

***NOTTINGHAMSHIRE FA
STRATEGY 2008 – 2012***

YOUR GAME

YOUR SAY

OUR GOAL



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Key Objectives and Priorities

Introduction:

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

The County FA have had an extremely busy Year 1 of the Strategy, which has seen the relocation of the headquarters and the Development and Governance staff who are now working together under one roof for the first time. This factor, together with the additional office-based staff and external workforce means we are better placed for Year 2 to deliver the plan.

Our purpose is:

To lead the successful development of football within the area. To engage with all our customers and key partners to support and deliver The FA National Game Strategy.

The main challenge for us is the engagement of the volunteer workforce and it is essential that we review the Association Rules and Articles to ensure that our structure meets the changing face of football in Nottinghamshire.

Our Priorities:

From the consultation process the following core Priorities have emerged:

- Reduce poor behaviour and bad discipline throughout the game
- Improve the quality of facilities in Nottinghamshire to include: Grass Pitches, Changing Rooms, and Artificial Pitches.
- Better communication with our members and partners
- Recruit more referees into the game, whilst retaining the current level
- To have a more cohesive and proactive relationship with Local Authorities to support key initiatives



- Embrace the wider football community in respect of inclusion, representation and diversity
- To raise the profile and improve the benefits of The FA Charter Standard Programme

Tackling the Priorities

To tackle the above Priorities, there are four strategic Goals and three key Enablers we need to address over the next four years:

Goals:

1. **Growth and Retention** – Increasing and sustaining participation
2. **Raising standards and addressing abusive behaviour** – Creating a safe and positive environment
3. **Better Players** – Developing better players, with a focus on the 5-11 age group
4. **Running the game** – Leading and governing the game efficiently

Targets: Growth and Retention

Topic	2012 Target	2009-10 Target
Mini-Soccer Teams	Support existing teams and increase to 441	417
Youth Male 11-a-side teams	Support existing teams and increase to 697	659
Youth Female 11-a-side teams	Support existing teams and increase to 109	99
Male disability (Youth and Adults)	Support existing teams and increase to 30	22
Female disability (Youth and Adults)	Support existing teams and increase to 2	1
Adult Male 11-a-side teams	Support existing teams and sustain 594	594
Adult Female 11-a-side teams	Support existing teams and increase to 36	34
Adult Small-sided Male	Support existing teams and increase to 88	62



Targets: Raising standards and addressing abusive behaviour

Topic	2012 Target	2009-10 Target
Mini Soccer and Youth Teams playing in FA Charter Standard Clubs	Support 64.07% existing teams and increase to 75%	67.95%
FA CS Community Clubs	Support 10 existing clubs and increase to 13	11
FA CS Leagues	5 new CS Leagues	3
Respect	16 Leagues	15

Targets: Better Players

Topic	2012 Target	2009-10 Target
5 -11-year-old children participating in FA Skills programme	Children participating by 2012 – 87,910	Promote the Scheme 23,495
Ensure there is at least one FA qualified coach working with every junior team	Achieve by 2012 948 Male 108 Female	408 Male 48 Female

Targets: Running the Game

Topic	2012 Target	2009-10 Target
Increase the % number of people that state The FA/CFA are leading the game effectively	Increase from current 68% to 75%	70%



Key Enablers:

1. Workforce Development – recruiting and supporting
2. Facilities – Improving the quality and access to facilities
3. Promotion – Marketing, PR and communications

Targets: Workforce Development

Topic	2012 Target	2009-10 Target
Number of coaches passing Level 1	1056	456
Number of coaches passing Level 2	212	48
Number of coaches passing Youth Award Module 1	80	40
Number of registered Referees	669	518

Targets: Facilities

Topic	2012 Target	2009-10 Target
Number of FA CS Community clubs supported with new/improved facilities	6	2
Total project cost of facility projects submitted to FF	Increase from £21.5M to £24.5M	£23M

Targets: Promotion

Topic	2012 Target	2009-10 Target
Positive news stories	Increase from current 10 per annum, to 50 per annum	30



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 all staff, Council and key partners, without whom the strategy cannot be delivered.



Core activities:

Each Goal and Key Enabler needs to be underpinned by a network of supportive activities. Below are selected core activities to support each Goal and Key Enabler in the first year:

Goal 1: Growth and Retention

We will:

- Establish Futsal League
- Support Youth Leagues to develop other flexible formats of football
- Support FA Charter Standard clubs to introduce a girls section
- Support the creation of inclusive clubs spread across the county
- Support the implementation of the County Disability Programme
- Improve publicity regarding grants and funding for clubs

Goal 2: Raising Standards

We will:

- Continue development of The FA Charter Standard League Plan, establish Monitor & Evaluation and work with the Charter Standard Working Group with all leagues represented.
- One youth league + one adult league each year to become a FA Charter Standard league
- RCDM to make annual visit to FA Charter Standard Community Club to deliver an in-service event
- Co-ordinate the County Football Association Annual Awards
- Set Football Family officers Key Performance Indicators to target clubs to achieve FA Charter Standard
- Support all girls teams to become FA Charter Standard by 2012
- Increase the number of active female coaches at all levels, through coach mentoring scheme
- Deal with all welfare issues referred to the Nottinghamshire County Football Association using FA guidelines or refer to FA case management
- Support existing FA Charter Standard clubs to become more inclusive and provide opportunities for under represented groups, by getting them involved in equality workshops
- Create FA Charter Standard Pan Disability County League.

Goal 3: Better Players

We will:

- Support FA Girls' Centre of Excellence
- Encourage clubs to nominate elite players to the Centre of Excellence
- Work with Notts County FC FITC to develop and deliver business plan to be submitted to The FA for Disability Centre of Excellence U14 and U17.



- Promote The FA Tesco Skills Programme to teachers, parents and coaches through the website
- Support a minimum of three FA Charter Standard Clubs based in the area around the Skills Centres
- In-service training to FA Charter Standard Clubs based in the area around the Skills Centres (minimum of two per skills coach)
- Provision of a maximum of five Skills Centres across the County
- Investigate and review county representative teams structure, and allocate the budget
- Increase the number of active female coaches at all levels through the coach mentoring
- Deliver female only Level 1 annually
- Co-ordinate the annual County FA Charter Standard Clubs in-service training programme (x4 Age Appropriate events)
- Co-ordinate the annual County FA Charter Standard Clubs in-service training programme (x1 FA Level 3 Module 1 course).

Goal 4: Running the Game

We Will:

- Undertake annual appraisals for all staff members
- Arrange training courses for staff, ensure a more flexible workforce
- Develop the IT enhancements within the County FA & FA
- Promote the use of online facilities to all participants
- Implement the use of an online payment system Identify the most appropriate forum in each district to take forward the facilities strand of the strategy
- Improve the communication from the County FA to all our customers, providing administrative advice and support where required. Via league/club workshops. Encourage use of Full Time and monitoring of website survey to achieve targets.
- Review and revamp the current County FA Committee structure in conjunction with a Strategy Delivery Group/Goal Groups.
- Review the Articles & Rules of the Association to allow for expansion of the Council to give a more diverse workforce-'fit for purpose'
- Ensure accurate data on all areas of County Administration System (CAS) data to give more effective reporting
- Support existing partners including the Football Family to oversee the delivery of the County Strategy
- Work with the Football Foundation to implement their revised monitoring and evaluation framework. Review projects to ensure development outcomes are being met
- Identify the most appropriate forum in each district to take forward the facilities strand of the strategy.



Enabler 1: Workforce Development

We will:

- Co-ordinate annually a minimum of four in-service workshops for Coaches Association members
- Co-ordinate 1x Level 3 Youth Award Unit 1 Course
- Co-ordinate 1x Level 3 Youth Award Unit 2 Course
- Co-ordinate GK Level 1 and GK Level 2 Course
- Co-ordinate the Skills and Techniques Module
- Deliver female only Level 1 annually
- Support East Midlands Coach Mentoring Scheme annually
- Provide a minimum of four FA Charter Standard in-service events
- Ensure every designated CWO attends a Safeguarding Children and Welfare Officer Workshop
- Ensure all Safeguarding Children and CRB checks are completed
- Work with leagues to provide introductory workshop for new volunteers
- Provide in-service training for league and club volunteers as required
- To hold quarterly meetings with the wider paid football workforce
- All staff to complete 100 days / annual appraisal and produce PDP
- Staff to identify appropriate training courses.

Enabler 2: Facilities

We will:

- Use planning tools such as Local Area Data, Mapping and Participation data to underpin the delivery of all key headlines with specific use of Indices of Multiple Deprivation catchment areas
- Identify the facility needs of new and existing FA Community Clubs and to prioritise investment
- Identify strategic sites for third generation pitches in Nottingham City
- Carry out a facility audit of club provision of youth clubs who are running more than 7 teams
- To work with the Football Foundation in the monitoring of approved projects to ensure key outcomes and use are correctly attained
- Consider the facilities required along the M1 corridor between junct. 25-27 in partnership with Derbyshire FA
- Identify links between Community and Education Programme schemes and social inclusion projects where facility investment might be needed to support club development in areas where there is low participation
- Complete a county wide audit of football pitches and facilities and develop a list of priority projects in collaboration with Local Authorities.



Enabler 3: Marketing, PR and Communications

We will:

- Establish Communication and Marketing Group, to identify best way to promote the work of the County FA
- Develop the use of the County FA website to promote and highlight local success stories and provide information and support to our current members
- Commit to joining The FA scheme to produce the County FA magazine
- Promote the 'Get into Football' and 'Respect' Programmes in the County
- Positively raise the profile of the county development programme
- Promote The FA.com/Skills to 5 -11s, their parents / teachers & raise awareness of age appropriate coaching courses
- Promote Coach Education Courses
- Promote Volunteering and leadership opportunities
- Publish National Game Strategy onto Nottinghamshire County FA website
- To have achieved local radio and TV coverage for at least one positive story linked to the Nottinghamshire County FA.

To find out more information about this strategy, how it effects you and what part you can play please, email info@nottinghamshirefa.com or telephone 0115 9837400.

