



**WILTSHIRE**

**FA**

**EXECUTIVE REPORT**

**AGM**

**THURSDAY 9TH JULY 2020**



**FOR ALL**

Established in 1884, Wiltshire FA has been making a significant contribution to the community for over 135 years. With the vision to 'Unite the community to provide football for all', Wiltshire FA has grown to now support over 1000 grassroots football teams, which is in excess of 19,000 participants, across the county.

## WHAT WE DO

We offer administration and support to players, clubs and leagues. We govern the game in Wiltshire making sure it is safe, positive and inclusive.

We strive to develop football in Wiltshire delivering competitions, services and initiatives to inspire people to take part in football and making sure there are participation opportunities for all.

We offer professional training to enhance standard and skills of the football workforce, developing the next generation of coaches, referees, medics and administrators. We aim to support people's football journeys, encouraging life long links to the game.

As a not-for-profit organisation we reinvest our funds back into grassroots football with the objectives for season 19/20 to:

- Grow the game so more people can have the opportunity to play football
- Sustain the game for those already enjoying playing football and for future generations
- Keep football safe for everybody
- Improve facilities across the county
- Provide outstanding training and development
- Develop strong relationships with stakeholders and partners and to raise the profile of football

## OUR HISTORY

The FA was formed in 1863, by 1871 it had started to get more recognition for the work it was doing to govern football in England and the popularity of football grew. As The FA started to grow they formed County Associations to develop and organise football at county level across the country.

Wiltshire FA was formed in 1884 to govern the game and support all the professional and amateur football clubs in Wiltshire. Shortly after formation of Wiltshire FA, in 1886 the Senior Cup Competition was introduced. This competition is still around today as part of the Wiltshire County FA Cups.

In 1999 Wiltshire FA transitioned from an Association to a Not-For-Profit Company Limited by Guarantee, remaining as a traditional volunteer led County FA. At this stage there were just two members of paid staff operating from one room behind a dentist surgery in Swindon with a Board of Directors appointed to take responsibility for business and financial matters, leaving the traditionally elected Council to retain full responsibility for all football related activities.

In 2014 it was recognised there was a need to improve business procedures and a CEO, Senior Management Team and staff were appointed as paid executives to run the business and lead Football Services and Football Development in Wiltshire.

# AGENDA

1. Chairman's Address
2. Apologies for Absence
3. Welcome by the President
4. Appointment of Scrutineers
5. To pass Minutes of the previous Annual General Meeting of the Wiltshire County FA Ltd
6. To receive Director's Report and Accounts prepared by Ross Brooke
7. Approval of Articles of the Association
8. Announcement of Council Representatives 2020-21
9. Appointment of Accountants to prepare Accounts
10. Recognition to Honorary Members
11. Place of the next Annual General Meeting
12. Any other competent business
13. Close of Wiltshire County FA AGM

Immediately following the Wiltshire County FA AGM will be the following: Annual General Meeting of the Wiltshire Football Benevolent Fund and recognition awards for services to the game.

## Questions:

Clubs/Leagues/Competitions wishing to raise questions at the Annual General Meeting arising DIRECTLY from any subject matter set out on the agenda or the Annual Reports can do so verbally, at the Annual meeting, without prior notice.

Any question on ANY OTHER MATTERS should be submitted IN WRITING by the Secretary of the Club/League/Competition to the Chief Executive Officer five days prior to the ANNUAL GENERAL MEETING and the question will be answered at the meeting.

# CHAIRMAN'S REPORT

I never realised how much of a roller-coaster ride being the Chairman of the Wiltshire County FA could be until this year came along. Nine months ago the 2019/20 season commenced with all of our teams feeling optimistic about winning a trophy, getting promoted, reaching a cup final, or even playing with a smile on your face every Saturday or Sunday along with enjoying meeting up with all the other members of the local football family in Wiltshire to discuss coaching, refereeing or matches played.

Here at the Wiltshire County FA, as you all know by now, we started to build our new facility and 3G pitch at Green Lane, Devizes. We were all very excited about watching it as it progressed towards completion, with the 3G Pitch finished by Christmas and the building almost watertight by the same time. We all thought we would be practicing on the 3G very shortly after Christmas, even though at my age it may well have to be walking pace. This does not mean we did not have challenges as always, due to moving 25 miles down the road from Swindon with local members of staff having to make very difficult decisions on whether to travel every day to Devizes with our help or find jobs locally to be near their families when required. In the end, we did have to say goodbye to two of our very experienced staff members in Kate Foote and Adam Greaney, who we lost to Nationwide and although this caused a challenge, we had the opportunity to internally promote two of our existing members to some new roles.

It was all going along nicely with our new site almost ready to be handed over, Swindon Town were top of Division 2, and we were almost at the point to play County Cup Finals with our prestigious Premier Shield Final to be played at the County Ground between Swindon Supermarine and Swindon Town when we were all hit with the worst pandemic to hit the world for over 100 years in the Coronavirus. This caused nearly all activities to be cancelled and Grassroots Football being made null and void in every aspect, although there was still a chance to play cup finals, but again, that was put on hold due to lockdowns, social distancing, minimum activity for over two months, and people being furloughed from their jobs, including several members of our workforce. Although we are gradually moving a little closer to coming out the other side, I am sure we have all been affected by the loss of family members, football colleagues, and dear friends to this terrible disease. I would like to send my sincere condolences and sorrow for your loss from everyone at the Wiltshire County FA.

I would like to say a big thank you to our CEO Oliver Selfe who has been with us for a little over a year who has tirelessly worked round the clock helping staff to cope with the situation they are in, which is never easy. Also helping clubs and leagues to cope with the moving situation of the season just gone, keeping the board on the straight and narrow when dealing with finances, and decisions made. I assure you this has been a big task when the FA send out continuous messages which have to be passed on to all concerned and all this whilst covering Childcare at home in Surrey. I would also like to say a big thank you to all the hard work the staff have put in over the season and the understanding they have shown when we had to furlough them to save money and especially Mark, Doug, Emma and Ollie who have been manning the telephones, getting the new site ready, preparing affiliations, and making sure we will be ready when we start to play again.

Finally thanks to all volunteers, leagues, competitions, clubs, match officials, and players for your continued support throughout the 2019/20 season, even though it was cut short which made it even more difficult to cope. We hope you all have an enjoyable and successful 2020/21 season whenever it is allowed to start and I hope to see some of you as I travel around the county.

**Clive Archer**  
Chairman

# CHIEF EXECUTIVE'S REPORT

I think it is safe to say that season 2019-20 will be remembered as the most challenging season in living memory. The Covid-19 pandemic was unexpected, unprecedented and profound in its impact on grassroots football in Wiltshire and I must start this update by expressing my heartfelt condolences to the families, friends and colleagues of members who have sadly died, as a result of the dreadful disease.

Whilst events like we have recently experienced provide huge emotional and logistical challenge for all of us, it also tests our unity, resolve and resilience and if the last few months have taught me nothing else, it has demonstrated how the grassroots football fraternity are capable of pulling together at times of crisis. I have heard many examples of compassion and selflessness and witnessed first hand the dedication of our grassroots football volunteers, who have worked tirelessly to support their players, coaches, parents and local communities to come through this period of uncertainty and you should all be very proud of the work you have achieved.

I am confident that this hard work will pay dividend and I am optimistic that football will 'bounce back' even stronger, once restrictions are lifted. Together we can achieve our vision to 'unite the community and provide football For All'.

At last year's AGM I shared with you the company vision and our 7 mission critical objectives and this report will provide you with a snapshot of some of our key successes against these objectives. I am very proud of the Wiltshire FA team for everything we have been able to achieve this season, given the current challenges with Covid-19 and I have listed below some of the key successes, with further visual examples depicted towards the rear of this report.

## **Objective 1: Sustain & grow participation via flexible, inclusive, safe and accessible opportunities.**

We have made tremendous progress with the delivery of our County operational plan and this is reflected in the development of a new South Wilts Mini Soccer Youth League, further expansion of the Wiltshire Walking Football league, to a total of 18 walking football sessions and a new veterans football league. In addition, we have expanded the Ability Counts league, to 17 teams and delivered 10 SSE Wildcats Centres. This work has resulted in a halt in the previously sharp decline of adult male footballers, a growth of female participants by 27%, since 2017 and a 41% increase in participation from players with a disability.

## **Objective 2: Maintain & develop relationships with stakeholders based upon trust and shared vision.**

The 2019 FA Grassroots Football Survey results for Wiltshire show significant year of year improvements, in terms of customer satisfaction with the services and provision provided by Wiltshire FA. Satisfaction with the County has increased from 18% in 2017 to 27% in 2019 a rise of 9%. The relevance of the County is also up from 28% in 2017 to 40% in 2019 a rise of 12%.

In addition, we have shown engagement with new stakeholders and earlier this season we launched a new Swindon & Wiltshire Inclusion advisory group, which has representatives from the local authority, professional and grassroots game in Wiltshire. This group meet on a quarterly basis to discuss our ongoing work around inclusion and the group have been instrumental in the association achieving the Equality Standard for Sport in 2019.

## **Objective 3: Provide exceptional standards of safeguarding to ensure football is an enjoyable experience.**

Achieving The FA Safeguarding Operating Standard in 2019 was a huge achievement and we have demonstrated that as an Association/wider football community we have robust safeguarding policies and procedures in place, which is helping to make the game safe and enjoyable for all. This remains our number one priority and everyone involved in football plays an important role in this ongoing work. In addition, we have provided 10 safeguarding courses to over 150 participants during 2019/20

**Objective 4: Increase and utilise investment effectively to support grassroots football to be more sustainable.**

The company has worked hard to build relationships within local industry, and we have been successful in forging new commercial partnerships, which has brought an additional £16,500 into the game. This is a great achievement given the uncertainty surrounding Brexit and the current Covid-19 pandemic and will remain a priority as we head into season 2020/21.

**Objective 5: Improve the quality & access to football facilities.**

As mentioned in the Chairman's address, we have managed to maintain laser focus on the development our new HQ at Green Lane in Devizes. We have now moved into the new facility, which promises to be a beacon for football across the County, however our work on facilities does not stop there. We continue to work with The Football Foundation on new 3G sites in Salisbury, Trowbridge & Swindon and during season 2019/20 we have amassed hundreds of thousands of pounds of investment, including 52 grants awarded via the Football Foundation Pitch Preparation Fund, worth a staggering £123,125 to improve 170 football pitches across the County.

**Objective 6: Provide outstanding training and education programmes for the football workforce.**

Satisfaction rating from coaches attending our courses has increased from 30% in 2018 to 39% in 2019. We continue to receive positive feedback across all our education courses, which during season 2019/20 comprised of, 10 FA Level 1 courses, 2 x FA Level 2 courses, 23 x IFIAF courses, 1 x EFIAF course, 10 x Safeguarding courses, 2 x Welfare Officer courses, 1 x FA Level 1 Goalkeeping course, 1 x FA Level 2 Goalkeeping course and 6 x Referees courses. In total over 850 individuals attended Wiltshire FA courses this season.

**Objective 7: Increase the profile of grassroots football through effective marketing and communication.**

Wiltshire FA has been working on its brand presence over the last 12 months and this work has been led by our new Marketing and Communication Officer Sarah Thomas, who has done an outstanding job in developing a new marketing strategy and brand guidelines for the association. The approach has been to align with The FA For All branding, whilst at the same time developing our own recognisable style, which is consistent and clear. We will shortly be introducing a new company logo, which retains components of the original logo, with lifted colours, an updated shape and a more uniform typeface, that will work better across digital platforms and signage. New branded assets are being prepared ready for launch later this month.

Whilst this success is fantastic, we are aware that we have areas for improvement. We need to do more to engage with under-represented groups, across all areas of our work and this is a key priority for the Inclusion Advisory Group. We aspire to do more to support our County referees, particularly our younger referees and would like to do more to interact with our participants and parents/carers, which we hope will become easier through the introduction of online player registration. In addition, we need to continue to work with The Football Foundation and local government to ensure that high quality playing facilities are available across the whole of Wiltshire, particularly in the South of the County.

To end,

The AGM is a good time to reflect on our successes, however the hard work doesn't stop here. Next season promises to be especially busy and challenging, as we begin to embed the new HQ in Devizes, write a new corporate strategy from 2021-2024, seek to embed the new FA Code of Governance, which will support the association to be compliant at Tier 3 of Sport England's Governance Code and strive to achieve the Preliminary Level of the Equality Standard for Sport.

I would like to finish by saying thank you to the staff, our Board and Council for their valued contribution to football in Wiltshire. I look forward to a successful 2020/2021.

Best wishes,

**Oliver Selfe**

Chief Executive Officer

# FINANCE REPORT

The financial accounts for the year ending 30 June 2019 accompany this report and reveal that the County FA remains in a healthy financial position, with a strong balance sheet. Firstly I wish to pass on my thanks to Tony Pickworth from whom I inherited the role; he has created a strong function which delivers an excellent service to the County FA customers.

The profit for the year has increased slightly on the previous season to approx. £25,000 and this continues to see the County operate with the reduced funding from The FA. This is in line with budget expectations and prior years.

As talked about in both the Chairman's and CEO's report, the exit from 'Dorcan' and the arrival at Devizes has had a number of financial implications. These will be formally reported at next year's AGM but I do wish to allude to them today, along with the year ahead (Year ending June 2021):

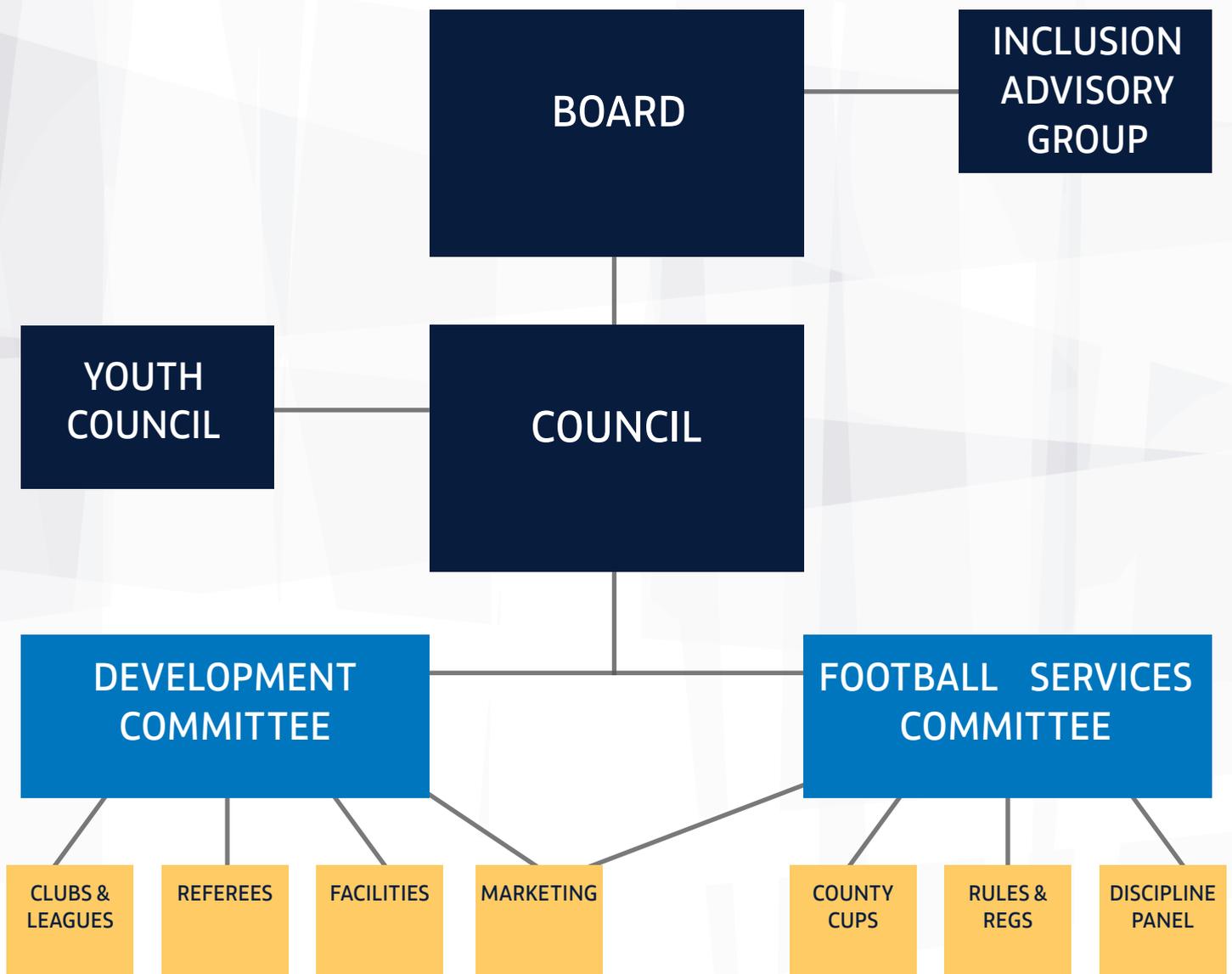
- The FA has sold its freehold interest and signed a long lease at Devizes. This has secured the financial stability of the County, as we now have a flagship venue for the community
- Once up and running the Devizes site will be available for external bookings, all of which will assist in covering the running costs of the County FA and enable the national FA initiatives to be implemented across the County
- Natural phenomena (two hurricanes, biblical quantities of rain and COVID) has had a decimating impact to football in 2020; the knock on financially is to radically change the affiliation income in the 2020-21 financial year
- We are well positioned to bounce back in line with the prosperity of the local economy, but we are expecting the next 24 months to be fiscally challenging whilst society adjusts to the 'new normal'; we will be working very hard to achieve 'normal'

In summary, it couldn't have been a busier six months since I arrived if we'd tried! I wish to place on record the help and assistance of all at WFA, and the four bullet points above are material game changing transactions which I'm proud to have been part of the team which has got them over the line.

Best wishes,

**Jon Dennis FCA**  
Non Exec Finance Director

# CORPORATE GOVERNANCE STRUCTURE



## THE BOARD OF DIRECTORS



### **RICHARD GARDINER (PRESIDENT)**

Richard is a retired Civil Servant having completed over 35 years service with the Ministry of Defence. He was elected to the Wiltshire County FA in 1985 and has since served as Vice Chair, Chair, Vice President and for the last two years as President. From the time the Association incorporated in 2000 Richard has served as a Director of the Company. In addition to his various roles with the Wiltshire FA he has had the privilege to represent the County on The FA Council and is the current Chair of The FA's Youth Committee.



### **CLIVE ARCHER (CHAIRMAN)**

Clive is a retired BT Group IT Consultant having completed over 40 years' service. He was elected to the Wiltshire County FA in 2000, became a Director in 2014 and served as Chairman for the last five years. He has played semi-professional football, represented the Royal Navy and played at every level of Football in Wiltshire mainly for Pinehurst FC on Saturdays, many teams on Sundays and finishing up manager/secretary to BT Nalgo FC who were sponsored by BT to become reasonably successful in the SSFL. At present he is the General Secretary and Fixture Secretary of the Swindon Sunday Football League along with his love of running and walking which takes up most of his spare time left.



### **CHRISTINA MCCOSH (VICE CHAIR AND SAFEGUARDING CHAMPION)**

Tina has lived in Chippenham since 2004, having moved from Gutersloh in Germany. She is involved at club and league level locally, having been introduced to youth football in 2001. Tina was elected to Council in 2015 and to the Board in 2017. In 2019 Tina was elected as Vice Chair of Council. Tina has worked in primary schools (various roles) since 1999 and studied Business and Languages at University. Tina held a career with the Woolwich and was a District Manager before moving to Germany where she worked as a Finance Officer at HQ BAOR.



### **JON DENNIS (COUNTY FINANCE DIRECTOR)**

Jon Dennis FCA is our Non Exec Finance Director. He runs a firm of Chartered Accountants, based out of Newbury and covers Wiltshire. Having qualified with PwC Southampton, he has held a variety of roles during a 20 year corporate career before setting up RED 76 Tax. He is now firmly positioned to help SME business sector in Wiltshire with compliance and advisory needs. Inside football he is a level 2 coach running an U11 team, as well as performing goal keeping coaching across multiple years. He also set up the Futsal school in his club which give 80 kids each week exposure to the format.



### **DAVE BUCKLEY**

Dave is currently the Chairman of Malmesbury Youth FC and has been their Under 6's Coach for the last 14 years. Dave is a Level 3 FA Coach and a strong advocate of the England DNA ethos. He has played football all his life, and still plays both 5 a side and walking football. He moved to Wiltshire in the 80's from Reading and is a regular supporter at the Madejski Stadium. He has lived in Malmesbury for over twenty years and has helped build the new Wiltshire FA HQ building in Devizes in a consultancy role as a Non-Executive Board member.



### **COLIN KENNERSON**

Colin has been involved in grassroots football as a player, club treasurer and secretary for many years. He also refereed at District, County and Supply League and was appointed to English Schools competition. Colin has assessed for 10 years and has been involved in the administration of the Salisbury League and following relocation the Trowbridge League, where he has been League Secretary since 2012. Colin joined The Wilts FA as a league representative in 2016 and became a Director in 2018, during this time he has been the Chairman of the Football Service Committee.



### **OLIVER SELFE (CEO)**

Oliver joined the Wiltshire FA in December 2018, having previously worked for the Football Association, as National Development Manager for Schools, Colleges and Universities. Oliver is a Level 3 coach and still laces his boots on a weekly basis for a local Vets team. Oliver has played football since the age of five and represented the game at every level of the football pathway, including grassroots, semi professional and professional. Throughout his career Oliver has held management roles with JJB Sports, Power-league, Surrey County FA and British Universities and Colleges Sport. When he is not working/playing football he can often be found mountain biking in the Surrey Hills.



### **CO-OPTED BAZIL SOLOMON (INCLUSION ADVISORY GROUP CHAIRMAN)**

Bazil has played football since his school days. He is the Chairman of the Wiltshire FA Inclusion Advisory Group (IAG) and a Co-opted Director on the Wiltshire FA Board. Bazil has been actively driving the work of the IAG, aiming to increase playing opportunities for under-represented groups across the County. In his day job, Bazil serves in local government and runs an IT analysis & training company, which helps develop students in colleges and universities' to understand technology and become job ready.

*"I believe that diversity and inclusion plays a key role in developing local communities. Football brings people of different backgrounds and nationalities together, and can unite us, as one team!"*

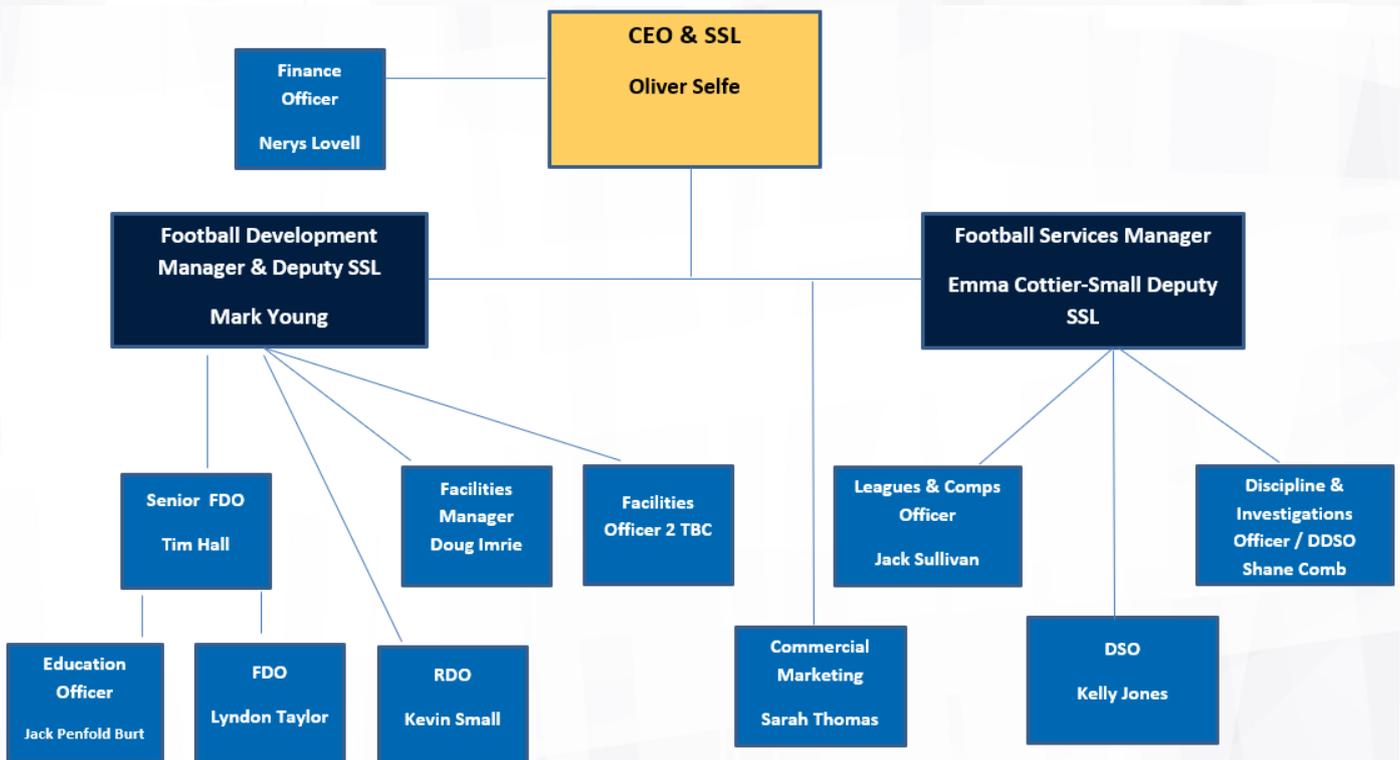
# THE TEAM

We have a small workforce consisting of 13 paid executive staff. The staff are all passionate about developing football for others and their dedication and commitment shows in the reach and responsibility we have in the County.

Wiltshire FA is governed by an elected board of voluntary board members, council and youth council members, who also contribute to football clubs and leagues across Wiltshire. These experienced and knowledgeable members dedicate vast amounts of time and effort into ensuring Wiltshire FA not only fulfils the delivery and development of football in Wiltshire but also promotes the positive impact of football in society.

Wiltshire FA has thousands of affiliated members. These members volunteer, often on a weekly basis, to ensure the next generation grow up participating in football and develop a love for the sport, or to ensure a variety of opportunities remain available in the adult game. We believe the contribution to the community from this network of grassroots football clubs, players, volunteers and supporters is, without doubt, outstanding and without the time and dedication of these people grassroots football would simply not exist.

Our staff, board, council and all our affiliated members are continually striving to enhance and influence the game and develop a lasting legacy in football.



# SOCIAL AND ECONOMIC VALUE OF GRASSROOTS FOOTBALL

Earlier this year a report by The FA found that the regular grassroots football activity in England has a social well-being value of over £8 billion. The positive impact on the people involved in football included significantly higher levels of general health, confidence, motivation and trust.

**THE REPORT SPECIFICALLY IDENTIFIED THAT THE SOCIAL AND ECONOMIC VALUE OF GRASSROOTS FOOTBALL IN WILTSHIRE EQUATES TO AROUND £121M, BASED ON THE AMOUNT OF FOOTBALL PLAYED IN THE COUNTY.**

We connect with a wide variety of stakeholders from all sections of the community and local industry to use the power of grassroots football to contribute to our local economy and social well-being. These stakeholders include, grassroots clubs and leagues, local charities, commercial businesses, schools, colleges and local government.

It is our role to develop and promote the grassroots game, unite the partners, secure investment for football in Wiltshire and strategically map where investment is distributed to impact as many people as possible.

This season we are working with Phoenix Sporting Goods, Koolpak, Crimestoppers, Holiday Inn Swindon, Bluefin Sport, Charlton Baker, 1st Office Equipment, Ndoe Design, Corsham Print, Avon Trophies and Help for Heroes.



**N/DOE DESIGN**  
Design • Project Management • Build  
+44 (0)1635 276 064  
sales@ndoedesign.com  
ndoedesign.com

Oliver Selfe, CEO with Lisa Smith, Sales Director at Ndoe Design Ltd. Ndoe have recently partnered with Wiltshire FA by sponsoring one of the Wiltshire County FA Cups.



Construction work began on the Wiltshire FA Football Hub on Green Lane in Devizes in September 2019.

## GREEN LANE PLAYING FIELDS, DEVIZES



Construction work has recently completed at Green Lane Playing Fields in Devizes. After years of planning in September 2019 the £1.7 million project got underway.

Wiltshire FA has been based in a small business unit in Dorcan, Swindon for the last 10 years. 2020 will see transformational change for the organisation as they move to Devizes and take on the management of the new state of the art football facility.

Through working with local community partners including, Devizes Town Council, The Football Foundation and two large grassroots community clubs, Wiltshire FA successfully secured national and local government grants to develop the brand new £1.7m state of the art football hub facility, that will serve the entire football community in Wiltshire.

The development, which will be managed by Wiltshire FA, will see a new full size 3G pitch, three grass pitches and a clubhouse. The facility is a great benefit for existing players, but it is also hoped the introduction of the new facility will inspire more people to get involved in the game.

**THE SITE IS CENTRALLY LOCATED IN THE COUNTY AND WILL IMPROVE QUALITY AND ACCESS TO FOOTBALL FACILITIES IN THE WILTSHIRE COMMUNITY AND WILL OFFER OPPORTUNITIES FOR PLAYERS ALL YEAR ROUND.**



The members of Wiltshire Walking Football have recently supported 'Tackle' a prostate cancer charity.



## WALKING FOOTBALL

We launched Walking Football in 2014 with the aim to allow people age 50 + the opportunity to enjoy the game at a slower pace, participants can still play football and stay fit but with a reduced chance of injury.

Walking football encourages active ageing and has significant health benefits. It also offers opportunities to be part of a team which promotes friendship and a sense of belonging. Walking football allows people to be mentally active, develop friendships and have social opportunities later in life.

Over the years walking football has made a huge impact in Wiltshire with:



**222** REGULAR PARTICIPANTS



**20** RECREATIONAL SESSIONS



**3** AFFILIATED TEAMS

*“Walking football brings back the memories of youth without most of the pain associated with exercise. Team sports assist you to get a bit fitter with the help of others - something that jogging or gym work does not!”*

*Brian King, Wiltshire Walking Footballer*

## ABILITY COUNTS

There are now more opportunities than ever to play football if you have a disability. Our Ability Counts League was set up 5 years ago to offer flexible, inclusive, accessible opportunities for people with disabilities to get involved in football.

**NOW IN THE 5TH SEASON THE LEAGUE HAS GROWN CONSIDERABLY WITH**



**17  
TEAMS**



**170  
PARTICIPANTS**

Due to the popularity Wiltshire FA expect more growth next season with the development of more teams across the County.

*Wiltshire FA Ability Counts League gives people the opportunity to play a team sport with their peers – both in a friendly capacity and at a competitive level. It is an opportunity for players to gain confidence and make new friends – friends who might have the same or similar disability, or someone who can relate to problems that they might be having.*

*Parents and carers also come each week and they get the opportunity to have a break, chat to others in a similar situation and build friendships.*

**AFC Melksham**

In November 2019 a brand new disability football session launched at Trowbridge Wanderers FC, in partnership with Larkrise School, with 9 children enjoying the first session.





In July 2019 the For Swindon Football Festival successfully engaged 100 local young people, promoting the positive impact football can have.

## INCLUSION ADVISORY GROUP & FOOTBALL FESTIVAL

In 2019, Wiltshire FA formed an Inclusion Advisory Group (IAG) with local partners, which aims to break down barriers and use football to unite people.

The group promotes equality, engages under represented groups and hopes to inspire the next generation.

With the support of the IAG, in July 2019 Wiltshire FA partnered with Swindon Town FC Foundation to host a free Football Festival in Swindon with the aim to engage people who may have not been involved in football in the past.

As a social inclusion event Wiltshire FA invited 11-14 year olds to come along to experience football and hear about sessions available to them. The event was a success with over 100 local young people coming along to experience the positive effect of football.

- 36%** of the participants were female.
- 20%** of the participants came from a BAME background.
- 14%** of the participants can be regarded as new, having only played football at school prior to attending the festival.
- 64%** of the participants intend to play more football in the next 12 months with 36% expecting to play the same amount of football.

*“I first came into contact with Wiltshire FA during the promotion of the ‘For Swindon, Celebrating Diversity Football Festival’. I was extremely impressed with the organisation’s commitment toward equality and their vision to bring local communities together and breakdown barriers to participation in football. I arranged a number of introductions to under-represented communities in the town, including an educational visit to a local mosque. Wiltshire FA’s vision for developing community cohesion is clear and I have therefore volunteered to support the organisation, as a sitting member on the recently established ‘Football Inclusion Advisory Group’”*

**Junab Ali – Labour Councillor and Former Mayor of Swindon.**

## THE FEMALE GAME

The female game has grown significantly over recent years with 3 million active female players. However, there is still work to do to increase women's and girls' football and we work to promote opportunities in the County.

With a number of female leagues and opportunities in Wiltshire, we have had some success stories over the last year. The Wiltshire FA Advanced Coaching Centre (ACC) is part of the FA Girls' Talent Pathway and offers local girls the chance to develop within a bespoke programme which is designed to support the development of Elite female players across the South West of England.

The centre feeds directly into FA Regional Development Programme & National Performance Camps with the end goal being a place in the various England international squads available from Under 15 upwards.

Over the past season the centre has seen former players progress into :

### REGIONAL TALENT CENTRES

### ATTEND FA NATIONAL PERFORMANCE CAMPS

### DEBUT MADE AT U15 INTERNATIONAL LEVEL

*"We have seen the female game grow in popularity to now be the top participation game for women and girls. Wiltshire FA is supporting this growth by developing opportunities for women and girls to get involved in football.*

*It is great to see perceptions changing throughout the game and amazing to hear these success stories of local girls making their way through the talent pathway."*

*Tim Hall, ACC Volunteer*



2019 has seen Talliah Keenan have an England U15 international debut. Goalkeeper, Erin Foley will be continuing at Bristol City FC and Nalani & Alana Hunt have recently been selected for Southampton FC.



In September 2019 Salisbury FC Youth were awarded FA Charter Standard status

## FA CHARTER STANDARD

The FA Charter Standard Programme is the FA's accreditation scheme, open to all clubs affiliated to Wiltshire FA, that aims to raise standards in the grassroots game. The award recognises hard work, commitment and quality which means the club is offering a safe, inclusive environment where people can enjoy football.

Clubs who achieve FA Charter Standard status must maintain high standards and demonstrate they offer well-run and sustainable football clubs, prioritising qualified coaching, safeguarding and respect.

At this stage we have

**245**  
**ADULT CLUBS**

**839**  
**YOUTH CLUBS**

with Charter Standard status.

*“We are very proud to be an FA Charter Standard Club. We have over 200 children, from under 7 to 18 years olds, and we are passionate that they all have fun, develop and ultimately love the game. By achieving this Standard we are showing our dedication to providing an enjoyable environment for our next generation of football enthusiasts.”*

*Michaela Winter, Club Secretary at Salisbury FC Youth*

## EQUALITY STANDARD FOR SPORT

We have been recognised as an organisation that is working towards being inclusive and providing equal opportunities across football after being awarded the Equality Standard for Sport, Foundation Level.

The Standard is a framework for assisting sports organisations to widen access and reduce inequalities in sport and physical activity from under represented individuals, groups and communities.

Football is a great platform to promote inclusion. Increasing participation in sport, across the whole of our community, will have positive social, economic and health impacts for those who take part.

## SAFEGUARDING OPERATING STANDARD

We have passed the Safeguarding Operating Standard meaning clubs and leagues in Wiltshire have appropriate safeguards in their club or league with a policy and the procedures for reporting a concern about the welfare of a child.



Angus Macpherson MBE, Wiltshire Police Crime Commissioner presented Oliver Selfe, CEO with the Equality Standard for Sport Award in June 2019.

## KICKING OUT DISCRIMINATION

We promote the Rainbow Laces, RESPECT and Kick It Out campaigns and advocate that there is no place for discrimination within the game.

Every allegation of discrimination is prioritised and is seen as a serious case. We currently have two national secretaries who sit on serious cases including discrimination around the country ensuring the commission follow the correct procedures and rules of the association.

Dealing with discrimination in the correct way is important to ensure we contribute to kicking it out. Alongside a fine/suspension any individual who is found proven of a discrimination charge is required to attend either an online course or face to face education to make sure they are educated to understand there is no place in society for discriminatory behaviour.

In Season 19/20 clubs from across Wiltshire have joined in with the Rainbow Laces campaign to support LGBT and equality. Rainbow Laces modelled here by Worton and Cheverell Youth U13's.





On 2nd November 2019 we invited 21 of our Grassroots Heroes to Swindon Town FC to thank them for their outstanding contribution to grassroots football.

## GRASSROOTS FOOTBALL AWARDS

We recognise the grassroots heroes in Wiltshire each year. Members are encouraged to nominate the people, clubs, leagues and projects that are making a difference to the community.

In the FA and McDonald's Grassroots Awards 2019, 21 awards were handed out to recognise the remarkable contribution, hard work and enthusiasm these volunteers give to grassroots football.

*“Without volunteers our club would not be here, we are a small village club and no one is paid. The club has been a part of our community since 1946 so we have a duty to the village, supporters and future generations to keep it going. In my day, we did not have volunteering, everyone just pitched in and we got work done. I understand nowadays people have really busy lives but volunteering is so important, especially in grassroots football.”*

**Gordon Ford, Volunteer at Shrewton United FC**



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**FOR ALL**