

# Staffordshire FA

## Annual Report 2018/19





MAKING A DIFFERENCE  
THROUGH FOOTBALL

## CHAIRMAN'S INTRODUCTION

At last year's Annual General Meeting, followed by the first Council Meeting of the new season, our President of twelve years David Bathurst retired and was succeeded by David Ramsbottom.

Twelve months ago we presented Council with a new set of Articles of the Association, which were agreed and with this came a new modern formation of our Committee Structures. Whilst this change was not immediate, by Christmas we had formed the three new Committees - Regulation, Workforce and Participation, together with their respective Chairmen. Underpinning these three Committees are numerous Working Groups which have been meeting on a regular basis.

The Revised Articles also gave the Association the ability to appoint independent Board Members. Advertisements went out and numerous applications were received for the posts. Following an interview process Andrew Wain and Matthew Hancock were invited to join the Board and their involvement has been invaluable.

In early January 2019, the Association had to again go through the rigorous process of meeting independent assessors sent by The Football Association to see how we were fairing going into our second year of the FA's Safeguarding Operating Standards. I am extremely pleased to report that following days of assessment, the Association were awarded the highest standard possible.

In fact the senior assessor contacted me directly to say how well everyone had done and that some of the Association's initiatives would be taken by the assessors to other County Football Associations for them to follow. Well done to Staff and Council Member colleagues.

Cont.





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At the same time as these assessments, came the news that Wellbeing Park (Yarnfield Football Centre) was up for sale with the intention of closing down by 31st May 2019. Meetings were hurriedly arranged with the owners, the Bowers family, and over a period of months and after many meetings the Association negotiated a 12-month lease enabling all of the teams to continue playing there.

In these next nine months the Chief Executive Officer, Head of Strategy and Investment and Board Members, will be discussing the future of the site for the benefit of the game in general.

I would like to take this opportunity to express my sincere thanks to all connected with this Association - the Staff, Council Members and my Board Member Colleagues. The Association is in "a good place" and is striving to improve further.

**Michael Stokes**  
**Association Chairman**





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## A MESSAGE FROM THE CHIEF EXECUTIVE OFFICER

Looking back at another busy season I am always in admiration of the work and time that our volunteers put into the game to ensure that players of all ages, backgrounds and abilities are given the best possible opportunities to play the game that they love. The work that you and thousands of others do gives us the foundations from which to grow the Grassroots Game in Staffordshire.

Our role at the Staffordshire Football Association is to support the work of the volunteers. We strive to provide the highest possible level of customer excellence so that the game can be developed both on and off the field using the most efficient methods of best practice.

In order to achieve these standards Staffordshire Football Association has to be in touch with the modern local grassroots game and in 2018 our members had the foresight to recognise this and vote through significant changes to our structure. These changes enable us to open our doors to anyone who wants to become involved and help shape the future of the Grassroots Game in Staffordshire. Our Council has increased in its number and is now far more reflective of the modern game with representation from areas that have never previously had a say. We have also appointed two Independent Non Executive Members to the Board of Directors for the first time in the Association's history. This has meant a significant change to the way in which we work, there are now three committees; Regulatory, Workforce and Participation, which is replicated by the Staffing Structure and means that we can work coherently towards achieving our ambitious strategy.

It is fair to say that such change has been a learning curve for all of us and I would like to pay tribute to our long standing members who have adapted to change and welcomed this new approach as custodians of the local game. Change is never easy and whilst modernising is ultimately for the greater good, it is also important to balance this with history and tradition. It is important that we evolve into a modern customer facing business whilst holding on to our general ethos that has meant that we have functioned since our inception in 1877.

As you will see from this report the partnerships that have been created are beginning to bear fruit with signs that the adult male game is bucking the national trend and we are sustaining numbers, the female game continues to go from strength to strength, disability football is growing significantly over the last couple of seasons and futsal is increasing in popularity. The challenge remains for us to have 100% qualified coaches working in youth football, 100% charter standard for the youth and adult game and 100% coverage of referees across the game. Current trends show that we have more fully qualified referees than ever before and we are providing development opportunities for existing match officials. We continue to lead the way nationally with our pitch improvement programme and this forms part of our overall strategy to create better playing facilities across the county.

One of our main objectives is to provide a safe and enjoyable environment for the game to be played in and the work carried out over recent seasons has meant that Safeguarding is now embedded into everything that we do. As the Governing Body for the local game, we have a collective responsibility to provide a safe and enjoyable environment for playing, officiating and volunteering opportunities for all. We have once again passed our external Safeguarding Operating Standard and we continue to be a front runner nationally in this area.





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I cannot compliment the Council and the Executive Workforce enough for their support in this vital area of work and achieving an unconditional pass. It is imperative that we do not dwell upon our success and continue to lead the way and investigate methods by which we can listen to children more effectively and use this insight to make informed decisions. I would like to take place on record my thanks to all of the Volunteer Club and League Safeguarding Officers, which is not an easy job but their roles are essential to the game.

I would like to offer sincere thanks to our dedicated Executive workforce who continue to go above and beyond to support our members in their roles. As alluded to in last season's report, we have listened to our members and created a bespoke service for Staffordshire's needs and not a national one size fits all model. It is clear from feedback that this has been well received but we will continue to consult and innovate to provide the best possible service for the volunteer workforce. We have challenged the staff to lead the way in their own areas of expertise and I take great pride in the National recognition that has been received in the last couple of years with ideas that were borne in Staffordshire are now replicated across the Country.

In November 2018 we learnt that one of the premier football sites in the county, Wellbeing Park, would be closing its doors at the end of the season meaning that almost 50 teams would be left without facilities for the 2019-2020 season. From early discussions it was apparent that the Bowers family and the Association shared the opinion that the site should remain open and as such it was agreed that the Association would take over the running of the site for the forthcoming season. This is a new challenge for us that will not only keep a quality facility open, but this will also help us to deliver our Strategy going forward. The Yarnfield Football Centre will be a Staffordshire Hub of Football for the 2019-2020 season.

I believe that there are exciting times ahead for the Association and the grassroots game in Staffordshire and as ever I end by thanking you the volunteers. We now have over 40,000 players playing the game within the county and this statistic provides further evidence of the importance that all of your work has on people's lives. On behalf of the Staffordshire Football Association I would thank you all for your support – the Board, Council, Working Group members, Advisory Boards, but most importantly of all of the volunteers without whom the grassroots game simply could not function.

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 a positive influence.

### **inspirational**

Providing a 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.

## | Our 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.

## | Our 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 makeup by July 2019.
- 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

The 2018/2019 season has seen further investment into Staffordshire's football facilities. This has been achieved through numerous partners working together to identify and secure investment from a variety of sources to invest in grass pitches, 3G pitches, Clubhouse and Recreational Facilities.

The improvement of Grass Pitches remains a priority for the Staffordshire FA along with the continued investment into 3G and Clubhouse facilities for clubs and leagues to utilise to support the ongoing strategy 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.

### Local Football Facility Plans (LFFP)

In December 2018 all Local Authorities in Staffordshire, as well as Walsall and Wolverhampton, completed a 12-month process to establish Local Football Facility Plans which have established potential investment plans for each local authority over the next 10 years. The priorities for investment as part of the Local Football Facility Plans align to the investment priorities set out in the National Football Facilities Strategy, which include:

- **1,000 new 3G football turf pitches (FTP)s:** in a mix of sizes and settings, dependent upon local needs. All aimed at enhancing the quality of the playing experience.
- **20,000 improved natural-turf pitches:** to help address drop-off due to a poor playing experience.
- **1,000 new changing pavilions / clubhouses:** all linked to priority sites.
- **Small-sided facilities:** to grow the small-sided game for teams & leagues, recreational and informal play.

Each LFFP has a steering group which the Staffordshire FA will work with over the coming seasons to help deliver the key projects identified in each plan.

### Pitch Improvement Programme

Staffordshire FA continue to be one of the leading County FA's across the country when it comes to the scope, impact and innovation of our Pitch Improvement Programme - with the aim of improving as many natural turf pitches across Staffordshire as possible. Since the start of the Staffordshire FA programme, over 150 site visits (equating to nearly 300 pitches) have taken place with our two FA Pitch Advisers providing a detailed report and recommendations to the club. The programme is also supported by 6-monthly workshops for volunteer groundsmen across Staffordshire, with numbers increasing at every workshop.





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## FACILITIES & INVESTMENT

**£730,111**

Premier League & FA  
Facilities Fund

**£150,966**

Football Stadia Improvement  
Fund Grants Awarded

**£115,911**

Premier League & FA  
Facilities Small Grant  
Funding Awarded

**£1,484,434**

Premier League & FA  
Facilities Fund

**£48,000**

Requests for Grow the  
Game Funding

**£8,250**

Requests for Stay in  
the Game Funding

### 2018/19 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 and changing room upgrades at Tamworth Enterprise College.
- 2 new grass pitches and associated work at Abbots Bromley Sports Association.
- New goalposts, security fencing and pitch maintenance machinery at Audley FC, Forsbrook Parish Council, Blurton Ladsanddads, Bilbrook FC, Silverdale FC and Trubshaw Cross.
- Chasetown FC, Eccleshall FC, Rushall Olympic, Uttoxeter Town, Stafford Rangers, Newcastle Town FC and Burton Albion FC all received Football Stadia Improvement Funding to improve their facilities including floodlight and changing room improvements, car park developments, pitch barriers and security upgrades.





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# MALE FOOTBALL PATHWAY

**30,275**

Total Male Players

**1,296**

Youth Male Teams

**395**

Adult Male Teams

**35**

Walking Football  
Sessions

Staffordshire FA are keen to grow the whole male pathway ensuring that we support as well as develop the traditional and flexible formats of youth and adult football so that ALL males across the county can have access to a form of the game that meets their needs whether they are five or ninety-five.

## | Key Achievements |

- Improving the environment in which mini soccer is played by facilitating more 'Introduction to Football' workshops to educate the coaches, players and parents on what a good learning environment looks like at training and a on matchday.
- Engaging with grassroots players and leagues has been a key area of work over the last year. Ultimately it is the players' game, so we have personally driven club forums for children to have their say on aspects of football and fed that back to leagues at their forums.
- In terms of our recreational offer for 6th Forms, Colleges and Universities we helped create a sustainable bi-weekly competition with teams playing every other week against FE/HE establishments from across the county both home and away.
- In order to constructively address the issues within the traditional Saturday & Sunday game, Staffordshire FA created focus groups to inform on future decisions and the ever-growing changes in trends of modern-day football. These groups included a 'Saturday & Sunday football' focus group as well as a 'step 1-7 clubs' focus group.
- We have continued to offer the football product for veterans so that players thirty-five or above can play in a more enjoyable environment all over the county and the interest is growing larger every year. With leagues in Stafford, Stoke, Burton and several venues around the south of the county, the competition is tremendous for those who want to be involved.
- Flexi Friday Night Football was designed for players and teams to play when most convenient for them to ensure that participation was not only consistent but could have a solid base to grow. Again this year we have seen an increase not only in the teams participating but also teams who are wanting to get involved from all across the county (see case study).
- Walking football has continued to grow over this season and there are a multitude of reasons for the this. The slower pace suits some players more than others and it also allows games to be more competitive as well as reducing the likelihood of injury through impact or muscle strains. The social element is also a major influence in the growth and you will see that walking football centers has increased yet again with more plans to bolster this offer for the 2019/20 season.
- Staffordshire has seen two of it's junior youth leagues really embrace futsal this season with U8 competitions developed in the north with the Potteries Junior Youth League and several age groups from U8-U12 become involved through the Walsall Junior Youth League (see case study).





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# MALE FOOTBALL CASE STUDIES

## 'Introduction of Futsal' - Walsall Junior Youth Football League (Clyde Redfern, Treasurer)

Walsall Junior Youth Football League (WJYFL) is a well-established league with around 500 teams competing each week. Team numbers are growing year on year at all age groups. The league is always looking to develop and to take on board modern initiatives. Two seasons ago we had a terrible winter that had a real impact on grass-based football, this led the league management committee to look at other options that may be available to us. We were also hearing a lot about Futsal being the next "big thing" and a great vehicle to increase player skill. This was mirrored by several teams asking if a Futsal league would be possible.

We discussed setting up a Futsal league on Friday nights, sourced a venue and applied for Football Foundation funding to supply goals as well as equipment. Staffordshire FA supported the venture by organising coach and referee training and giving invaluable advice on the format we could adopt for sessions. Expressions of interest were invited from all teams at meetings and through social media, also we offered each team a free Futsal coaching course. More teams joined from younger age groups than from the older age groups and this allowed us to start with 6 age groups playing in rotation, 2 ages per week.

It has been remarkable to see the impact on players in the last season. We have observed many players in Mini Soccer develop their confidence and skill through engaging with Futsal. Relationships with coaches have strengthened also. The future is looking bright with the Walsall Junior Youth League league seeking to develop the Futsal offer further and to provide players with a clear pathway in the game. It would be nice to see Futsal integrated more into our league with an offer to rotate into Futsal on Sunday mornings.

## 'Friday Night 11v11 League' - Stafford & District Sunday League (John Lilburne, Secretary)

### How the league became involved and what their aim was?

The league was approached by Staffordshire FA who discussed the different aspects of the league. The aim was to increase participation of football in Stafford, but also to offer an alternative to the traditional Sunday Morning set up. By offering a league that focused more on the football, instead of the Admin, it was hoped this would help keep those engaged that had maybe previously left the game due to time constraints etc. It was also viewed as a way to maybe give teams leaving Sunday football another pathway to stay involved, but also give those playing on the Friday nights an option to move into Sunday mornings as well

### League format - how it runs and why it appeals to players and teams?

As mentioned above, with a lot less admin, the focus is on the football "Turn up and play". Its an 8 team division, playing twice a month, 60 minute matches, and all of the fixtures are arranged 3-4 months in advance, Match officials, nets, flags, balls are all organised for you, so it is a case of turn up with your kit and play!

### The benefits to catering for those Sunday teams who left for various reason and got involved with this?

We had numerous teams that had either left Sunday football in recent years, still wanted to be involved but couldn't commit to a "traditional" league. We also had a couple of teams who cancelled their mid-week training and used this league as a more competitive alternative to training,

### Teams that were created, enjoyed the format and now seeking higher competition in Sunday Football?

Balfour Old boys did very well in the league, and have since taken the decision to become a full Sunday league team under the name of "Highfields Social" in the SDSL - Strollers FC and Stafford United are two teams who still compete in the Sunday league as well as the Friday league.



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# GIRLS & WOMENS FOOTBALL

**27**

SSE  
Wildcats  
Centres

**36**

Girls Mini  
Soccer  
Teams

**81**

Girls  
Youth  
Teams

**28**

Female  
Open-age  
Teams

**5**

Mum's  
Play  
Teams

**7**

Ladies  
Over 30's  
Teams

Staffordshire FA are being challenged to double female participation by 2020; the past year has seen great growth within all areas of the female game, with a number of initiatives to support this. The Staffordshire Girls & Ladies League continues to support grassroots football within the county, working together and supporting development plans to increase participation.

## | Key Achievements |

- 27 SSE Wildcats Girls Football Centres.
- 1 Female Junior Football Leaders Course delivered.
- 1 Female Referee's Course.
- 2 x FA Girls Schools Football Partnerships in Staffordshire Stoke City Regional Talent Centre retained Regional Talent Club License.
- 1 NEW Mum's Play Football League.
- Staffordshire Girls and Ladies League Retain Charter Standard.
- 2 x NEW Female Walking Football Sessions.
- Highest Attendance at Staffordshire Ladies County Cup Final.
- SSE Wildcats Schools Football Initiative launched in conjunction with Women's World Cup 2019.

## Case Study - Lane Head Girls SSE Wildcats (Mike Mycroft, Lane Head Girls FC)

Lane Head Girls FC wanted to be involved in the SSE Wildcats for a couple of reasons. When we started planning we had the idea that this would be the perfect opportunity for younger girls already involved at the club, to gain experience in leadership and helping out in a coaching capacity.

Lane Head Girls FC already have an under-13's girls team, a number of the girls in the team had already shown signs of great leadership and wanting to take this further. I therefore came up with the idea of including youth leader within our SSE Wildcats Programme. Having got a number of girls on board, they turn up each week to assist with arrival activities and break the ice sessions with new girls who don't know anybody or have the confidence to get stuck in straight away. We got them special t-shirt to help highlight their role to parents and also make the girls feel professional and part of something bigger.

We had our first ever session with roughly 12 girls aged 4-8 and within weeks we had grown to 22 girls coming along, with that the youth leaders increased and the older girls took on their roles brilliantly. After 6 weeks of brilliant football from the girls we did a little presentation where every girl got a medal on the pitch and all the parents got to take photos etc. they loved it and I'll continue that now every 6/8 weeks.

I feel we have created a brilliant centre and the kids are really loving it, some kids who wouldn't even speak are now bouncing around and have grown in confidence and we now have 4 girls who all want to do a level one course and work towards being coaches.



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# DISABILITY FOOTBALL

**41**

Affiliated Disability Teams

**410**

Registered Disability Players

**£9,000**

Football Foundation  
Grow the Game Investment

The 2018/19 season has seen continued development for disability football throughout Staffordshire with the focus not only on increasing opportunities for all but also supporting to sustain current provision. The number of affiliated teams increased this season to 41 teams which includes adult, youth, mental well-being, impairment specific, talent & FE teams.

## | KEY ACHIEVEMENTS |

- Staffordshire Ability Counts League delivered successfully for the 8th season across three age groups and four divisions.
- Stoke City Community Trust were successful for a second season on becoming a FA Disability Talent Hub supporting the development of the FA Disability Talent Pathway.
- Grow the Game funding has been confirmed for up to £9,000 to develop six new disability teams from two groups across the next two years in Staffordshire.
- Mental Wellbeing tournaments delivered including 1 during Mental Health Awareness Week.
- New partnerships have been created within Mental Wellbeing groups and organisations with a view of developing more opportunities next season.
- FA Coaching Disabled Footballers course delivered at Walsall with twelve coaches developed.
- Staffordshire hosted FA People's Cup county heats to deliver 4x categories Adult Premiership, Adult Championship, Youth U16's & Female.
- Support provided to deliver opportunities within education including Secondary Schools & Colleges.

## Staffordshire Ability Counts League - 2018/19 Season Review

2018/19 saw the Staffordshire Ability Counts League have another successful season, which is striving to develop each season to make it a better experience for all involved including clubs, players, referee's, coaches and supporters.

The season run from October 2018 to April 2019 with fixtures taking place on a monthly basis at central venue's in Staffordshire. There were four categories that ran during 2018/2019 season this included Adult Premiership, Adult Championship, Youth U16's & Youth U12's. To support with the development of the league and to enable players to playing at the most appropriate level possible, the season is split into two halves with season 1 taking place October to December and season 2 January to April with the opportunities for teams to be switched between the two divisions half way through.

### Season 1:

Premiership Winners – **Stoke City Ability Counts**  
Premiership Runners Up – **Cannock United**  
Championship Winners – **Lichfield City Liberty**  
Championship Runners Up – **Wilnecote Unicorns**  
U16 Winners – **Wilnecote Unicorns**  
U16 Runners up – **Stoke City Ability Counts**

### Season 2:

Premiership Winners – **Stoke City Ability Counts**  
Premiership Runners Up – **Lichfield City Liberty**  
Championship Winners – **Stoke City Ability Counts**  
Championship Runners Up – **Able Too United**  
U16 Winners – **Stoke City Ability Counts**  
U16 Runners Up – **Wilnecote Unicorns**





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## WORKFORCE / COACH EDUCATION

**83%**

Youth Teams  
with a Qualified  
Coach

**122**

New Youth  
Teams with a  
Qualified Coach

**67%**

Youth Teams  
with Charter  
Standard

**162**

New Youth  
Teams achieving  
Charter Standard

**9**

New Adult Clubs  
achieving  
Charter Standard

The 2018/19 season has been another successful of Coach Education, providing more opportunities for grassroots coaches than ever before through the FA's Club Improvement Programme. The Club Improvement Programme has provided 100% bursaries to any youth team which does not have a qualified coach, removing a barrier which may have stopped coaches from previously completing the qualification.

Staffordshire FA have worked hard with clubs to renew Charter Standard through the Annual Health Check but also recruiting new Charter Standard Clubs. This involves clubs proving to Staffordshire FA that they are a qualified, well run and organised club. We also visit Youth Clubs who are applying, to conduct a Safeguarding Validation visit. In addition to the bursaries Staffordshire FA offered adult team free places on the Introduction to First Aid in Football to support them with their development.

Staffordshire has also welcomed National Coach Developers Pete Sturgess and Graeme Carrick to Lichfield City and Wyrley Juniors respectively to spread the England DNA messages at the Foundation U7-U11 and Youth U12-18 phases, both were excellently attended by coaches from across the county.

### Level 1 (August 2018 – August 2019)

- Male: 393, Female: 15
- Qualified Male Coaches: 350
- Qualified Female Coaches: 14

### Level 2 (August 2018 – August 2019)

- Male: 65, Female: 4
- Qualified Male Coaches: 10, Qualified Female Coaches: 0

### UEFA B (September 2018 – August 2019)

- Male: 21, Female: 3
- Qualified Male Learners: 17, Qualified Female Learners: 2

### Introduction to First Aid in Football (July 2018 – August 2019)

- Courses Delivered: 47, Qualified Learners: 726

### SCW (July 2018 – August 2019)

- Courses Delivered: 24, Qualified Learners: 425

### Welfare Officers Workshop (July 2018 – August 2019)

- Courses Delivered: 8, Qualified Learners: 109

### Emergency First Aid in Football, Level 2 (July 2018 – August 2019)

- Courses Delivered: 4, Qualified Learners: 48





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# COACH EDUCATION CASE STUDY

**Lucy Ridgeway**

Newly Qualified UEFA B Coach



Before last season I hadn't regularly coached 11 a side football as I was still playing competitively for Stoke City Women, I did help to coach the Reserves side though and was coaching within the community and at the RTC regularly. I learnt a lot from the UEFA B course, including:

- How putting pictures into the plans really helps to organise the session in your mind and helps you to give more detail during interventions.
- How to add UEFA B detail to a level 2 type practice.
- What makes a UEFA B session – the process that you follow and how you create the pictures for your players.
- The sessions still need to be fun – not everything has to be a phase of play followed by a small sided game
- Consider what the opposition will do when planning a session and explain clearly when your players should do something based on them.
- Always manage the opposition in your practices as it needs to be realistic and challenging.
- Before you plan for a session or a match day consider what your philosophy is and why you are doing it.
- Don't make it too easy to get your topic out – What is a realistic challenge.
- Put in half way lines and 18 yard areas, especially if you go across instead of length ways as these won't be marked out already
- Consider intervention time – be clear and concise and then let them play – Ball rolling time is really important
- Goalkeepers need to be integrated into the outfield sessions at times.
- Why player profiling is so important.
- Vary where the balls start in a phase of play – It can get repetitive if it always goes from the same place.
- What a primary player/unit and secondary player/unit is and how important it is that they link together .
- If you can't get out picture 1 then something may need to be changed – e.g. size of pitch or number of players on each team

The tutors made the environment very relaxed and enjoyable and everybody's opinion was welcome. There was also a really good camaraderie between the staff and they were very knowledgeable and interesting without being arrogant or patronising. They also wanted us to have debates with our colleagues and critique their arguments which enhanced learning as it got you thinking more critically. The in-situ visits weren't as scary as I thought they would be, I was very nervous for my first one but after that I felt more relaxed and tried to coach more naturally. It felt less like an observation and more like somebody was there to support you and offer suggestions. There was also really clear and achievable action points and I improved a lot from my first in-situ to my third. I think it's still daunting having somebody watch you and the fear that you haven't done enough to pass the first time but there is nothing else they could do to make the experience better.

At the end of last season I went from player/coach of Stoke City Women's Development team to Manager and I have continued running the team this season. I have also been involved with the First Team on a couple of occasions which was a really good experience. I will see what happens at Stoke City Women as it's a very exciting place to be at the moment, however the funding to pay staff may never be there so I may have to consider moving to a different team. I would also possibly want to do my UEFA A course, however I'm unsure if this would be a step too far and I do enjoy my community coaching. Whatever happens I hope that I am still involved within girls and women's football as I really enjoy it and have a passion for it.



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## REFEREES

**1,021**

Registered Referees

**15**

Referee Courses Delivered

**28**

Referees Promoted

With 1021 Parent County registered referees throughout Staffordshire there has been continued and new development opportunities offered to all to further enhance their refereeing experience.

### | Key Achievements |

- 12 Referee Development Events Delivered across the county for all referees to be able to attend. Temporary Dismissals, Laws of the Game and Recognising Foul challenges were just some of the topics covered.
- Additional training events were also held for leagues specifically throughout the season.
- 15 x Referee courses delivered recruiting over 250 new referees, working with schools, further education, clubs and open to all courses.
- Delivered 2 x Development "CORE" groups to our referees, offering additional training and support to over 40 referees.
- Secured funding to re-introduce a new mentoring scheme, working with leagues to establish the new mentor scheme.
- Respect Armbands for all U18 referees launched – over 400 youth referees will now wear yellow armbands to identify that they under the age of 18 and like the players are still minors and protected by safeguarding legislation, helping to humanise referees.

### Yellow Armbands for Under-18 Referees

This year we launched the Respect Armband initiative for all of our under 18 referees in Staffordshire. All referees that are under the age of 18 will now wear yellow armbands signifying that they are covered by safeguarding legislation. The initiative aims to help make spectators, coaches and players aware that the referees refereeing their games are largely minors themselves. The purpose of the armband is to make the individual think before they may make any unsavoury comments to the referee and remember that they are also learning the game too.

The Respect Armband initiative was launched at the Stoke City v Nottingham Forest fixture in the EFL Championship in March 2019 with further promotional material being released including a video explaining the concept. Education to referees, leagues and clubs has been and is continuing to be delivered. As a county we are the first to deliver this initiative and since the launch have received numerous requests to help provide support and information for it to be started in other counties.



## RESPECT CASE STUDY



### Respect Armbands for Under-18 Referees

Staffordshire FA launched its brand-new yellow armband Respect initiative during half-time of Stoke City's annual Respect fixture against Nottingham Forest on Saturday 2nd March 2019. Aimed at supporting young match officials in Staffordshire, the new initiative will see yellow armbands introduced for all referees under the age of 18 in youth football to remind everyone that the referee is still subject to the children's safeguarding legislation – and should therefore be protected, encouraged and treated with respect.

Over 40% of referees in Staffordshire are under the age of 18. It is vitally important that they are supported and developed to ensure they continue to referee for many years to come.

Referees under the age of 18 will wear the armbands whilst refereeing to help identify to all managers and spectators that they are under the age of 18 themselves and that they are children too.

In summary the armbands are aimed to help all involved and to create a positive environment on a match day, and in turn to help retain referees. Retaining referees is vital to everyone's footballing experience - without a referee the game becomes more difficult and hinders the playing experience. In line with the Respect programme and the It's Our Game initiative. Please remember, **It's Their Game Too.**



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# SAFEGUARDING & WELFARE

**25**

Safeguarding  
Monitoring  
Visits to Youth Clubs

**100+**

Poor Practice /  
Misconduct  
Cases followed up

**18**

Respect Workshops  
delivered to Leagues  
& Clubs

**5**

Introduction to  
Football events  
delivered

In January 2019 Staffordshire FA were successful in passing the year two assessment against the FA Safeguarding Operating standards. The county has continued to build on the foundations from the first assessment promoting effective communication around safeguarding practice from Grassroots Clubs to Board.

The FA also introduced Safeguarding Adults at Risk into the standards. This has seen staff and Board completing FA training around Adults at Risk. This is a significant move in raising awareness of safeguarding in all areas of the game and not just specifically for those under 18.

## | Key Achievements |

- Staffordshire FA have begun working collaboratively with organisations to raise awareness of mental health. It has worked closely with North Staffs MIND, Community trusts and grassroots clubs to promote awareness and reduce the stigma around mental health issues.
- Over 100 poor practice or misconduct cases have been followed up following disciplinary charges and actions implemented by clubs.
- The county have delivered a number of session with youth players listening to the views of young players within football and exploring if they feel safe playing football.
- The County FA website has developed a Kids zone page for youth participants to share safeguarding information.
- Staffordshire FA completed 25 site visits to youth club training sessions last season which resulted in 25 action plans for clubs to improve safeguarding practice.
- There have been 8 Safeguarding referrals raised with the FA in the last year.

Safeguarding remains central to all Staffordshire FA's business. It is important that everyone continues to build on the progress we have made in promoting safeguarding. We would like to extend our thanks to everyone in helping us achieve the standards and in making Staffordshire a safe and enjoyable place to participate in Football.

## Respect Marshalls

Staffordshire FA worked in partnership with all affiliated youth leagues in introducing Respect Marshalls to youth games in the 2018/19 season. The role is to support coaches and referees in promoting a positive match day environment at youth games. Evaluation of the first season has received generally positive feedback. There continues to be more education around the role moving forward which will continue into the 2019/20 season.

### Feedback from Heather Bayliss (Club Welfare Officer, Eastwood Hanley FC)

Our club have taken the Respect Marshall campaign very seriously. We have regular updates at our manager meetings reminding (both) the managers of the importance of nominating a Marshall and also listening to their feedback of the effect of the campaign. The feedback I receive as the Welfare Officer is that spectators respect why the campaign is in place and there is almost no need to intervene in any issues. The presence of the Marshall is an unspoken message to all that inappropriate behaviour will not be tolerated.



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## DISCIPLINE

**8,926**

PROCESSED DISCIPLINE CASES

**69**

PERSONAL HEARINGS

**357**

NON-PERSONAL HEARINGS

**8**

QUALIFIED CHAIRMEN

**10**

INDEPENDENT MEMBERS

**5**

DISCRIMINATION PANEL  
MEMBERS

The 2018/19 Season has seen Clubs, Leagues and Referees continuing to embrace online discipline via the Whole Game System, which in turn is hopefully saving everyone involved in grassroots football a lot of time and effort. The vast majority of Staffordshire Clubs are now administering their discipline online, as discipline continues to play a vital part throughout the game ensuring that football is played in a safe environment for all.

	Season 16/17	Season 17/18	Season 18/19
Cautions:	7118	7235	7384
Sending Offs:	893	832	929
Misconducts:	343	493	613

### Recruiting New Independent Members

Our disciplinary commissions are made up of independent football members, who understand the laws of the game and have a passion for ensuring that anyone involved in the game is safe.

If you believe you have the relevant skills to sit on disciplinary hearings, please contact Staffordshire FA to find out more about what the role entails.

**Email:** [support@staffordshirefa.com](mailto:support@staffordshirefa.com)

**Phone:** 01785 256994





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## COUNTY CUP COMPETITIONS

**13**

COMPETITIONS

**516**

ENTRANTS

**3,500+**

SPECTATORS

Across the 2018-19 Season, Staffordshire FA have facilitated 13 high quality, competitive competitions, with over 10,000 participants taking part across a multitude of ages, background and abilities from all over the county.

- The Association made multiple changes for the 2018/19 Season, following discussions and feedback from all leagues regarding Conference Dates, ensuring that the dates gave each league the best opportunity to work on their own fixtures.
- The Association increased attendances across the majority of all competitions, with special mention to the Ladies Challenge Cup who recorded a new highest attendance to date.
- The Association would like to thank all of the host venues in 2018/19, for providing players, officials and spectators with excellent hospitality and organisation across all of the County Cup Finals: Brocton FC, Chasetown FC, Eccleshal FC, Rocester FC, Stafford Rangers FC, Stafford Town FC, Stoke City FC, and Walsall FC.

### 2018/19 County Cup Final Results:

**Senior Challenge Cup:** Stafford Rangers 3 - 0 Rushall Olympic

**Walsall Senior Cup:** Boldmere St. Michael's 2 - 0 Sutton Coldfield Town

**Senior Challenge Vase:** Silverdale Athletic 3 - 0 Leek CSOB

**Challenge Cup:** Madeley White Star 1 - 0 Rushall Olympic U21

**Sunday Premier Cup:** Potters Bar 1 - 3 Yates Social

**Sunday Challenge Cup:** Churnet Valley 5 - 2 Chesterton Grange

**TB Williamson Cup:** Cheslyn Hay SCC 2 - 0 Cheadle United

**Sam Kimberley Trophy:** AFC Cheslyn Hay 5 - 1 Uttoxeter Town A

**Ladies Challenge Cup:** Stoke City Ladies 8 - 1 Sporting Khalsa Women

**Midweek Floodlit Youth Cup:** Rushall Olympic YD U18 2 - 0 Stafford Rangers Juniors U18

**County Youth Challenge Cup:** Stone Old Alleynians U18 1 - 2 Newcastle Town Juniors U17

**County Youth U16's Sunday Cup:** Lichfield City U16 0 - 2 Phoenix Rangers Juniors U16

**County Youth U15's Sunday Cup:** Bilbrook Juniors U15 West 3 - 1 Stoke Athletic U15



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## PLAYER REGISTRATION

**94%**

LEAGUES USING ONLINE  
PLAYER REGISTRATION

**45,500**

PLAYERS  
REGISTERED

**10**

LEAGUES UTILISING PLAYER  
REGISTRATION + FULL-TIME

The Association have worked very closely with the vast majority of our leagues to successfully implement the use of Online Player Registrations, in turn hugely decreasing the amount of time required by all volunteers from leagues, clubs, and managers.

- Numerous training events around the county to help support the introduction of new technology.
- 10 leagues are now 'MatchDay ready' - resulting in hundreds of teams, and thousands of players and parents benefiting from the advantages of using the FA MatchDay App.
- Dedicated support to leagues to ensure a smooth transition to the FA systems, with the vast majority of our leagues - Adult, Youth, Female and Disability - embracing the technology available to them, to make the workloads of league and club officials much efficient.

**The FA**  
**MATCHDAY**

Take the hassle out of managing and organising  
your grassroots affiliated football team

Wed 28 Nov 2018, 10:30 09:20:44  
London Old Boys Cup  
Bessacarr FC U16 Blue vs Upton United Juniors CSC U16  
\*\*\*\*\*  
✓ SETUP SQUAD REPORT  
SQUAD AVAILABLE (12/16)  
Please select your team. Tap one or more players to select and add to your lineup.  
Squad Availability: 12/16  
SELECTED PLAYERS (5)  
Alexander Stadhead-Shredder  
David Carpenter ✓ TO START  
1 player selected.  
SELECT (to start) SELECT (for bench) Deselect





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# GRASSROOTS FOOTBALL AWARDS



On Saturday 27 July, Staffordshire FA invited all of the winners of the 2018/19 Season Grassroots Football Awards to some pre-match hospitality at the bet365 Stadium ahead of Stoke City's pre-season friendly against Leicester City. The award winners also had the pleasure of going pitch side at half-time for a group photograph, whilst receiving a warm ovation from both sets of supporters.

Over recent months Staffordshire FA had been presenting its 2018/19 FA Grassroots Football Awards, to individuals and organisations across Staffordshire who dedicate huge amounts of time and energy to make grassroots football in Staffordshire the best it can possibly be. A total of 13 awards have been presented – below is a breakdown and summary of those awards.

Grassroots Club of the Year – **Stoke Town FC**

Grassroots Coach of the Year – **Mike Mycroft**

Grassroots Coach Mentoring Award – **Paul Clowes**

Grassroots Community Project of the Year – **Black Country Fusion FC**

Grassroots Grounds Team of the Year – **Andy Salt**

Grassroots League of the Year – **Walsall Junior Youth League**

Grassroots Match Official of the Year – **Andy Martin**

Grassroots Respect Project of the Year – **Cheadle South Moorlands United FC**

Grassroots Rising Star of the Year – **George Taylor**

Grassroots Supporter of the Year – **Frank Heseltine**

Grassroots Volunteer of the Year – **Barry Smith**

Lifetime Achievement Award (Outstanding Contribution to Community Football) – **David Vale**

Lifetime Achievement Award (Services to Coach Education) – **Jeff Vernal**





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# U18 REPRESENTATIVE TEAM

Results for the Representative Team 2018-19 Season.

## Result in the FA County Youth Cup:

20 October 2018 - Lancashire (a, Leyland) lost 0 - 4

## Results in the Midland Counties Youth Football Championships:

7 October 2018 - Herefordshire (a, Hereford) won 4 - 0

11 November 2018 - Bedfordshire (a, Kempston) lost 0 - 1

20 January 2019 - Northamptonshire (h, Rushall) won 4 - 3

9 March 2019 Birmingham - (a, Ray Hall Lane) lost 2 - 4

28 April 2019 - Nottinghamshire (h, Brocton) won 5 - 2

## Team Management:

**Head Coach:** Jeff Ashton

**Coach:** Wayne Minton

**Goalkeeper Coach:** Jason Scott

**Physiotherapist:** Bob Thomas

**Scouts:** Ray Jenkinson & Darren Middleton

**Team Administrator:** Nick Adshead

## Award of County Caps:

At the annual Representative Team Presentation Evening held on 26th July 2019, County Caps were presented by the President to Jakob Burroughs (Rushall Olympic), Liam Riley-Stewart (Chasetown) and Nathan Scott (Codsall High School).

## League Table:

Overall the County Representative Team had a reasonably successful season. However, the final League Table was affected by the sad withdrawal of Herefordshire after Staffordshire had beaten them 4 - 0 comprehensively in the opening game of the season.

	P	W	D	L	GD	PTS
1. Birmingham	4	3	0	1	10	9
2. Bedfordshire	4	3	0	1	5	9
3. Northamptonshire	4	2	0	2	7	6
4. Staffordshire	4	2	0	2	1	6
5. Nottinghamshire	4	2	0	4	-23	0



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# OFFICERS AND COUNCIL MEMBERS



## **Staffordshire FA Officers (email: [support@staffordshirefa.com](mailto:support@staffordshirefa.com))**

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

### **Participation Hub:**

- Bethan Woolley (Inclusion Officer)
- Brent Freeman (Male Football Officer)
- Gemma Turner (Disability Officer)

### **Workforce Hub:**

- Daniel Hickinbottom (Senior Workforce Officer)
- Matthew Jones (Referees Officer)
- Sare Michael (Workforce Coordinator)
- Jake Triggs (Participation & Workforce Coordinator)

### **Regulatory Hub:**

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

### **Business Hub:**

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



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## Staffordshire FA Board Members 2018/19

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

## Staffordshire FA Council Members 2018/19

### 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

G. Leadley

W. K. Martin

D. E. Ramsbottom

P. Savage

T. Simms

G. Singh

D. L. Stanton

J. E. Wells

### Representatives:

J. Houston - Cannock Chase Sunday League

S. J. Holland - City Traders League

M. A. Sanders - Coors Sunday League

M. Sale - Leek and District Sunday League

B. Lee - Lichfield & District Recreational League

A. J. Grocott - Lichfield & Walsall District Sunday League

M. Barnard - Mid Staffs Youth League

T. Sheldon - North Staffs Junior Youth League

D. Stone - North Staffs Youth League

R. Tooth - Potteries & District Sunday League

Mrs. W. Hancock - Potteries Junior Youth League

G. Singh - Stafford and District Sunday League

S. Shuttlewood - Staffordshire Ability Counts League

M. Stokes - Staffordshire County Senior League

A. Martin - Staffordshire Girls & Ladies League

Mrs B. Degg - Uttoxeter & District Sunday League

C. Redfern - Walsall Junior Youth League

R. Webb - Charter Standard Community Clubs

C. Bennett - Inclusion Advisory Group

K. Halliday - Grassroots Coaches

I. Evans - Leek Town FC

T. Homer - National League System Clubs

T. Sherratt - Port Vale FC

D. Gilchrist - Small Sided Football/Futsal

P. Heafield - Staffordshire Referees Association

M. Warren - Staffordshire Schools FA

A. Hurst - Stoke City FC

D. Mole - Walsall FC

L. G. Morris - Sentinel Football Competitions

R. Mullin - Stafford Rangers FC

TBC - Flexible Football

TBC - Players

TBC - Women's Football Pyramid

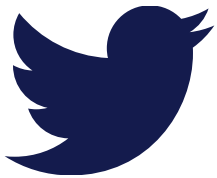
TBC - Youth Council





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## STAFFORDSHIRE FA ONLINE REACH



**9,260** Twitter Followers



**2,671** Facebook Followers



**1,190** Instagram Followers

**35,000+** Website Views (monthly)

**35,201** Staffordshire FA App Users

**90%** Freshdesk Positive Feedback



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## 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](mailto:gareth.thomas@staffordshirefa.com) or on 07815 295723.



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# STAFFORDSHIRE FA 2018-21 STRATEGY

## "UNTYING THE KNOT"

"We're now twelve months 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**

<b>Staffordshire FA Vision</b>	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.		
<b>Staffordshire FA Mission</b>	Making a Difference Through Football.		
<b>Staffordshire FA Objective</b>	Build a culture of lifelong participation in Football.		
<b>Strengthen the Player Pathway for Male, Female, Futsal &amp; Disability</b>	<b>High Quality Introduction to Football</b> Inspire every player and build a culture to ensure lifelong participation in football.	<b>Develop Clubs &amp; Leagues to Meet Modern Players' Needs</b> Supporting a forward-thinking leagues and clubs system that engages the whole community.	<b>Embrace All Formats, Engage All Participants</b> More playing opportunities through flexible and accessible formats of the game.
<b>Build Capacity</b>	<b>Recruit, Develop and Support the Football Workforce</b> Investing in and upskilling the football workforce, both paid and unpaid, to support our staff, teachers, coaches, referees, club & league officials and general volunteers.  <b>Develop Sustainable Football Facilities</b> 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.		
<b>Develop Internal Capability</b>	<b>Modernise &amp; Innovate</b> 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.		
<b>Staffordshire FA Values</b>	iNSIGHTFUL ● iNNOVATIVE ● iNCLUSIVE ● iNFLUENTIAL ● iNSPIRATIONAL		



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