



CASE STUDY

# NORFOLK COMBINED YOUTH FOOTBALL LEAGUE – DEFINING SUCCESS

OVERVIEW

Success can be defined and captured in a variety of ways. For the Norfolk Combined Youth Football League, the way it measures success is the degree to which it's working towards its vision (see opposite).

Every week, club volunteers up and down the country, enter match statistics into The FA's Full-Time system or through the FA Matchday app. It became clear for the league this data was not being analysed or harnessed positively to benefit the league and its member clubs.

VISION

*“To provide a safe, supportive and enjoyable opportunity for boys and girls to play in Norfolk.”*



7042

Players



530

Teams



76

Clubs

VISION

One specific piece of data the league wanted to extract from the systems was information related to the Respect programme.



Respect-related questions are asked after every fixture. The aim is to find out if the right behaviours happened on and off the pitch from both teams – and their spectators. This information is asked to ensure players are playing in safe and positive environments.

As a result of this information being shared and captured, the league was able to produce various reports. They issued a league-wide report and individual club reports for those who requested them. These club reports identified the category the club was in: 'Role Model', 'Very Good', 'Good', 'Acceptable' or 'Needs Improvement'. Knowing this enabled clubs to plan improvements as necessary.

# The Norfolk Combined Youth Football League's top four tips and findings:

## **TIP 1** Determine as a club or league what success means to you.

"We found linking successes back to our vision and values was a great starting point."

## **TIP 2** Understand how you are going to measure the success(es) you want.

"Using data as a measure helped us ensure we continued 'to provide a safe, supportive and enjoyable opportunity for boys and girls to play in Norfolk'."

## **TIP 3** Where possible, look to have a collective approach when working towards your success.

"We found data reports helped highlight areas with clubs. But where we began to see the real benefit was through the face-to-face conversations with club volunteers. Once they saw we were trying to support them and the support offered was steered towards maintaining our vision as a league, the conversations became easier and clubs and their volunteers began to work with us rather than against us.

"Having the County FA on board with these reports was another support mechanism, not only for the league but for the clubs too. The benefits of a collective, supportive approach has been brilliant. "

## **TIP 4** Continue to share your success.

"As a result of the reports we produced, the Norfolk FA has taken on the initiative and now produce reports for all youth leagues in the county. That's one less piece of work for us to do, but more importantly other leagues can begin to benefit from the data, and it may help them reach their own goals and objectives."

## KEY LEARNINGS



Link your success to your vision.



Use data to support your conversations.



Bring everyone together to help you be successful.



Connect and share knowledge.

"The Norfolk FA has now taken on the task of producing the reports for all youth leagues in the county. Our league has been instrumental in helping shape and support future reports"

Karen Ward – League Secretary