

# YOUR GAME YOUR SAY OUR GOAL

Leicestershire & Rutland  
County Football Association  
Strategy 2008-2012

Get **into** Football



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## Executive summary

### **Introduction:**

The Leicestershire & Rutland'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 within the County and to increase the participation, quality and enjoyment of football.

### **Our challenges:**

From the consultation process which has taken place, the following core challenges have emerged, which Leicestershire & Rutland 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
- communicate better internally and smarter with our members and partners
- recruit more referees into the game whilst retaining the current cohort
- recognize, reward and recruit volunteers to mobilize a strong football workforce
- embrace the wider football community in respect of inclusion, representation and diversity
- halt the decline of the male 11-a-side game and support the existing teams

## Tackling the challenges

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 376 existing teams and increase to 564	411
11-a-side teams – youth male	Support 570 existing teams and increase to 600	575
11-a-side teams – youth female	Support 39 existing teams and increase to 55	43
11-a-side teams – adult male	Support 618 existing teams and increase to 626	618
11-a-side teams – adult female	Support 25 existing teams and increase to 37	28

### 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 61% existing teams and increase to 75%	62%
FA Community Clubs	Support 11% existing clubs and increase to 15%	12%
FA Charter Standard Leagues	Create 20 new Charter Standard Leagues	2

### Targets: Developing better players

Topic	2012 target	2008-09 target
5-11-year-old children participating in FA Tesco Skills Programme	111074 children participating by 2012	70829
Ensure there is at least one FA-qualified coach working with every junior team	Achieve 1882 by 2012	474

### Targets: Running the game effectively

Topic	2012 target	2008-09 target
Perception that Leicestershire & Rutland has improved grassroots game	Increase from current 50% approval rating to 75%	60%

**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 421 existing referees and increase to 570	451
Female referees	Support 15 existing referees and increase to 23	17

**Targets: Improved facilities**

Topic	2012 target	2008-09 target
Investment in football facilities	Increase from £1,250,000 to £5,000,000	1,250,000

**Targets: Marketing and PR**

Topic	2012 target	2008-09 target
Positive news stories	Increase from current 4 per annum to 28 per annum	10

**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.

**Budget:**

The full cost of implementing Leicestershire & Rutland 's strategy to The FA's National Game Board, including staff costs over four years, is: £865,000 and the contribution from The FA is £664,000.

## **Core activities:**

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

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

### **Goal 1: Growth and retention**

We will:

- Introduce flexible formats of football
- Develop a BME league
- Develop Community Football Leagues
- Summer 5-a-side Women's League
- Develop Inclusive Clubs County Leagues

### **Goal 2: Raising standards and addressing abusive behaviour**

We will:

- Deliver the FA Respect Programme
- Increase the number of Charter Standard Clubs through awareness events
- Ensure that the Child Welfare strategy is delivered to all clubs and leagues
- Encourage leagues to achieve the Charter Standard accreditation
- To undertake a planned programme of match day visits to CS Clubs

### **Goal 3: Developing better players**

We will:

- Hold 58 school sessions to coach 100 young people per session
- Hold 32 club sessions to coach 20 young person per session
- Run 8 Skill Centres around the County to coach 300 young people
- Support the FA Girls Centre of Excellence
- Support the Inclusive Football Partnership Centre of Excellence & Development Centre.

### **Goal 4: Running the game effectively**

We will:

- Produce an annual Discipline and Competitions Handbook for Secretaries
- Run a Club Secretary/Football Administrators Workshop
- Improve the level of service provided to our member clubs and leagues
- Establish a Working Group to monitor and evaluate delivery of strategy
- Establish an Equality Advisory Group with external representation

### **Key enabler 1: A skilled workforce**

We will:

- Increase the number of FA qualified coaches throughout the County
- Deliver a planned programme of in service training for coaches
- Increase the number of qualified referees
- Deliver a professional team of football development officers to assist Leagues & Clubs

### **Key enabler 2: Improved facilities**

We will:

- Support strategic development of multi pitch facilities with local authorities
- Support Community Clubs to develop facilities
- Support the development of artificial pitches
- Run funding facility workshops
- To actively attract inward investment into the region

### **Key enabler 3: Marketing and PR**

We will:

- Develop a communications and marketing plan
- Promote Get into Football and the FA Respect Campaign
- Actively promote and raise the profile of grassroots football through the local media
- Produce a County FA magazine three times a season
- Produce a monthly email newsletter

To find out more information about this Strategy, how it affects you and what part you can play, please call the county office on 0116 2867828