



2021-22 Annual Report



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MESSAGE FROM THE CHAIR



Peter Ducksbury
Chair

Firstly, I have to reflect on what is happening in the world away from football at the moment, it's so sad that here we are in 2022 and we've got a war in Europe which is very difficult for us all.

When I wrote my introduction to last year's Annual Report we were deep in the COVID-19 pandemic which certainly had an impact on all of our lives but I am delighted that we are coming out the other side - we completed a season in full and football has continued to grow in the county. I am very grateful to you all for keeping the game going and the work you do.

I have been delighted with the number of clubs who have improved their pitches and facilities in the last 12 months and the significant financial support received from The FA and Football Foundation has really had an impact.

I am very proud of what we, and particularly the executive workforce, have done in retaining and developing the game in the county.

Life this side of the pandemic is not easy and we have had to reduce our outgoings due to our financial agreement with The FA being reduced, although we are committed to using some of our reserves to maintain services.

However the executive team have done some fantastic work in developing our alternative football offer – Girls Player Development Programme, Futsal, Walking Football, Referee Development via the Donald Shepherd Academy and as we look forward to our next independent assessment our work on Safeguarding has been outstanding.

We look forward to working with you to maintain our participant, club and team numbers, and continue to recognise the challenge of recruiting and retaining referees. All of which form part of our operating plan for 2022/23 and will dovetail the FA's National Game Strategy.

I would like to take this opportunity to thank everyone connected with Westmorland County FA, our volunteers, sponsors, executive workforce and my fellow Board Members, all of whom have worked tirelessly for the good of the game and look forward to working with you in future.

Peter G Ducksbury
Chair, Westmorland County FA Limited





Review of the Year

Jo Ashworth
Chief Executive

It is with great pleasure we have completed a full season without too much disruption from Covid-19 and the pandemic that has affected so many lives over the past 2.5 years.

I am sure everyone has been pleased to experience such normality and resume football as we know it. We thank our clubs, leagues, referees and volunteer workforce for being so resilient, putting in all of the hard work to deliver such a wonderful season.

Our County Cup Finals ran with great success, with more sponsors supporting the events than ever. Thanks go to staff and board for overseeing the cups. The weather was kind, allowing most fixtures to go ahead planned throughout the rounds. Finals were well attended and we hope we created memorable experiences for our participants.

Our in-house leagues have grown, participation is up and we have healthy pathways for children and young people (male and female) to progress throughout the county.

As a County FA we continue to support local football with the resources we have. We were excited to launch our three year strategy 'Inspiring the Community, Uniting the Game' which focusses our operating plans on the outcomes of the national game strategy but is strongly placed with the best interests of the Westmorland football community.

We still have the challenge of less financial resource, we staff the organisation to the best of our ability with the grant funding available, but this can be challenging with more and more opportunity to grow and the improve the game. There are times when we absolutely wish we could do more and will always try to best serve our members. The staff team go above and beyond for the benefit of local football, and I cannot thank them enough for their hard work and dedication.

Our safeguarding responsibilities remain a high priority, and I would take a timely reminder for clubs to ensure policies and procedures remain relevant and key to everything you do. I am delighted with the work that has been done to support new and existing referees. The Donald Shepherd Academy has been expertly supported by Pete Leonard and Jeremy Simpson.

We recognise the frustrations of some of the FA technology systems that presented problems last year. We will work with clubs to support them & we trust in the systems going forwards to modernise the game.

I am pleased with the board's commitment to continue their work in modernisation and the very real moves towards the Code of Sports Governance. The proposed changes with Articles of Association and new membership rules recognise this and offer us the opportunity to take some big steps in meeting this standard before the end of the current strategy. I am also delighted that we have submitted our application for the Equality Standard.

As ever the work by our Board & Council has been crucial and often unseen. The support of these volunteers has included appointments of referees, cup arrangements, mentoring of referees and safeguarding, as well as the responsibility that goes with their position. Their support is critical in the running of the game and I thank every one of them.



Members



Westmorland County FA Council and Board Members form part of our football workforce here in Westmorland. Each and everyone giving up their time and expertise at various events, meetings and activities throughout the year.

Responsibilities include safeguarding, discipline, football development, cup appointments and referee assessments & mentoring. All of these functions add value to the work of the Westmorland County FA and will often mean countless hours have been given back to football through these roles.



LIFE VICE PRESIDENT

G Aplin

T B Huck

W B Johnson

VICE PRESIDENT

J R Capstick

J R Cotter

M A Crossley

G A Roe

R W Wilkinson

CHAIR

P G Ducksbury

VICE CHAIR

P A McDonnell

CHIEF EXECUTIVE OFFICER

J Ashworth

COUNCIL MEMBERS (PICTURED LEFT)

P D Hayton

I Hunt

D O'Callaghan

P Rushton

K Singleton

Meet the Team



Jo Ashworth
Chief Executive Officer



James Pattison
Football Development Officer



Peter Leonard
Football Services &
Designated Safeguarding Officer



Robert Haworth
Assistant Football Development Officer

Strategy



Retain and Grow Participation

Retain participation in the male game

Retain & increase participation in the female game

Increase participation in disability football

Enhance the Local Infrastructure

Coaches – More and better skilled coaches, with a focus on female recruitment

Aspirational - Every team to have a qualified coach

Officials – More and better skilled officials, with a focus on female recruitment

Aspirational - Every match to have a qualified match official

Playing Environments – Accessible playing environments and facilities to meet demand

Aspirational – To secure a new community pitch & home for the Westmorland County FA

High Performing County FA

Outstanding governance

Manage the game effectively

Safeguarding Operating Standards

Equality Standard

Financially sound

Positive reputation

Membership Engagement

Club and league support

Workforce recognition

Digital support

Marketing & Communication

County products and services

Safeguarding



The last 12 months have been difficult again for us all in general, coming out of the constraints that covid put on clubs, players, supporters, committees and managers/helpers. It looks as though the worst is over and credit to our clubs that have bounced back providing great sport for all ages. The staff at the Westmorland County FA have worked hard in the background since the full return to playing, continuing to develop and implement standards ensuring safeguarding is the number one priority within the County FA.

Pete Leonard as our County Designated Safeguarding Officer continues to deliver his 7 minute briefings on safeguarding that is shared with clubs and their Welfare Officers on a monthly basis and engages with young people through the Westmorland County FA mascot (Walter the Wolf). Jo Ashworth, the staff and the team have continued to work tirelessly to ensure that all clubs, referees and coaches remain compliant with the standards and are kept up to date with any new requirements. For all their hard work I must pass on our thanks from all the County FA Directors and Council members.

The Westmorland County FA really do prioritise safeguarding above everything else within the business and ensure football across our County is played in a happy and safe environment for all participants regardless of age, race, sexuality, religion or disability. Thanks to all clubs for your continued cooperation on all safeguarding issues and wishing you all the very best for next season.

Ian Hunt
Board Safeguarding Champion



Equality & Diversity

We are proud that our strategy looks to embed Equality, Diversity & Inclusion. Our work over the past 12 months has included:

- 1. The Westmorland County FA Board, Council & staff committing to the Code of Governance for football**
- 2. The Westmorland County FA Board, Council & staff committing to the equality measures in the Code of Governance for football**
- 3. The submission of the Equality Standard, Foundation Level**
- 4. Inaugural Equality, Diversity and Inclusion group meeting held**
- 5. Delivery of key activities supporting campaigns such as Rainbow Laces, International Women's Day, Anti-Discrimination & positive support for all in football.**



Westmorland County Cup Winners



Senior Challenge Cup sponsored by Russell Armer Homes

Appleby FC

Benevolent Trophy sponsored by Hawkshead Relish

Kendal United FC

Junior Cup sponsored by Carnforth Print & Design

Kirkoswald Reserves FC

Under 18 Boys Cup

Kingstown United Juniors

Minor Cup

Wattsfield Youth U16

Dallam Tower Cup sponsored by Happy Hot Tub

Kendal United Youth

Under 13 Boys Cup

Milnthorpe Town Youth

SM Jones Trophy

Wattsfield United Youth

U15 Girls Cup sponsored by Baxendale Fitness

Lancaster Giants Girls U15

U13 Girls Cup

Wattsfield Youth Girls U13

**Westmorland County
Football Association
Senior Challenge Cup**
sponsored by



Russell Armer

Key Performance Indicators



2,574 Male Players

400 Female Players

87% Youth Teams with a qualified coach

61 Referees

Safeguarding Operating Standard **PASS**

We have a number of Key Performance Indicators that focus our delivery across the season. The priorities include increasing the number of players involved in the game as well as more referees and coaches.

We also focus on upskilling our volunteer workforce and providing safe, inclusive environments for people to enjoy their football.

Our biggest area of growth in the past year has been in the adult male game, where we have bucked the national trend and seen a large increase in the number of players and teams.

WCFA Leagues

KENDAL COLLEGE SPORT UNDER 18 LEAGUE

Westmorland County FA continued to run two leagues in house this season. The Kendal College Sport Under 18 League grew to 11 teams with entries from; Ambleside United, Appleby, Grange United, Ibis, Kingstown United, Kirkby Lonsdale, Kirkby Stephen, Penrith, Kingstown United, Langwathby United and Halton. Penrith FC were crowned champions after an impressive campaign. The South Lakes Girls League also continues to grow. Our U15 winners were Morecambe, Dalton won the U13 league and Kendal United won the U11s league cup.

SOUTH LAKES GIRLS LEAGUE



Referees

This season we have seen a big improvement in our match officials training and development. The new Donald Shepherd Academy has been running each month led by Jeremy Simpson, PGMOL SG2 Referee. The sessions are aimed at all promotion candidates and under 18 referees, and include practical on the pitch work and a further classroom session to which all referees are welcome to attend.

The academy has gone from strength to strength throughout the year and we have been visited by guest speakers which included, David Allison, Geoff Eltringham and Shaun Hudson. David is the former Football League referee manager and Geoff and Shaun also operate with SG2.

As a County FA we have delivered two new referee courses. This is a great achievement as we are always looking to recruit and train new match officials. We have also mentored all our new under 18 referees this season and we are on the look to recruit and train more mentors across the county.

Our success on the training field has proved vital in delivering on the field. We would like to congratulate Mark Blamire, Peter Rushton, Chris Dixon and David Houldridge on their referee promotions and wish them all the best next season. All four of our successful promotion candidates will be nominated for National FA competitions next seasons.

We have received some excellent appointments this season, Bernard Law was the assistant referee in the Northern Premier League Division One title decider between Workington AFC v Warrington Rylands and both Oliver Jervis and Abigail Greenwood have refereed Lancashire County Schools Finals.



Girls Player Development Programme

The Westmorland County FA Girls Player Development Programme has been bringing together the most talented girls from the county for the past 10 seasons. The PDP welcomes girls who either go to school in Westmorland, play for a Westmorland County FA affiliated club or play in the South Lakes Girls League which is run by Westmorland County FA.

We are proud to have representative squads in the U10, U12, U14 and U16 age groups. We would like to pass our thanks on to this season's coaches for their hard work with each squad in what has been a very stop start season for everyone involved. This season we have seen a total of 62 players represent Westmorland's County FA various girls age groups. We enjoyed some great games including a special match against the Isle of Man FA.

U10's - Rob Haworth

U12's - Chris Miller

U14's - Graeme Blair

U16's - James Pattison



Grassroots Football Awards 2021/2022

WCFA Lifetime Achievement

Fred Dixon

Volunteer of the Year

Ben Close

Coach of the Year for Adults

Jimmy Marshall

Coach of the Year for Youths

Marcus Strong

Grounds Team of the Year

Andy Burrell

Club of the Year

GT7 Academy

League of the Year

Westmorland Football League

Rising Star of the Year

Michael Gilby-Steadman

Match Official of the Year

Abigail Greenwood

Spirit of Football Award

Wattsfield United U16s

Project of the Year

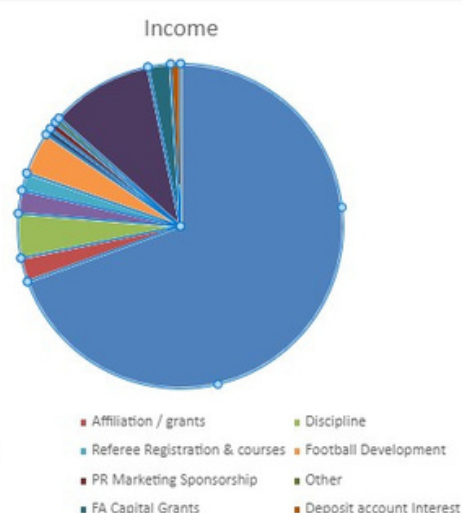
Westmorland Girls International Womens Day Event



Financial Summary

This financial summary information is for the purpose of illustration and is not intended to be exhaustive. It is a summary of the full annual report, which has been audited and will be circulated at the Annual General Meeting.

Income



Item

FA Grants	£123,964.00
Affiliation / Grants	£4,276.00
Discipline	£7,847.00
Cup Competitions	£4,079.00
Referee Registration & Courses	£3,153.00
Football Development	£7,557.00
Insurance	£1,301.00
PR Marketing Sponsorship	£1,407.00
Other	£930.00
Non FA Grants	£18,230.00
FA Capital Grants	£4,000.00
Deposit Account Interest	£1,738.00
Total	£178,482.00

Expenditure



Item

Staff Costs	£125,482.00
Office Running Costs	£25,465.00
Football Development	£4,646.00
Refereeing	£2,354.00
Commercial Expenses	£2,312.00
Other	£1,207.00
Bank Charges	£593.00
Competitions and Representative Matches	£5,370.00
Depreciation	£8,386.00
Total	£176,175.00

Our Partners



Hansen's
Creative Catering Ltd



Russell Armer
Homes



ENGLAND
FOOTBALL

PREMIER
SPORTS



FOR
ALL

