

Westmorland County Football Association
Limited

**ANNUAL
REPORT
2019/20**



MEMBERS

Life Vice President

G Aplin
T B Huck
W B Johnson

Vice President

J R Capstick
J R Cotter
M A Crossley
R W Wilkinson

Chair

P G Ducksbury

Vice Chair

G A Roe

Chief Executive Officer

J Ashworth

Council Members

P D Hayton
I Hunt
P A McDonnell
D O'Callaghan
P Rushton
K Singleton

The 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, representative team matches, cup appointments and referee assessments. 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.

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MESSAGE FROM THE CHAIR

Peter Dicksbury



It has certainly been a very challenging year for all of us across the county as we come to terms with the impact of COVID-19 on our lives, our families, friends and the football community. Some of us will have lost loved ones, not spent time with our family and friends and the football season failed to finish for many of us.

At the County FA we remain committed to completing our County FA Cups as soon as the Government and The Football Association say it is safe to do so. It will almost certainly mean that we all work differently, it will have an impact on us all financially and we will look to support clubs, but must not forget our responsibilities to our own funds.

I am very proud of what we, and particularly the staff, have achieved in improving grassroots football, facilities, and the growth in the women and girls game in the county. We have worked hard to ensure we provide a safe environment for young people and we are certainly in a very strong position.

As I finally came to an end of my term as Chief Executive, we welcomed Jo Ashworth to the role and I have every confidence in her ability to lead the Company and hope she enjoys the role as much as I have.

We must look forward to the future in the hope we can return to the strong position we were in and maintain our participant, team and club numbers. We recognise the challenge of recruiting and retaining referees. All of which will form part of our operating plan for 2020/21 and will dovetail the FA's National Game Strategy.

I would like to take this opportunity to give my thanks to everyone connected with the Westmorland County FA, our volunteers, sponsors, staff, Council Members and my fellow Board Member colleagues, all of whom have worked tirelessly for the good of the game in the county.

I would also like to record my grateful thanks to Andy Roe who is stepping down as a Director / Council Member. He has been a fantastic servant to the County FA since he was elected in 1999 serving as a Council Member, Director and Vice Chairman. On a personal basis I'm very sad to see him go, he's been a good friend. In accordance with Article 48, I am delighted to nominate him as a Vice President of the Association.

STRATEGY

We embark on the final year of the business strategy 2018-2021 which dovetails the FA's National Game Strategy. Our work focuses on the delivery of 6 key pillars;

- * High-Quality Introduction to Football
- * Embrace All Formats, Engage All Participants
- * Develop Clubs and Leagues
- * Recruit, Develop and Support the Football Workforce
- * Develop Sustainable Football Facilities
- * Modernise and Innovate

VALUES

Here at the Westmorland County FA we want to 'enable quality, enjoyable, experiences the football community of Westmorland'. Our core values are:

- * Integrity
- * Community
- * Teamwork
- * Commitment

These values are at the heart of what we do, supporting the game across the County.



REVIEW OF THE YEAR

I hadn't expected to be writing about such unique circumstances on my return to the Westmorland County FA. It does however have a stark resemblance to my first stint here back in 2002, when football was recovering from the 2001 season, which was badly affected due to foot and mouth disease. In many ways it demonstrates just how far football can bounce back and progress. The change at the Westmorland County FA during the years of my absence is incredible. Staffing numbers increased, participation in all forms of the game has reached their highest recorded levels, which is to be celebrated. The opportunity for girls football is one I dreamt of when I was here the last time. Credit should be given to James Pattison for his enthusiasm and dedication in growing the female game.

I've been delighted with the hard work and commitment that the staff team have shown during the past 12 months. It's been a challenging time with no CEO in place for a number of months, having to adapt to change, then many of our clubs had to deal with flooding and finally COVID-19. Our small team is resilient, and the report shows some incredible achievements throughout the season despite all of the above. The size of our county allows for a personal service, one you would certainly not have in some of the other larger counties. We pride ourselves on this.

But, even though the staff team has grown in size, we are still challenged by our numbers. In many counties there are multiple Football Services staff, sometimes 4-5 people are working in a role where we as a County only have 1. Football Development is often split into roles for the female game, disability, coach education and having development officers for each of these areas. Facilities officers are employed in other counties along with leagues officers. At the Westmorland County FA we just have the two Football Development staff that cover our development programmes, leagues and facilities, and finally, our referees and safeguarding roles are done on part time positions. It's all down to scale of course, and our FA grants cover the majority of posts accordingly. But we must recognise just how much our team deliver for the football community with the professionalism and dedication they demonstrate.

We are of course very well supported by the Board and Council who play key roles in supporting the day to day work of the Association on a voluntary basis. We are extremely grateful for this support.

I am immensely proud to be part of the team here at Westmorland County FA, and despite the challenges of this unprecedented season, there have been some tremendous areas of work which have benefitted all of our partners.

We recognise the challenges ahead, and like all of the football community I am looking forward to a safe return to grassroots football. I do believe the Westmorland County FA will have to adapt, as will our clubs, leagues, players and volunteers. But with such an appetite for football in this County, I do believe we will come back stronger.

Jo Ashworth
Chief Executive Officer

MEET THE STAFF



Jo Ashworth
Chief Executive Officer



James Pattison
Football Development Officer



Sara Newhouse
Football Services Officer



Rob Haworth
Assistant Development Officer



Mark Backhouse
Referee Development Officer



Sally O'Donnell
Designated Safeguarding Officer

SAFEGUARDING

The Westmorland County FA has worked hard in embedding the new Safeguarding Operating Standards since the November 2019 updates. The staff team are challenged with not only implementing those standards across the organisation and but also ensure that clubs remain compliant, plus new and updated standards are rolled out to our clubs and leagues. We can also evidence the exemplary work that has taken place. Huge strides have been taken towards the changes in adult football for those teams that have under 18 players and we are pleased with the progress that has been made to date.

On a personal note, having been involved in football for over 50 years and now a County FA board member it is an absolute pleasure to see the dedication and professionalism from the whole team lead by Jo to ensure football across our county is played in a happy and safe environment for all participants regardless of age, race, religion or disability.

Safeguarding is everyone's responsibility and the staff at Westmorland County FA certainly make it a top priority of theirs.

Ian Hunt

Our work within Safeguarding continues whether raising awareness, dealing with poor practice, supporting clubs ensuring correct policies and procedures are in place to safeguard young people.

89

participants attended the Safeguarding Workshop

98

DBS checks completed

5

Clubs received Safeguarding Visits



**Westmorland
County FA are committed
to its responsibility to
safeguarding all young people in
grassroots football in Westmorland**

GOVERNANCE



Our role as County FA is to support and safeguard grassroots football through governance which covers affiliation, discipline, sanctioning, player registration and club administration.

DISCIPLINE

2019/20 Season

*season drawn to a conclusion in March 2020 due to COVID-19



Case Comparison

2019/20 Season

v

2018/19 Season

2018/19 Season



Memberships

In 2019/20 56 clubs, 198 teams and 4 leagues were affiliated and sanctioned with the County FA ensuring football is safe and insured.

Player Registration

We currently have two leagues operating online player registration which equates to 78% registered players, our aim by 2020/21 season is for all four leagues to be operating player registration and by 2021/22 to achieve 100% player registration with email.

WESTMORLAND

COUNTY FA CUPS



Whilst our County FA Cups are currently on hold, it is our hope that once we see the return of football at grassroots level, we can complete our finals as below;

INVITATION TROPHY

Kendal County 1 - Appleby 2

SENIOR CHALLENGE CUP SPONSORED BY RUSSELL ARMER HOMES

Milnthorpe Corinthians v Kendal County

BENEVOLENT TROPHY

Appleby v Wetheriggs United or Windermere SC

JUNIOR CUP

Milnthorpe Corinthians Reserves v Cartmel & District Reserves

MINOR CUP

Lancaster City Youth v Trimpell & Bare Rangers

DALLAM TOWER CUP

Ambleside United Youth v Wattsfield United Youth

UNDER 15 GIRLS CUP

Milnthorpe Girls v Wattsfield Youth Girls or Dalton Girls & Ladies

UNDER 13 CUP

Sedbergh Wanderers Juniors v Wattsfield United Youth

UNDER 13 GIRLS CUP

Lancaster Giants v Dalton Girls & Ladies

SM JONES TROPHY

Heathwaite Youth v Swarthmoor Juniors

WESTMORLAND STATISTICS



FACILITIES & INVESTMENT

This season has seen a huge amount of investment in grassroots football, with a great spread of our clubs benefiting from funding to a total investment of

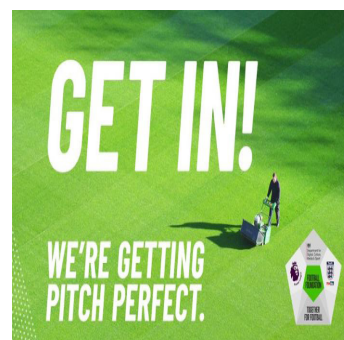
£142,679



Club Development Fund

Westmorland County FA invested 5 grants back into local clubs to support the continued development in the game

£2,500 awarded



Pitch Preparation Fund

The latest funding initiative from the Football Foundation to assist clubs during COVID-19 saw 19 clubs in Westmorland receive a total of

£34,500 awarded



Grow the Game & Stay in the Game

Funding from the Football Foundation to help clubs retain and grown the game - 4 grants

£6,000 awarded

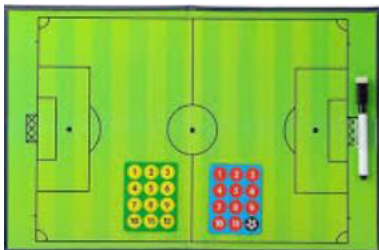


Storm Relief Funding

The Football Foundation have supported clubs with funding storm damage repairs and prevention works

£7,130 awarded

FACILITIES & INVESTMENT



Coach Bursary Fund

The Westmorland County FA supported clubs fund coaches through their Level 1 Course - 24 grants

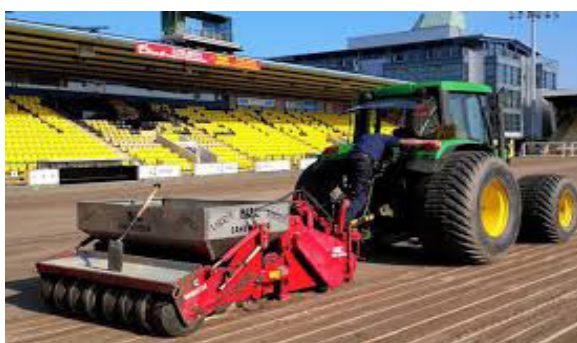
£1,948 awarded



Goalpost/Equipment/Containers

13 grants have been awarded to clubs in Westmorland for goalpost/storage containers, machinery and equipment

£24,795 awarded



Major Pitch Works/Changing Rooms

The Football Foundation have awarded 2 grants for clubs in Westmorland to complete major works to their pitches/facilities

£47,316 awarded



Sport England Community Crisis Fund

Helped community sport and physical activity organisations who experienced short term financial hardship or the ceasing of operations due to the

coronavirus crisis - 4 grants

£18,500 awarded

OUR PLAYERS...

Over the past 12 months we have seen growth of 398 players across our game. Our biggest success was in futsal where we exceeded our target by an incredible 221%. We also bucked the national trend and saw an increase in the number of adult male players.



We are proud of the fact that 100% of our Affiliated Youth Teams are FA Charter Standard.

We also saw an increase in the total number of adult teams who are Charter Standard. We now have 58% of adult teams with the accreditation.



92% of our current Youth Teams have a qualified coach leading them, with a minimum of a Level 1 Coaching Qualification. The remaining 8% will all either started a Level 1 course or be on the next course run at the County FA

FUTSAL

This season saw the biggest planned Futsal programme in Westmorland's history. Despite the last couple of age groups being cut short, there were 310 players across 6 different age groups that played Futsal this season.

⚽ Endmoor KGR won the Adult Male League finishing just ahead of Kendal United.

⚽ In the U15 Girls League, Kendal United won a very tight division pipping Wattsfield by 1 point on the last night.

⚽ Kendal United won the U14 Boys league, winning every game.

⚽ The U12 Boys league still had half the season to play, with Swarthmoor in pole position for the league title just ahead of Staveley United.

⚽ We also ran our first ever mini soccer Futsal festival, where Heathwaite Youth FC came out as winners.

⚽ Heathwaite Youth U10 and Kendal United U14 represented Westmorland County FA at the Northern England Regional Finals in Sunderland and both teams performed brilliantly.









REFEREES

DEVELOPMENT GROUP

The Development Group is provided for registered referees in Westmorland and events are run monthly from August to March each year.

All sessions are designed to develop and enhance the performance of all officials, providing updates and ongoing training.

The Westmorland County FA have had a successful season running 6 Development Groups

-  Pre-season Laws of the Game
-  Denying an obvious goal scoring opp.
-  December social night
-  Four corners of refereeing
-  Report writing
-  Guest speaker - Andy Halliday

ACADEMY AND TRANSITION GROUPS

Referee Academy and Transition Groups were launched this season for referees who are in either their first year of refereeing or looking to develop and moving to the next level, or transition into senior football. Several sessions were successfully attended and the groups will continue to develop in the 2020/21 season.

SIN BINS

Temporary Dismissals were introduced this season with a total of 40 sin bins issued to Westmorland players before the season was drawn to an early conclusion due to COVID-19.



PROMOTION

Mark Robson has been successful on his promotion to Level 4, The Westmorland County FA would like to congratulate Mark on his achievement.

YELLOW ARM BANDS

Respect Armbands for all U18 referees was launched. Youth referees have the option to wear yellow armbands to identify that they under the age of 18 and like the players are still minors, protected by safeguarding legislation.



COUNTY REPRESENTATIVE FOOTBALL

**Westmorland FA County Youth Team represent Westmorland in
The Association of North Counties Competition and The FA Youth
County Youth Cup**

RESULTS FOR 2019/20 SEASON

Despite the season being cut short, the Under 18 Squad enjoyed an improved season. Playing very well in two close defeats conceding late in both of them. They also defeated Liverpool 4-3 at Kendal Town FC with a 90th minute winning goal. The team was managed this season by James Pattison & Andrew Troughton.

Westmorland FA 0 - 2 Shropshire FA
Westmorland FA 4 - 3 Liverpool FA
Cheshire FA 3 - 1 Westmorland FA



WESTMORLAND GIRLS PLAYER DEVELOPMENT PROGRAMME



The U15 squad made up of the best players in the County or who play in the South Lakes Girls League also had their season cut short. They managed an impressive win and also came up against a very strong Fleetwood side. The team was managed by Rob Haworth.

Results for 2019/20 Season

Girls PDP 10 - 4 Queen of the South
Fleetwood Town FC 5 - 0 Girls PDP



The Under 13 squad managed by James Pattison followed the Under 15 squad by having one very big win and one very difficult match although all coaches were delighted with this seasons performances.

Results for 2019/20 Season

Girls PDP 11 - 0 Penrith FC
Liverpool School Girls 5 - 2 Girls PDP



The U11 and U9 squads also played some non competitive fixtures against Liverpool School girls, Myerscough FC and Hawcoat Park FC. The U11 side was coached by Graeme Blair this season.

FINANCIAL SUMMARY

We are pleased to report on another year of sound governance and financial management.

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

Westmorland County FA 2019/20



Income

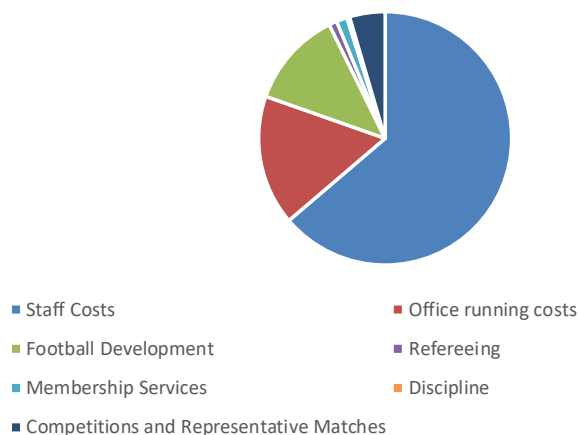
Item	Units
FA Grants	£162,653.00
Competitions	£6,296.00
Discipline	£7,464.00
Member services	£9,971.00
Referees	£1,917.00
Football Development	£21,021.00
Insurance Claims	£63.00
PR Marketing Sponsorship	£492.00
Room Hire	£26.00
Deposit account Interest	£3,115.00
Total Income	£213,018.00

EXPENDITURE

Expenditure

Item	Units
Staff Costs	£114,449.00
Office running costs	£29,810.00
Football Development	£22,148.00
Refereeing	£1,831.00
Membership Services	£2,461.00
Discipline	£641.00
Competitions and Representative Matches	£8,141.00
Total Expenditure	£179,481.00

Westmorland County FA 2019/20



2019/20 GRASSROOTS FOOTBALL AWARDS

SPONSORED BY
THE FA & MCDONALDS

It takes a team effort on and off the pitch to make football great and For All.

The FA and McDonald's Grassroots Football Awards are for people who make a positive difference. We recognise those individuals and groups who put their heart and soul into the game. This is our chance to celebrate the fantastic work that goes into the grassroots game – and say a big thank you to the incredible volunteers inspiring us all.

Grassroots Coach of the Year

David Thomas - Heathwaite Youth

Grassroots Coach of the Year Adults

Stephen Bowman - Endmoor KGR

Grassroots Club of the Year

Kirkby Stephen Youth

Grassroots League of the Year

Westmorland Futsal League

Grassroots Volunteer of the Year

Robert Golding - Ambleside United Youth

Grassroots Rising Star of the Year

Reece Hammond

Grassroots Match Official of the Year

Megan Berry

Grassroots Grounds Team of the Year

Steve Croskell

We Only Do Positive Respect Award

Tim Audin

Westmorland County FA Lifetime Contribution Award

Frank Routledge



GRASSROOTS FOOTBALL AWARDS

PARTNERS

Our Partners help us to support grassroots football in Westmorland.
We are very proud of the partnerships we have created



Russell Armer Homes are our partners for the Senior Challenge Cup



Express Plumbing Supplies are our partners for the South Lakes Girls League



Koolpak are working in partnership with us offering discounted prices to our clubs for essential first aid equipment



Bluefin work in partnership with us providing personal accident insurance for our clubs and players



The FA govern football nationally and provide us with funding to support local grassroots football



Hansens Creative Catering Ltd are our partners for the Under 25 League



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