

YOUR GAME YOUR SAY OUR GOAL



Cornwall County Football Association
Strategy 2008-2012

Get **into** Football



Cornwall FA National Game Strategy



Introduction:

The Cornwall 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 Cornwall 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
- communicate better internally and smarter with our members and partners
- recruit more referees into the game whilst retaining the current cohort
- recognise, 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



Tackling the challenges

To tackle the identified 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 the 194 existing teams and increase to 213 teams	199 teams
11-a-side teams – youth male	Support 232 existing teams and increase to 255 teams	237 teams
11-a-side teams – youth female	Support the 4 existing teams and increase to 8 teams	6 teams
11-a-side teams – adult male	Support the 324 existing teams and increase to 340 teams	328 teams
11-a-side teams – adult female	Support the 28 existing teams and increase to 32 teams	28 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 the 62% of existing teams in CS clubs and increase to 100% of teams in CS clubs	75% of teams
FA Community Clubs	Support the 8 existing clubs and increase to 12 clubs	8 clubs
FA Charter Standard Leagues	50% of leagues to be Charter Standard Leagues	2 leagues

Targets: Developing better players

Topic	2012 target	2008-09 target
Ensure there is at least one FA-qualified coach working with every junior team	Achieve 100% by 2012	60%

Targets: Running the game effectively

Topic	2012 target	2008-09 target
Perception that Cornwall FA has improved grassroots game	Increase from current 44 % approval rating to 75%	50%

Key Enablers:

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

- 1. A skilled workforce** – recruiting and developing a highly skill, 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 the 156 existing referees and increase to 250 referees	187 referees
Female referees	Support the 5 existing referees and increase to 20 referees	6 referees

Targets: Improved facilities

Topic	2012 target	2008-09 target
Investment in football facilities	Increase from £2m in 2007-08 to £6m	£1.5m in the year

Targets: Marketing and PR

Topic	2012 target	2008-09 target
Positive news stories	Increase from current 28 per annum to 50 per annum	31

Core activities:

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

Goal 1: Growth and retention

We will:

- Provide Cornwall FA registered 'turn up and play' mini soccer centres within 20 minutes drive time across the county
- Establish a current database using CAS to map clubs and their teams and identify any demand gaps in provision
- We will create and support a new Under 18 floodlit league to help address the gap between youth and adult football

Goal 2: Raising standards and addressing abusive behaviour

We will:

- Seek additional funding to appoint a full time Referees Development Officer
- Work with all Youth Clubs to help them achieve Charter Standard status
- Appoint part time County Welfare Officer
- Continue existing campaigns against discrimination of all kinds
- Lobby for the provision of free CRB checks through the FA representative

Goal 3: Developing better players

We will:

- Promote the FA skills programme to teachers, parents and coaches
- Raise awareness of age appropriate coaching courses and support learning of teachers, parents and coaches by providing information on the website, at Charter Standard workshops and through direct information
- Establish 5 Football Development Centres with Cornwall Schools FA and Plymouth Argyle FC
- Support players aged 5-11 to become users of TheFA.com/skills
- Standard Workshops and by direct information
- Support the development of football competitions in Primary Schools

Goal 4: Running the game effectively

We will:

- Work to improve service to customers
- Review Disciplinary and Appeal procedures to improve efficiency and time taken to resolve cases
- Promote the benefits of online services to all areas of the game
- Manage the affiliation process to collect accurate data
- Carry out a feasibility study to relocate County Office

Key enabler 1: A skilled workforce

We will:

- Increase the number and range of opportunities to officiate
- Actively encourage all referees to register with incentive scheme
- Encourage all Leagues to introduce recognition of service awards
- Establish access to Referee Development Centre & ESFA Appointments
- Use senior referees to act as role models

Key enabler 2: Improved facilities

We will:

- Improve the access and quality of training and playing facilities
- Provide affordable, new and improved facilities in schools, clubs and on local authority sites
- Raise the standard of existing facilities and to develop new facilities where appropriate, in order to retain and increase participation, improve the experience and support the development of better players

Key enabler 3: Marketing and PR

We will:

- Provide 3 meetings each year (West, Mid & East) for Strategy evaluation sessions
- Produce an annual report which outlines key achievements from the strategy and distribute to all football, partners and media
- Promote the RESPECT campaign
- Produce a quarterly magazine to inform and communicate with all stakeholders
- Promote Football Foundation openings with local media and members

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.

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 cost of implementing Cornwall FA's strategy is £42,050.

To find out more information about this Strategy, how it affects you and what part you can play, please call the county office on 01726 74080.



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