

YOUR GAME YOUR SAY OUR GOAL

Lancashire Football Association
Strategy 2008-2012

Get **into** Football



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Get into Football



Executive summary

Introduction:

The Lancashire FA's strategy sets out the vision, key priorities and targets for investment into grassroots football from 1 July 2008 until 30 June 2012. Our strategy contributes to the delivery of The FA's National Game Strategy over the next four years.

Our purpose is:

To lead the successful development of football and to increase the participation, quality and enjoyment of football throughout the county.

Our challenges:

From the consultation process which has taken place, the following core challenges have emerged, which Lancashire FA must face over the next four years:

- reduce poor behaviour and bad discipline throughout the game
- invest in facilities and signpost the football family to funding opportunities
- recruit more referees into the game but place a big emphasis on retaining the current cohort
- communicate better internally and smarter with our members and partners

To tackle the above challenges, there are four strategic Goals and three Key Enablers we need to address over the next four years – each with targets to keep us on track:

Goals:

1. **Growth and retention** – sustaining and increasing the number of players.
2. **Raising standards and addressing abusive behaviour** – creating a safe and positive environment.
3. **Developing better players** – focusing on the 5-11 age group.
4. **Running the game effectively** – leading and governing the game.

Targets: Growth and retention

Topic	2012 target	2008-09 target
Mini-Soccer teams	Support 1092 existing teams and increase to 1100	8 teams
11-a-side teams – youth male	Support 1457 existing teams and increase to 1485	28 teams
Youth female teams	Support existing 175 teams and increase to 263	88 teams
11-a-side teams – adult male	Support and sustain existing 1272 teams and address the high drop off	Sustain
11-a-side teams – adult female	Support 57 existing teams and increase to 69	12 teams

Targets: Raising standards and addressing abusive behaviour

Topic	2012 target	2008-09 target
Mini-soccer and youth teams playing in FA Charter Standard Clubs	Support 42% existing teams and increase to 75%	6% of mini-soccer and youth teams
FA Community Clubs	Support 14% existing clubs and increase to 23%	2% of clubs FA Community Clubs
FA Charter Standard Leagues	Create 30% new Charter Standard Leagues	5 Charter Standard League

Targets: Developing better players

Topic	2012 target	2008-09 target
5-11-year-old children participating in FA Tesco Skills Programme	104,000 children participating by 2012	69,000
Ensure that female players are accessing Skills centres	20% by 2012 female players attending	5% increase

Targets: Running the game effectively

Topic	2012 target	2008-09 target
Perception that FA & Lancashire FA has improved grassroots game	Increase from current 69% approval rating to 80%	73%

Key Enablers:

ie. the infrastructure which must be in place to achieve the goals.

- 1. A skilled workforce** – recruiting and developing a highly skilled, diverse, paid and voluntary workforce.
- 2. Improved facilities** – improving the access and quality of training and playing facilities.
- 3. Marketing and PR** – clear communications to everyone involved in the game.

Targets: A skilled workforce

Topic	2012 target	2008-09 target
Male referees	Support 898 existing referees and increase to 1250 and support 100 referees referees from BME Community and increase to 140	352 Male referees + BME community by 40
Female referees	Support 22 existing referees and increase to 85	23 Femal Referees

Targets: Improved facilities

Topic	2012 target	2008-09 target
Investment in football facilities	Increase from £10,505,671.00 to £19,550,943.00	

Targets: Marketing and PR

Topic	2012 target	2008-09 target
Positive news stories	Increase from current 10 per annum to 12 per annum	12 positive news stories

Monitoring and evaluation:

The Board of Directors will review quarterly and annually to monitor and evaluate the 2008-12 strategy.

The Board of Directors will produce an annual report, highlighting performance against the targets contained in Sections 2 and 3 of this document.

The Board will work with our staff, Council and key partners, without whom the strategy cannot be delivered.

The monitoring process will also seek feedback through regular dialogue with our key stakeholders and partners.

Core activities:

Clearly each Goal and Key Enabler needs to be underpinned by supportive activities:

Below are the core activities to support each Goal and Key Enabler.

Goal 1: Growth and retention

We will:

- Increase support into local league to sustain and develop clubs, teams, volunteers and age specific leagues incorporating the very latest developments ie Under 18's and 21's leagues
- Invite league representatives to attend A Leagues County Forum for communication purposes
- Support Ability Counts Clubs linking to the Disability Centre of Excellence and create more disability football teams
- Establish more flexible formats of football ie 9 v 9 to allow players of all ages and abilities to play the game

Goal 2: Raising standards and addressing abusive behaviour

We will:

- Refer all abuse concerns to case management taking action in accordance with FA procedures
- Support all Club Welfare Officers and ensure that they receive the relevant training
- Establish a strong network of FA Charter Standard clubs and support all clubs to develop up the Charter Standard ladder
- Support all Youth Leagues in pursuit of Charter Standard League Status to ensure all Youth League players are playing in a safe environment
- Promote the Respect campaign through the Lancashire FA League forum

Goal 3: Developing better players

We will:

- Promote the FA Age Appropriate 5 – 11 yrs coaching courses
- Promote thefa.com/skills to all schools, clubs and key partners
- Deliver in-service training events for all Charter Standard clubs and schools linked to 5 – 11 programme
- Continue to progress and grow the Lancashire FA Development Centres and attract players and coaches to nurture talent throughout the County

Goal 4: Running the game effectively

We will:

- Examine funding opportunities available to employ a specific Disability FDO
- Manage the club affiliation process and player registrations for all concerned
- Promote online services to all areas of the game
- Sanction all competitions in accordance with standard code of rules
- Run FA discipline in accordance with FA Rules and Regulations

Key enabler 1: A skilled workforce

We will:

- Organise and deliver a programme of high quality referee training and development
- Continue to deliver a wide variety of high quality coaching courses and expand to deliver all new possible courses
- Work with Regional Coach Development Managers to deliver a programme of in-service training to all Charter Standard club coaches
- Continue to promote, support, grow and develop the Lancashire FA Young Coaches Association
- Maintain our funding contract to enable Lancashire FA to carry on offering the best quality and most cost effective Coach Education Courses in the North West

Key enabler 2: Improved facilities

We will:

- Work with key partners and Football Foundation to explore best possible sites for 3G pitches
- Promote and support the Football Foundation Goalpost Safety Scheme through local leagues clubs and schools
- Increase investment into local leagues and clubs through promotion of the Football Foundation under £20k facilities scheme
- Implement a productive M & E process in partnership with FF for capital schemes

Key enabler 3: Marketing and PR

We will:

- Promote and support campaigns such as Respect and Charter Standard Leagues on a local level working with the FA
- Positively raise the profile of the Lancashire FA Development Programme by use of our website, newsletters, press releases and local media
- Promote all Football Foundation openings, successful grants applications and Charter Standard awards in the local media

To find out more information about this Strategy, how it affects you and what part you can play, please call the Lancashire Football Association office on 01772 624000