



WILTSHIRE

FA

IMPACT REPORT

2019



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 peoples football journeys, encouraging life long links to the game.

As a not-for-profit organisation we reinvest all 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.

THE TEAM

We have a small workforce consisting of 11 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 with football opportunities and a love for the sport. 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.

“I have been volunteering in football within Wiltshire for the past 50 years. During this time I have witnessed first-hand the significant support that Wiltshire FA provides to grassroots football. It is truly remarkable how an organisation of this size is able to support such a vast network of leagues, clubs, participants, coaches and officials. As a volunteer at the Swindon Sunday Football League I can categorically state that we wouldn’t be where we are without the support and guidance of Wiltshire FA.”

Clive Archer – Swindon Sunday Football League Secretary.

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, Charton Baker, 1st Office Equipment, Ndoe Design, Corsham Print, Avon Trophies and Help for Heroes.

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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.

Work has begun on the Wiltshire FA Football Hub in Devizes. After years of planning in September 2019 the £1.7 million project got underway.

Through working with local community partners including, Devizes Town Council, The Football Foundation and two large grassroots community clubs, we have 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 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

Earlier this year Wiltshire FA formed an Inclusion Advisory Group (IAG) with local partners with the aim 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.

This year 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.





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.

This year 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

2019 COUNTY FA RECOGNITION AWARDS

This year we were awarded the Football Development Award at the County FA Recognition Awards for its pitch aeration initiative. The initiative launched in Wiltshire as part of the FA Pitch Improvement Programme which aims to help organisations improve the quality of their natural turf (grass) football pitches.

Our winning initiative, which saw a £40,000 investment, enabled us to purchase verti-drain equipment and a tractor which is contracted out to clubs, offering them quality pitch improvement at an affordable price.

We strive to find new ways to help grassroots clubs and understand the impact compacted pitches can have for our clubs when they have to cancel fixtures. Increased aeration and de-compaction is the single most effective way to improve pitches.

Pitch aeration is a solution for the common pitch problem of heavily compacted surfaces. Aeration is the process of putting holes in the pitch to allow air to get into the subsoil and allow effective drainage.

As a result the machinery has contributed to the improvement of **53 PITCHES** as part of the pitch improvement programme - it has added an affordable intervention option to our members and facility operators when looking to improve their maintenance regime.

“Everyone here at Melksham Town FC especially our Groundsman Paul, have been really impressed and with our Pitch Improvements and have been delighted to access the Verti Draining programme and the very reasonable costings. We as a club would certainly recommend it to all”

Darren Perrin – Chairman of Melksham Town FC

CEO, Oliver Selfe collects the Football Development Awards at
The County FA Recognition Awards 2019.



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FOR ALL