been working with The Football Foundation, Local Authorities, clubs, leagues and partners to start to deliver our plans in Cannock & Rugeley, East Staffordshire, Lichfield & Burntwood, Newcastle under Lyme, Stafford, Staffordshire Moorlands, South Staffordshire, Stoke on Trent, Tamworth, Walsall and Wolverhampton.

The Football Foundation, Premier League, The FA and Government have all committed funds to deliver these plans, but we now need to work with Local Authorities and partners to turn them into reality. Over the coming seasons we will continue to work to help deliver these plans, to update and refresh them when the time is right and to bring further investment into the County.

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 presenting various individuals and organisations with an FA Grassroots Football Award for the 2020-21 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 – in addition to the thousands of other volunteers across Staffordshire who make football happen, week in and week out across the county.



Club of the Year – Cresswell Wanderers FC



League of the Year – Coors Sunday League



**Coach of the Year (Youth) –
Kellie Green, Bilbrook Juniors Girls FC**



Match Official of the Year – Danni Roberts



**Coach of the Year (Adult Football) –
Lorraine Goldstraw, Leek Town Ability Counts FC**



Rising Star of the Year – Daniel Lindsey



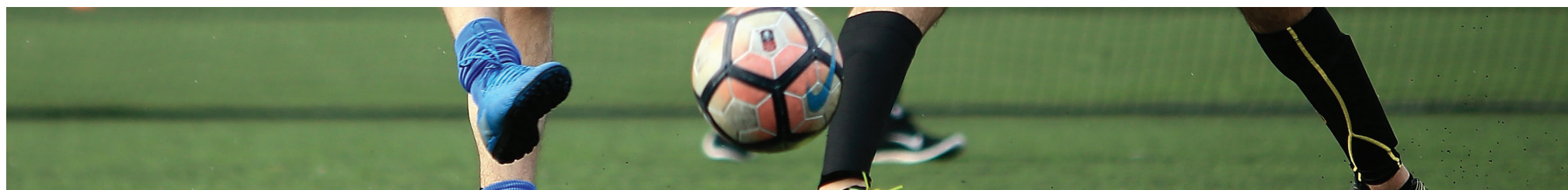
**Volunteer of the Year – Simon Grayley,
Blythe Bridge Juniors FC**



**Grounds Team of the Year –
City of Stoke FC**



Project of the Year – Wyrley Juniors FC





10,010

Twitter Followers



4,235

Facebook Followers



1,676

Instagram Followers

36,000

Website Views
(monthly)

92%

Freshdesk Positive
Feedback

7000+

Newsletter
Subscribers

STAFFORDSHIRE FA PARTNERS

Thank you to all of our valued partners, whose ongoing support continues to have a hugely positive impact on grassroots football and the work we do across Staffordshire.



World class turf maintenance equipment

discountfootballkits.com
the UK's leading teamwear specialist





**ENGLAND
FOOTBALL**



For ALL

**Staffordshire Football Association
Dyson Court
Staffordshire Technology Park
Beaconside
Stafford
ST18 0LQ**

Tel: 01785 256994

Fax: 01785 279837

**support@staffordshirefa.com
www.staffordshirefa.com**

