



Lincolnshire County Football Association

National Game Strategy 2011-15



Welcome...

...to the future of football in Lincolnshire

The Lincolnshire County Football Association strategy sets out the vision, key priorities and targets for investment into grassroots football from 1st October 2011 to 30th June 2015. Our strategy contributes to the delivery of The FA's National Game Strategy over the next four years.

Lincolnshire is the second largest geographical county in the country, but is classed as a medium sized county through the number of affiliated teams. The county is of a rural nature with a limited transport infrastructure that means football happens in localised areas. The county has nine local authorities, two sports partnerships and three professional football clubs.

This strategy will build on the work completed during the previous strategy that started in 2008 and saw us achieving the following:

Open Age Football: An increase in participation

Youth Female Football: The introduction of the Girls County League and greater working between the female leagues for a single vision.

Welfare: A qualified welfare officer in all youth clubs and many investing time in two officers

Respect: All affiliated leagues implementing and delivering the RESPECT programme

Coach Education: The expansion of course delivery by the LCFA including the new FA Youth Awards

Intermediate Football: Large increase in the number of affiliated teams at the Under-18 age group

Disability Football: Significant growth in the number of disability teams affiliating with teams being created within numerous impairments

FA Charter Standard: An increase in the number of teams playing within an FA Charter Standard Club

A three year average of 74% on the LCFA perception rating with a second year high of 90%

From what was delivered and learnt during the past three years and the information presented to the association, we have devised a strategy to move Lincolnshire forward in all aspects. From here on in, the document highlights how we would like football to look in 2015 and will be driven by new ideas, retaining existing good practice and most of all listen and utilise expertise from across the county.

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Local vision

How Lincolnshire FA aims to develop the game in the county



Our vision:

- To provide opportunities in football, for everyone who wishes to be involved, through all different roles

Our Mission Statement:

- GOAL – Growing Opportunities Across Lincolnshire

Lincolnshire FA Company Aims:

- LCFA aims to establish safe and structured football opportunities for the benefit of all concerned irrespective of age, colour, gender and disability
- The LCFA is there to provide appropriate structures and systems to enable the association to control, manage, regulate and promote the game.
- Enable us to assist with the development of the game at all levels, ensuring we are able to increase the quality and quantity of participation across the various sectors.

Our priorities:

These priorities have been highlighted and shaped through feedback from the football community and performance in the previous three years.

- Retention of players for the adult 11 v 11 traditional football both male and female
- A qualified referee for every football match with a focus on retaining referees
- Development of Youth Soccer to support player development and increase opportunities
- Implement a full marketing and communications strategy



- Introduce wider consultation with young people to shape youth football
- Develop a workforce programme to support clubs, leagues and coaches with succession planning
- Continue to support existing FA Charter Standard Clubs and provide support for clubs to progress and achieve all levels
- Ensure RESPECT is embedded into all programmes and a safer environment is created for all
- Promoting flexible formats of football
- Sponsorship, funding and succession planning for the County FA Workforce

These priorities will be measured at the end of the plan to see whether we have managed to achieve. Many of these priorities have been set within the key milestones of the plan to provide a consistent message over the whole plan.

In order to deliver this plan, Lincolnshire County FA is going to implement local football working groups to bring a localised approach to football development. These groups will have the aim of identifying what is needed to develop, sustain and improve football in that area. The group will have representation from organisations that provide football which will see groups be brought together and work for the betterment of football.

The strategy is defined into six key work areas that encompass all sectors of football; Growth & Retention, Raising Standards, Better Players, Running the Game, Workforce and Facilities. Each section has a set of key targets and also the milestones that the Lincolnshire FA would like to achieve over the next four years.



Area 1

Growth & Retention – increasing & sustaining participation



This section concentrates on the teams that affiliate through their clubs. It is split into six sections that take into account the majority of sectors within football. Futsal and small sided teams are not accounted for within these figures.

Topic	2011-12 Baseline	2012-15 Targets
Mini soccer teams	382	405
11-a-side teams – youth male	566	590
11-a-side teams – youth female	60	70
11-a-side teams – adult male	573	585
11-a-side teams – adult female	26	31
Disability teams – youth & adults	19	22

Key Milestones

- **Female Football:** Under-8 and Under-9 division established within the player pathway
- **Futsal:** County FA Futsal competition at Under-12, Under-14 and Under-16 age groups
- **Small Sided Football:** County small sided competition established throughout the county
- **Disability Football:** Adult female competition within the Lincolnshire Ability Counts League
- **Adult 11 v 11:** Maintain the number of adults teams
- **Female Football:** Increase the number of girls teams throughout the county and continue to complete the player pathway
- **Male Adult 11 v 11:** Establish a men's Sunday football league in the East coast area

Area 2

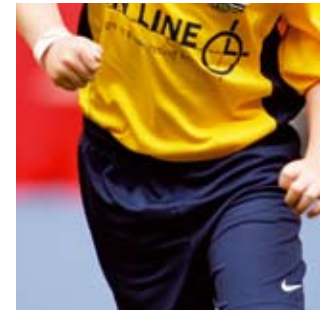
Raising Standards – creating a safe and positive environment

This section looks into the FA Charter Standard Programme and the welfare aspects of Football. The Lincolnshire FA are constantly working with clubs and leagues to raise their standards and create safe, fun environments for players and volunteers.

Topic	2011-12 Baseline	2012-15 Targets
Percentage of mini soccer and youth teams in FA Charter Standard Clubs	67.32%	80%
Number of FA Charter Standard Community Clubs	10	17
Percentage of adult and youth teams playing in an FA Charter Standard League	29.26%	39%

Key Milestones

- **FA Charter Standard Programme:** Match Day visits to support the clubs and ensure that all clubs are adhering to the FA Charter Standard Criteria
- **Club Development:** A comprehensive package to support all clubs within football, with services such as legal, finance and business available to support clubs
- **Welfare:** A network of club and league welfare officers to provide, support and create a safe environment for players and volunteers; this will also support new welfare officers when they take up the role
- **Members' Services:** All FA Charter Standard clubs using members services to complete their annual health check
- **FA Charter Standard Programme:** 80% of all mini soccer and youth teams playing within an FA Charter Standard Club



Area 3

Better Players –

developing better players, with a focus on the 5-11 age group



This section looks at how we support people that surround our players and then enable them to create better environments. This can be done through coach development or providing the players with further opportunities outside of the clubs environment.

Topic	2011-12 Baseline	2012-15 Targets
Percentage of qualified coaches within youth teams	79.58%	90%



Key Milestones

- **Youth Football:** An FA qualified coach with every youth team within Lincolnshire
- **Disability Football:** Expand the disability player development centre and become sustainable to support disability football across Lincolnshire
- **Female Mentoring:** Establish a mentoring programme supported by the female leagues and clubs delivering courses and workshops to aid development of the women's and girls' game
- **FA Skills Programme:** Have an FA Skills Team as part of the County FA workforce to increase frontline delivery of football



Area 4

Running The Game –

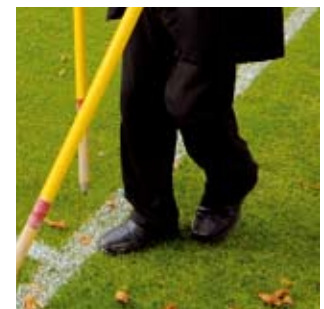
leading and governing the game efficiently

The Governance of the game is the main theme running through this section. The County FA is always looking for ways to improve the governance and make life simpler for clubs and leagues.

Topic	2011-12 Baseline	2012-15 Targets
Percentage of people who state that the County FA is leading the game effectively	68%	75%

National Game Strategy Targets

- **Affiliation:** provide an option to affiliate online to support clubs and leagues to streamline the process
- **Youth Football:** Establish a youth development group to play a key role in how football for young people is delivered across Lincolnshire
- **Members' Services:** Promote the use of members services to aid administration for clubs and leagues
- **Partnerships:** Expand the networks of support throughout Lincolnshire to ensure Lincolnshire FA is represented throughout football events and play a key strategic role / lead within these projects
- **Marketing & Communication:** Invest in the use of a variety of communication tools such as Twitter, Facebook, YouTube and redevelopment of the county website
- **Referee Registration:** Online registration completed by at least 75% of referees



Area 5

Workforce Development –

recruiting and supporting referees, volunteers and young leaders



This section shows the recruitment, retention and development of the workforce within the county.

Topic	2011-12 Baseline	2012-15 Targets
Number of registered and active male referees	575	635
Number of registered and active female referees	23	35



Key Milestones

- **Referee Coverage:** Every affiliated football match is officiated by a qualified match official
- **Referee Recognition:** Reward current active referees for completing 20 years' continuous registration
- **Level 9 Referees:** Increase the conversion rate by ensuring the completion of the six games immediately after taking the Basic Referee Course
- **National Referee Programme:** Embed the national development programme into refereeing throughout Lincolnshire
- **Volunteers:** A clear volunteer programme established to support clubs, leagues and projects; utilise the existing Football Futures and Sports Makers initiatives
- **Tutors:** Ensure Lincolnshire has the correct tutor workforce to deliver the courses that are on offer within the county
- **Education:** Offer a range of courses to support schools and their delivery of football which will help raise the profile of football in schools



Area 6

Facilities –

improving the quality and access to facilities

This section highlights the need for facility development and how the County FA can support a variety of projects and initiatives that benefit local grassroots football. The FA are looking to invest £150million into football facilities across the country.

Key Milestones

- Maximise all potential Football Foundation and non-Football Foundation capital funding in to Lincolnshire facility projects
- Prioritise facility projects identified by the Facility and Investment Group and are delivered by agreed deadlines and of high quality
- All funded projects receive appropriate press coverage to raise the awareness of investment and profile of the facility
- The LCFA to influence around the protection of playing fields and work with clubs and leagues around asset transfer and lease agreements
- LCFA to become a "one-stop shop" for all facility and investment support needed by local authorities, leagues and clubs
- Encourage new facilities to be designed and developed to be cost effective but meets the needs; highlight the use of modular type buildings to decrease costs



The 2011-12 season

Where it all begins – starting as we mean to go on



The 2011 – 2012 season is the first year of the strategy and this section highlights the work that the County FA will undertake in order to reach the target and key milestones for 2015.

Priorities

- **Youth Female Football:** Increase the roll out of the “Girls and Goals” programme to support the recruitment of new female players at the youngest age group
- **Discipline:** Support open age senior football through the new match based discipline for the grassroots clubs and leagues
- **Flexible Formats of Football:** The introduction of small sided LCFA-led competitions
- **Marketing and Communications:** Raise the profile of the work done by the LCFA
- **Coach Development:** Initiate and support the FA Coach License Scheme by providing CPD opportunities
- **Facility Development:** Support the implementation of the new pitch improvement scheme
- **Referees:** Increase the percentage coverage of matches with a qualified referee
- **Club and League Development:** Work with identified clubs and league to achieve the FA Charter Standard award
- **Mini Soccer:** Build on the work from the 2010-11 season and encourage clubs to deliver open access sessions for anyone to attend



Challenges

- **Referees:** Overcoming the barriers for referees to ensure they are retained and do not leave the game
- **Respect:** Raising awareness of the programme to ensure players, clubs, leagues, volunteers and parents do not lose sight of the ethos
- **Facility Investment:** Trying to source alternative sources of funding during the tough current financial climate
- **Mini Soccer:** Halting the decline in mini soccer teams
- **Flexible Formats:** The introduction of different formats of the game and how this could affect clubs and leagues
- **Adult 11 v 11:** Retaining the current level of participation

Monitoring and Evaluation

In order to ascertain the success of the LCFA Strategy 2011 – 2015 it is essential that a robust and accountable monitoring and evaluation framework is in place prior to the commencement of the strategy. It is imperative that the LCFA Monitoring and Evaluation framework provides a comprehensive overview of the productivity in relation to the LCFA Strategy 2011-2015.

The responsibility of the Monitoring and Evaluating of the strategy will lie with the County Steering group who will delegate to the relevant departments to obtain the necessary data. The outcomes of the Monitoring and Evaluation will be fed into the LCFA Board of Directors and The Football Association.

Summary

Lincolnshire County FA has been successful in delivering many of its key targets during the previous National Game Strategy. However, now we are embarking on a new strategy we cannot be complacent and we need to build on the work we do well and get better at those areas we need to develop.

The strategy for the next four years is designed to have its registered members having a larger say and therefore create better working relationships to achieve all targets. We at the Lincolnshire County FA also like to congratulate the ongoing work done by its members in continuing to grow, sustain and develop football teams and programmes alongside the County FA staff, as without your contribution none of this would be possible.

We look forward to working with you during the next year of the strategy and look forward to a successful relationship to develop football in Lincolnshire.



County contacts

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Growing **Opportunities** Across **Lincolnshire**

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