

YOUR GAME YOUR SAY OUR GOAL

Derbyshire
County Football Association
Strategy 2008-2012

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Executive summary

Introduction:

The Derbyshire County 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 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 Derbyshire County 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
- Improve communications between our members and partners
- Recruit more referees into the game whilst retaining the current cohort
- Recognise, support and reward and recruit volunteers to mobilise 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
- Support local leagues and clubs with regards to administration, coach and volunteer development
- To raise the profile and improve the benefits of the FA Charter Standard Programme

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 314 existing teams and increase to 355	327
11-a-side teams – youth male	Support 583 existing teams and increase to 625	590
11-a-side teams – youth female	Support 47 existing teams and increase to 66	48
11-a-side teams – adult male	Support 566 existing teams and increase to 570	567
11-a-side teams – adult female	Support 23 existing teams and increase to 28	24

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 58% of existing teams and increase to 75%	60%
FA Community Clubs	Support 4 existing clubs and increase to 10	6
FA Charter Standard Leagues	Create 3 new Charter Standard Leagues	1 Pilot

Targets: Developing better players

Topic	2012 target	2008-09 target
5-11-year-old children participating in FA Tesco Skills Programme	1 million children participating by 2012	Promote the scheme
Ensure there is at least one FA qualified coach working with every junior team	Achieve by 2012	Ongoing

Targets: Running the game effectively

Topic	2012 target	2008-09 target
Perception that Derbyshire County FA has improved grassroots game	Increase from current 51% approval rating to 75%	55%

Key Enablers:

i.e. 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 498 existing referees and increase to 698	548
Female Referees	Support 25 existing referees and increase to 65	30

Targets: Improved facilities

Topic	2012 target	2008-09 target
Investment in football facilities	Increase to £8 million	£2 million

Targets: Promotion

Topic	2012 target	2008-09 target
Positive new stories	Increase from current 60 per annum to 150 per annum	80

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 & Retention

- Work with teams and players to provide comprehensive opportunities for all involved in the game
- Create a high quality League Development programme to establish investment, volunteer and club development to support these specific leagues with their aims and objectives.
- Support Clubs through the FA Charter Standard Scheme and provide links with Schools who actively support youngsters progressing into the Club environment
- Support football in education through all club-link programmes

Goal 2: Raising Standards and Addressing Abusive behaviour

- Continue to support the newly appointed County Welfare Officer in delivering Safeguarding Children and Welfare Officer Workshops and monitoring CRB progress in line with Government and FA regulations.
- Promotion and consultation with all Charter Standard Clubs with reference to accessing investment and developing volunteers.
- Identify potential leagues to implement the Respect Campaign
- Support the FA Charter Standard Programme through in-service training, drop in sessions and subsidised coach education.

Goal 3: Developing Better Players

- Promote The FA Skills Coach programme, utilise the Regional Coaching Staff and implement the new Age Appropriate coaching modules
- Support and monitor the Derbyshire Centre of Excellence for Girls
- Encourage Clubs to nominate elite players to the Derbyshire Centre of Excellence for Girls
- Support Clubs developing new Disability sections

Goal 4: Running the Game Effectively

- Identify and establish a DCFA steering group to assist in the delivery development, monitoring and evaluation of the Derbyshire County FA Plan
- Ensure discipline is run in accordance with Football Association's rules & regulations
- Support the running of all affiliated leagues in Derbyshire.
- Offering support and guidance to all affiliated and new clubs in an administrative role.

Key Enabler 1: A Skilled Workforce

- Deliver a comprehensive football education programme to develop volunteers throughout Derbyshire.
- Provide support and workshops for current Referees whilst recruiting and mentoring new referees
- Deliver an in-service coaching programme to support coach educators with FA Regional Coach Development Managers.
- Appropriate training for all DCFA staff to enhance delivery of FA initiatives including Tutors and instructors.

Key Enabler 2: Improved Facilities

- Support Derbyshire's existing Charter Standard Community Clubs to access funding for improved facilities.
- Monitor and Evaluate the approved projects to ensure key outcomes and use are correctly attained.
- Promotion of under £20K Small Grants Scheme to clubs
- Carry out facility audit of club provision of Youth clubs who are running more than seven teams

Key Enable 3: Marketing and PR

- Develop the use of the Derbyshire CFA website to promote, highlight and provide information to our current members and prospective new participants
- Produce and publish copies of a County magazine on a quarterly basis.
- Promote FA 'Get into Football' and FA Respect Campaign
- Positively promote the Derbyshire County FA Plan
- Promote online membership services to our members

To find out more information about this Strategy, how it affects you and what part you can play, please call Derbyshire County FA on 01332 361422 or visit our website www.derbyshirefa.com