



**SUSSEX
FOOTBALL**

SUSSEX COUNTY FA 'reset' BUSINESS STRATEGY 2021-24

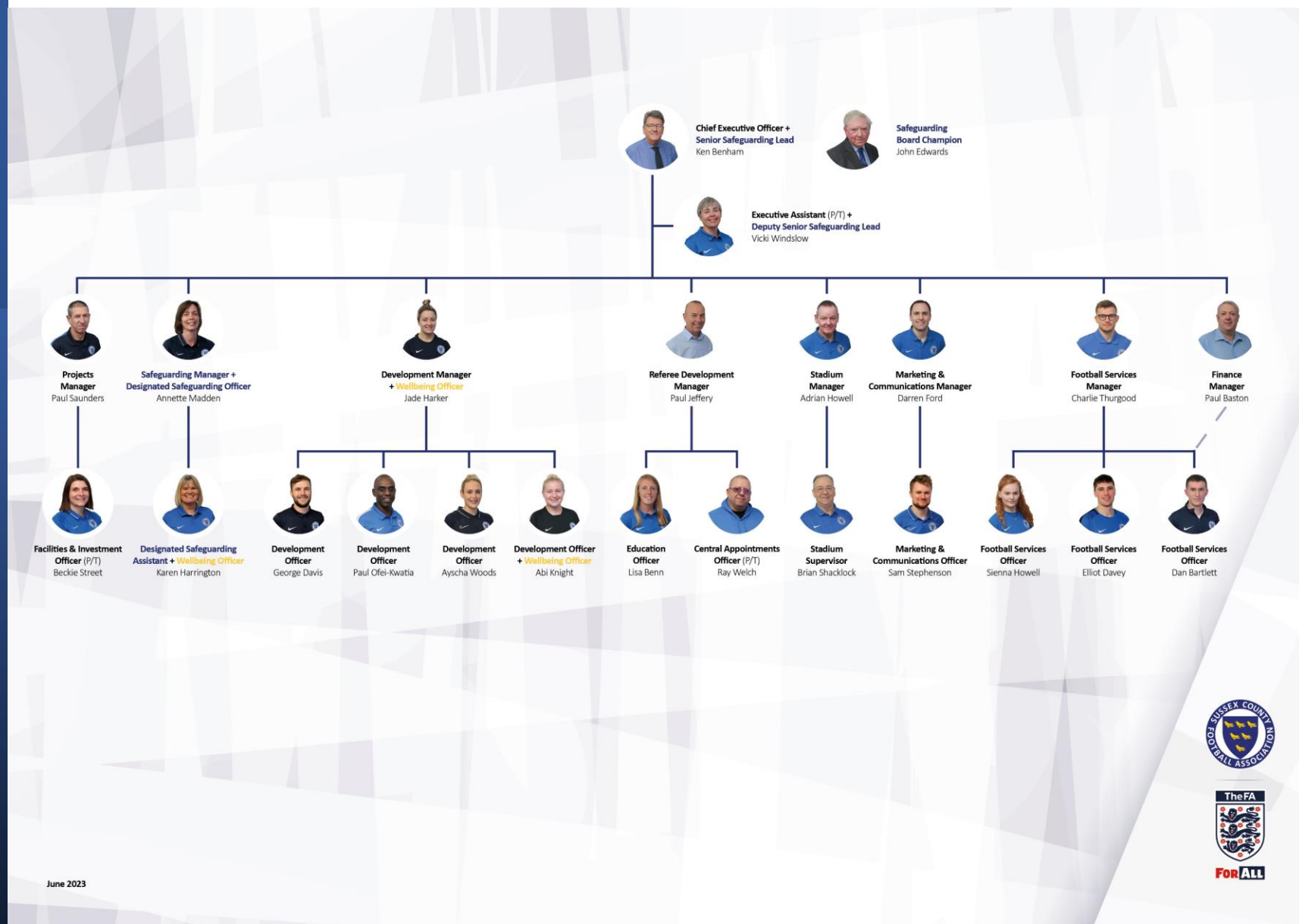
Year 2 Progress

Providing Football For ALL

Board Structure



Staff Structure



June 2023





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Strategy

- Results of the consultation, current performance and future KPIs were shared with the Board of Directors, Inclusion Advisory Group and Senior Management Team to construct our:
 - Vision: Providing Football For All
 - Mission Statement: Promoting, Developing & Supporting Football in a Fun, Safe and Equal way
 - Six Objectives
- The ambitious Female related strategy targets reflect Brighton & Hove will be a Host City for the UEFA Women's EURO 2022, with the England playing at the Brighton & Hove Community Stadium
- Circulated to stakeholders and held contacts, with a copy held on our website





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Recruit a Diverse Workforce to match local Demographics

- Raise awareness of various roles within the Workforce
- Open, transparent and equal opportunity recruitment process
 - Double the number of Female Coaches (141/192)
- 100 more Women and Girls to complete the EE Playmaker Award
 - 90% of Youth Teams to have a Qualified Coach
- Provide new Match Officials Course across the County
 - Double the number of Female Match Officials
 - Recruit 25% new Match Officials
 - Retain 80% of registered Match Officials



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Promote and Develop a High Performing Workforce

- Develop a new modern Coach Development Programme
 - Create a Sussex Coaches' Club (60 Female Coaches)
- Provide a local Coaches' Forum
 - Introduce Coaching Mentor Programme with 66 participants (60% Female)
- Develop Match Official CPD programme aimed at Young, New and Progressive Match Officials
 - 50% of Female Match Officials to benefit from enhanced programmes
 - Convert 60% of Trainee Match Officials into Qualified Match Officials
- 9% of Match Officials to achieve Promotion



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Provide Everyone with the Opportunity to Participate in their chosen Level of Football

- Support Leagues and Clubs to resume the organisation of all types of competitive Football
- Work with stakeholders to enable the provision of a thriving and diverse range of opportunities (Equality Award 20 Clubs signed up)
- Seek to support Regrowth and Development of Disability Football
- Lead the delivery of the Brighton & Hove UEFA Women's EURO 2022 Host City Legacy Plan
- To actively link the Female Pathway (Schools, Weetabix Wildcats, 12-14 Offer, Female Friendly Clubs)
- Increase the number of Female Players by 30%
- Offer 1200 Women 'Fun' Recreational Football
- Encourage 75% of Youth Clubs to have a Female Team (KPI altered)
- Support 27 Clubs to have a Full Female Pathway
- Achieve Female Competition Pathway
- To grow the number of Weetabix Wildcats Providers (46)
- Support Leagues and Clubs to Maintain the number of Male Players
- To promote opportunities to play Recreational Football



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Support 40,000 Players & Workforce

- Support and educate the Workforce and Volunteers across the Game
- Develop a structured communication system to provide regular and targeted electronic contact (Email / Ezine)
 - Support Mental Health and Wellbeing initiatives
- Provide various forums to support Clubs and Leagues to become the best version of themselves
- Create an Officials' Club for Club and League Officials
- Create opportunities for Youths to engage and grow – 'Voice of the Youth'
 - Stepping Out Plan – Staff members to offer face-to-face customer experience
- Introduce two Refereeing Mental Health Champions



Promote a Club Network that Provides Grassroot Football For All

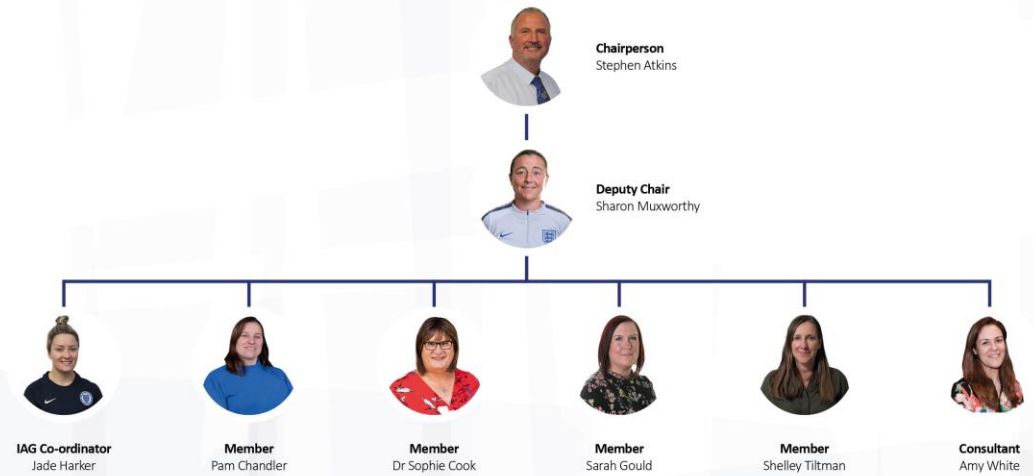
- To empower all Clubs to have the best possible facilities
 - Provide Clubs and Leagues with funding guidance
 - Support the improvement of Grass Pitches to reach 181 'Good' quality grassroots pitches (Year 2 target achieved)
- Lead and support Clubs and Leagues to move from Charter Standard to England Football Accreditation
 - 70% of Adult Clubs to achieve the England Football Accreditation
 - 90% of Youth Clubs to achieve the England Football Accreditation
- Offer innovative grants to Clubs and Leagues



Develop a Dynamic Governance Structure for Success

- Maintain
 - A first-class service to stakeholders through the Safeguarding Operating Standards
 - “Sussex FA demonstrated during the assessment that as an organization they are fully committed to embedding safeguarding throughout all the work they do, thus ensuring it is a key part of their organisational culture.” *NSPCC Independent Assessor*
- Achieve
 - The Code of Governance creating a first-class Board of Members with necessary expertise and skills by December 2021 – **(Delayed until V2)**
 - The Equality Standard by moving from Foundation Level, through Preliminary Level by June 2022 (Delayed September 2022) to Intermediate Level by June 2024, with a view to work towards Advanced Level

Inclusion Advisory Group Structure





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THANK YOU

Providing Football For ALL