


CESHIRE FA

ANNUAL REPORT

2020





Changing lives 
Through Football



Changing lives 
Through Football

3

OFFICERS

DIRECTORS

D Edmunds - Chairman
T Harrop - Vice Chairman
C Garlick - FA Rep
P Cullen
P Ferneyhough
S Humphreys
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M Pomfret
S Smithies

REGISTERED OFFICE

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COMPANY REGISTRATION NO.

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Cheshire FA



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A NOTE FROM THE CHAIRMAN

Sport in general provides us all with an opportunity to develop positive character traits - and in turn allow us to develop as positive and influential members of our clubs and social groups. In my opinion football does this more effectively than any other sport.

Life lasting character and moral principles are formed through fair play and commitment in football. Moreover, all of us who are actively engaged in football, irrespective if we are players, referees, coaches, administrators, spectators or supporters - we can all become great role models for our communities - and can truly change lives - for the better, as a result.

"The work performed here by the staff at Cheshire FA - supported by Council and Board Members - is quite remarkable."

We strive to meet and exceed all of the targets set by the FA - and our own desires to be the best that we can be. We build this on the simple principle that football must be a totally safe activity and a very enjoyable one.

Dave Edmunds, Cheshire FA Chairman

"However, none of this is possible without the undaunted and critical support of volunteers across the county."

They are the unsung heroes - who - against the odds and often in their own time and at their own expense - are the pulse, heartbeat and lifeblood of the 'Beautiful Game'.

Make no mistake, it is the volunteer who has become the 'Change Catalyst' in the development of the game at all levels. Without their input and devotion and courage then football would struggle - and cease to be the participation phenomenon that it has become. If you have read this piece up to this point - and you are not a volunteer in the game and you would like to consider becoming one - then please contact us. If you are already a volunteer - we thank you sincerely for all that you do.



ABOUT US

The Cheshire Football Association is the not-for-profit governing body for all football in Cheshire, and is responsible for the organisation, education, governance and development of the grassroots game in the county.

Cheshire FA works in conjunction with the National Football Association and is an enterprising and dynamic SME in the heart of the County.

We currently have approximately 3500 teams playing various formats of affiliated football with over 60,000 weekly participants. The game is supported by over 800 referees and upwards of 5,000 volunteers.

Cheshire FA works towards a strategic framework which looks to inwardly invest into key aspects of grassroots football. Over £24 million pounds has been invested into facilities supporting the local football infrastructure and over £4 million pounds into revenue projects.

1878

SUPPORTING FOOTBALL SINCE 1878

OUR VISION, MISSION & AIMS



"OUR VISION"
Changing Lives Through Football



"OUR MISSIONS"
Leading the development of
grassroots football in Cheshire For All



"OUR IMPACT"
Creating Connections and Lifelong Memories

- VALUES**
- Teamwork
 - Responsibility
 - Inspiration
 - Integrity
 - Empathy

CHESHIRE FA WORKFORCE

Cheshire FA has a Corporate Governance structure that sees the Board taking responsibility for the 'business and finance' aspect of County FA work – whilst the Council takes responsibility for the general operational 'football development' side of the County FA's role.

Cheshire FA has seven standing committees overseeing cup competitions, inclusion, governance of the game, refereeing and football development.

To support the delivery of our strategy the council and committee structure provides check and challenge to ensure the delivery aims of the strategy are met.

The paid workforce staff provide expertise and guidance as a human resource to meet the needs and deliver against the National Game Strategy and business objectives.



**9 BOARD
MEMBERS**

**40 COUNCIL
MEMBERS**

**24 STAFF
MEMBERS**

REVIEW OF THE YEAR

The focus last season was built on 4 key strategies- which in turn have helped us to develop and progress our 11 tactical objectives.

The 4 key strategies are; **"We are making progress across our 15 Key Performance Indicators set by The FA, having met three KPI's for the end of the three year strategy already."**

- The Safeguarding Operating Standards Strategy
- The Business Strategy 2018 - 21
- The Operational Plan and Delivery Strategy (Key Performance Indicators)
- The Vision 20/20 Strategy

Our Journey from Vision - to Mission - to Impact - has been consolidated by skilful and dedicated work that has truly established our commitment to Changing Lives through Football.

We have made strides to improve our governance structure to make it more diverse and inclusive.

We now have council members representing disability football, women & girls football and youth football.

Whilst our board has increased its expertise through the new appointments in Steve Smithies and Sean Humphreys.

"Cheshire FA is leading the development of the grassroots game by working closely with our amazing volunteers."

This is a footballing journey that allows us to create lasting connections and lifelong memories as we continue to increase and support participation in the Beautiful Game.

"We have an Inclusion Advisory Board with a diverse membership who challenge everything we do in order to improve our inclusiveness as a County."



KEY HIGHLIGHTS



Amongst many successes this season it would be appropriate to pick out a few that truly highlight the great work being achieved by staff and volunteers – supported by the Board and Council.

Safeguarding

In April 2019 we were assessed by Girling Hughes – the FA designated Safeguarding Inspection Team. We are pleased to report that we passed the demanding inspection process with great credit across 70 elements of criteria.

Women & Girls

In Women & Girls Football we are the Number 1 in the country for growth in participation with a 20% increase to 5,250 players – now only 100 players off our Year 3 target.

Adult Football

In Adult Football we have created 45 new and retained 'Flexi-Football Teams' across 7 new Divisions whilst we used the Adult Retention Fund to give free affiliation for single team adult clubs.

Disability Football

In Disability Football we have exceeded the Year 1 participation target. A new Ability Counts Youth league division was created. Whilst we have also delivered 4 Disability Social Leagues, 7 College Festivals and 4 Secondary School Festivals.

Governance

In Discipline we are pleased to announce that there were no reported referee assaults last season – referees and clubs continue to be rigorous in forwarding misconduct both on and off the field.

Charter Standard

Our continued progress and development is further shown in the fact that now 52% of adult club's have achieved Charter Standard status. Whilst 87% of youth clubs have achieved Charter Standard status – thus hitting our KPI target.

Education

Last season our coach education programme delivered over 200 courses ranging from FA Level 1's to First Aid and Safeguarding courses. Whilst over £30,000 was provided in coach bursary funding.

Refereeing

In the 2018/19 season 38 referees received promotion, whilst over 240 new referees qualified across 11 courses.

Facilities

The Pitch Improvement Programme has a target of 174 pitches to be improved over the length of the strategy up to 2021 – and first visits for the programme currently sit at 85 pitches. Whilst grant funding has been successfully awarded for four 3G's in Cheshire.

Marketing & Commercial

This year we have held another successful awards ceremony recognising over 30 volunteers on the night. Whilst we have also produced an app which has had over 500 downloads, a brand new E-Magazine and a marketing package to support our clubs and leagues.



FINANCIAL REVIEW

The current financial climate proposes challenges ahead.

The company turnover has fallen slightly compared to last year when the company ceased the trading of the small sided football arm of the company.

With the fall in income and the increased cost of sales has meant that the company has seen a £17,000 fall in the gross surplus generated this year compared to last year.

Even with the fall in gross profit the company has continued to increase it's investment in staffing with employment costs increasing by over £40,000.

To help fund these increases the company has used the surpluses generated from previous years accounts.





FA Funding

Cheshire FA is in the second year of the FA's current strategy which runs from 2018 to 2021. The strategy means that the FA will continue to maintain the same level of funding as in the previous strategy, which the County received a drop of 9% in funding. Cheshire FA is still heavily dependent on FA funding, which directly provides the county with 30% of the company's total turnover.

The FA will also be changing the way that County FA's are funded by making significant changes to the funding formula. These changes are set to be introduced from the start of the 2021 season. Although the direct funding has been maintained, the FA has increased funding in a number of projects including £38,000 for Coach Bursaries and over £30,000 into the girls game through the Game On project and Wildcats centre funding. We are also thankful to MBNA for their continued support of the Girls game, without their financial support we would not have seen the growth and engagement within the girls' game, which has helped us become the fast growing County in the country for female football.

Memberships

This year has also seen us adapt the affiliation model from a club-based offer to a team-based version. This was a response to the changing football landscape with the number of affiliated clubs continuing to fall year on year. However, the average number of teams per club has increased significantly. Therefore our affiliation pricing model needed to change to ensure that we can maintain the level of income generated through affiliation.

Challenge

Although there are a number of financial challenges ahead for the company with reduced revenues and increased costs, the company is taking this opportunity to review the company's income streams and major areas of cost to ensure that the company business model is sustainable under these continued challenges.

INVESTMENT

Over £123,000 was invested into grassroots football by Cheshire FA in the 2018/19 season.

This investment has been distributed into projects across all areas of the grassroots game including; our Girls Game On project, Men's Health projects, the Elevens League and Futsal projects to name just a few.

Coaching Bursaries

Whilst £38,000 was provided in bursaries for coaches looking to develop their coaching.

Small Grants

We have also supported grassroots clubs through a variety of small grants including; the Adult Retention fund, the Disability Small Grant and a Women's Recreational Grant. Over £7,000 was invested into grassroots football through these small grants.

Football Foundation

£2.28m was also secured through the Football Foundation for 3G Grant Funding to four facilities in Cheshire.

**OVER £2M SECURED
THROUGH THE
FOOTBALL
FOUNDATION**

VISION 2020



CHESHIRE FOOTBALL CENTRE

DEVELOPING
FOOTBALL FOR THE
FUTURE IN CHESHIRE

Vision 2020 has been a flagship project that we were able to launch publicly last season.

The planning and delivery of a World Class Football Facility on Knights Grange in Winsford is now well under way.

The facilities will also include a branded hotel and new medical centre which will have a community based aspect to it as well as sports injuries and rehabilitation.

Cheshire FA has already invested £57,000 in the initial development phase.


The project will have a profoundly positive effect on the local community in all sorts of ways.

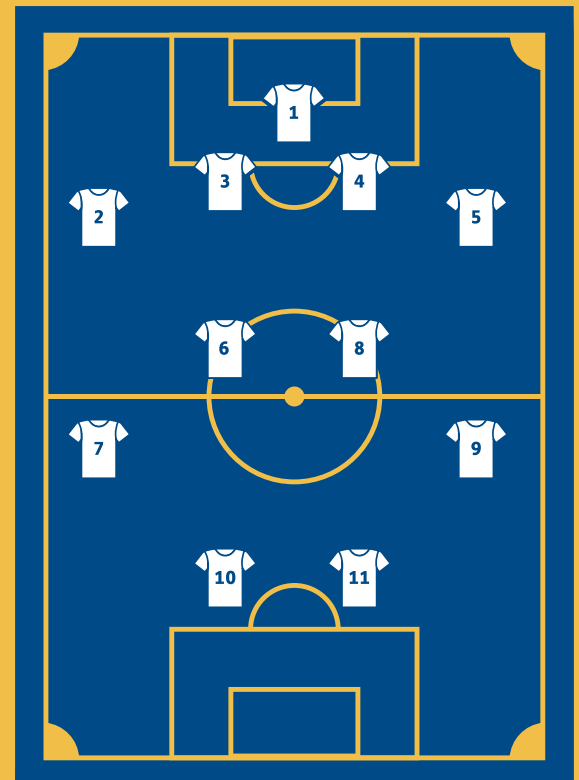
Winsford Academy sitting right next door also stands to gain massively from a mutually beneficial relationship.

These exciting partnerships will impact on jobs, the local economy, academic attainment, training, well-being and community cohesion & engagement to name but a few.

STRATEGY 2018 - 2021

We fully commit ourselves to exemplifying in our work and behaviours, our Vision, Mission and Values. Our strategies are built on understanding WHY we do what we do – WHAT we need to do – and then HOW we do it.

-  To increase participation by 6,000 players across all formats offering a choice of playing opportunities ensuring a High Quality introduction to football
-  To provide a modern grassroots experience through innovative technology enabling an easy, accessible, engaged football journey
-  To service the development of all Clubs and Leagues to meet exceptional standards
-  To ensure 100% compliance of the Safeguarding Operating Standards to provide safe, fun and protected environments for all
-  To engage, encourage and empower a skilled and diverse workforce that continually raises the standards of the game
-  To increase the quality of new and existing football facilities by improving 174 grass pitches and developing sustainable modern, football hub sites that provide accessibility for all
-  To operate a modern, strategic customer focused business with innovative practices that provide expertise in an effective and efficient manner
-  To provide relevant and engaging content, in all of our communications at the right time in the right way
-  To provide professional guidance and advice to uphold the integrity of the game through rigorous governance procedures in a fair and timely manner
-  To achieve the preliminary equality standard award by leading and implementing an Inclusion strategy that creates opportunities for all
-  Build a robust commercial strategy that will diversify income opportunities providing further investment into football in Cheshire



STRATEGY FOR GROWTH

We have 15 National Key Performance Indicators across all aspects of the business to meet during the current three year strategy.

CURRENT FIGURES

DISTANCE TO TARGET

2021 TARGET

52,310 Male Players 5,063 57,373

6,045 Female Players Meeting Target 5,350

1,050 Disability Players 67 1,117

420 Futsal Players Meeting Target 160

87.08% Youth FA Charter Standard 12.92% 100%

52.64% Adult FA Charter Standard Meeting Target 50%

66 Qualified Female Coaches 68 134

44 Qualified BAME Coaches 24 68

89.78% Youth Teams with an FA Qual. Coach 13.99% 100%

835 Referees 205 1,040

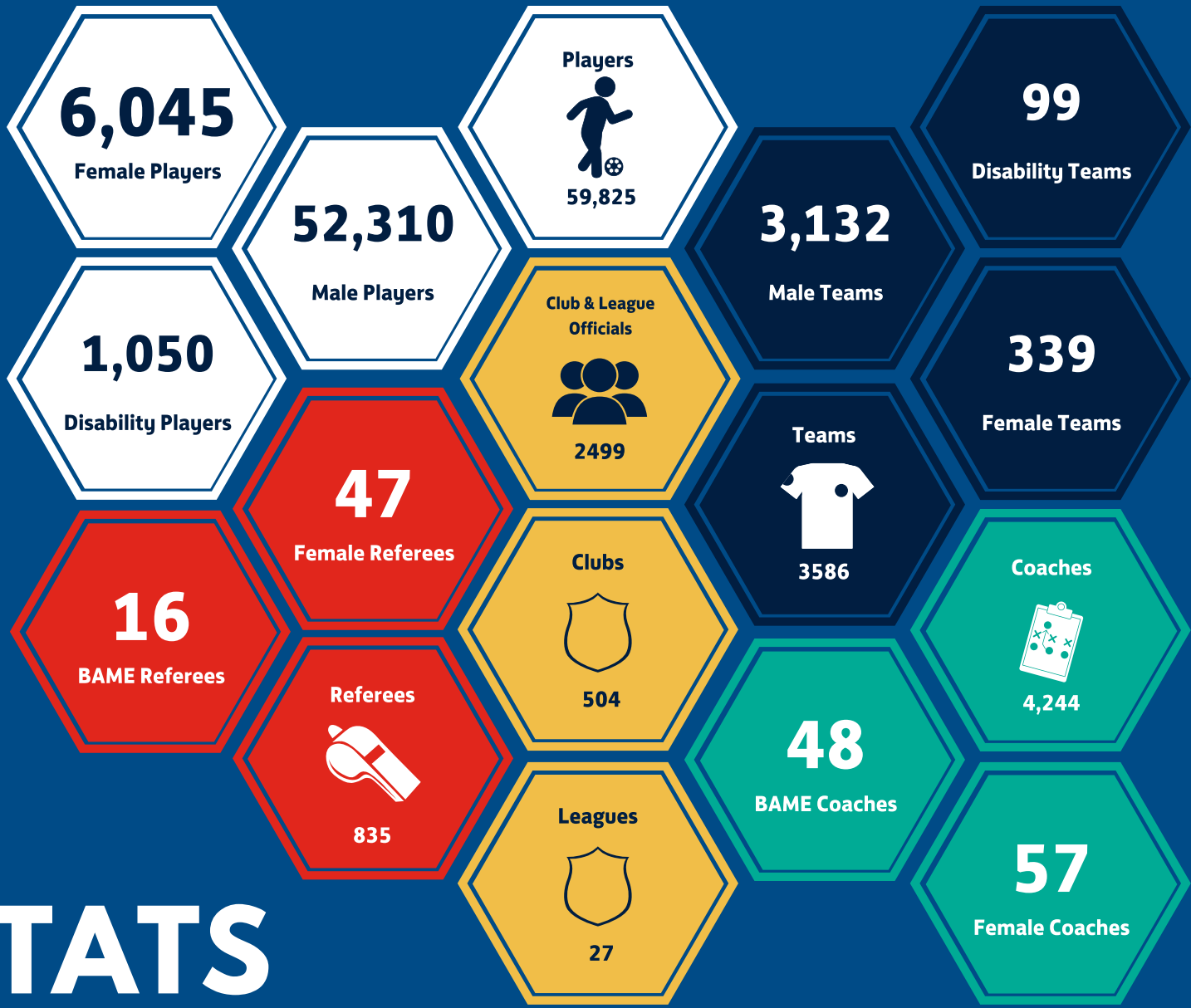
47 Female Referees 24 71

16 BAME Referees 23 39

84.19% Player Reg. Coverage 15.81% 100%

Pass Safeguarding Operating Standard Meeting the Standard Pass

5 Grass Pitches Improved 169 174



STATS

- Altrincham & District Amateur League
- Timperley & District League
- Cheshire Ability Counts East Division
- Stockport District Sunday League
- Stockport Metropolitan League
- Cheshire Girls League - Stockport

- Birkenhead Sunday League
- Eastham & District Junior League
- Wallasey & District Sunday League
- Wallasey Junior League
- West Cheshire League
- Cheshire Girls League - Wirral



- Cheshire Ability Counts West Division
- Chester & District Junior League
- Chester & District Sunday League
- Chester & Wirral League

- East Cheshire Sunday League

- Inspire League
- Mid Cheshire Youth League
- Cheshire Girls League - Mid Cheshire

- Crewe & District League
- Crewe Regional League
- South Cheshire Youth League

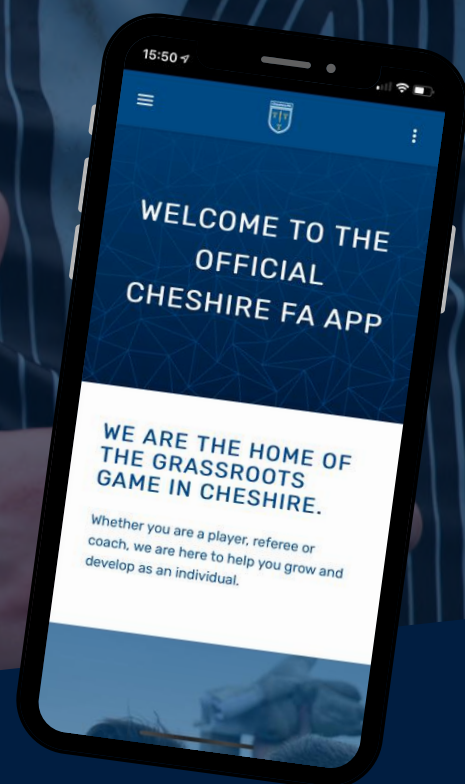
Cheshire Wide Leagues

- Cheshire Football League
- Cheshire Veterans League
- Cheshire Women's & Youth League
- North West U21 League

THE NEW CHESHIRE FA APP...

EVERYTHING YOU NEED
IN THE PALM
OF YOUR
HAND


[DOWNLOAD NOW](#)



CheshireFA



Facility Supported by

Changing lives 
Through Football

www.CheshireFA.com

KEY DEVELOPMENT AREAS

FEMALE FOOTBALL

6,045 PLAYERS

339 TEAMS

43 SSE WILDCATS

The female game continues to grow and Cheshire FA has supported a number of leagues and programmes to increase opportunities for women and girls to access football.

SSE Wildcats

43 Wildcats centres across Cheshire. Working with external partners to set up a safe and fun environment for beginner girls aged 5 - 11 years old to attend turn up and play sessions.

Inspire League

The Inspire league is an inclusive league and now consists of three divisions with 18 teams from across the County.

210 Women are currently registered to take part in the fixtures programme from various different backgrounds and ages ranging from 18 - 68 years old.

Cheshire Girls League

We want every girl across the county to be playing within a league structure that has the same rules, formats and have access to the same standard of quality pitches.

New local central venue leagues have been formed and strategically placed, not only to help girls' football but also to encourage & develop female referees & coaches in a quality environment.



20% PARTICIPATION INCREASE SINCE 2018

50 NEWLY FORMED 11 V 11 TEAMS

MALE FOOTBALL

There are now more ways to play the game than ever before which incorporate teams and individuals of all ages and ability which we believe this will enable us to grow our male pathway like never before.

Elevens

The Elevens Leagues now have 7 divisions across the County which service over 50 newly formed 11v11 teams with 23 new teams being generated in the past season. This new format of the game has support Cheshire FA significantly with the decline in the number of teams playing in the traditional Saturday/Sunday Leagues and meant that we actually have in total, 2 more 11v11 teams than we did in the 17/18 season.

Just Play

Just Play is an initiative which targets individuals wanting to play the game to engage with weekly, organised, recreational football sessions. Over the past season, Cheshire FA has worked closely with affiliated Community Clubs and various Facilities to develop 28 brand new centre's across Cheshire. Approximately 350 players have engaged with this programme during the season who may not have played if this format of the game was not implemented.

Walking Football

Cheshire FA has affiliated 15 brand new Walking Football teams in the 18/19 season to ensure that players across Cheshire wanting to play in a organised and fully regulated Walking Football provision, now have the opportunity to do so.

52,310 PLAYERS

3,132 TEAMS

DISABILITY FOOTBALL



Disability football in Cheshire continues to thrive and there are now more opportunities than ever to play football if you are disabled.

School & College Festivals

Four football festivals have been delivered at Cheshire FA for colleges with SEN students. Two football competitions have been delivered in partnership with the English Schools FA engaging over 80 disabled pupils from 10 special schools.

Ability Counts League

The League provides opportunities for disabled people aged from 8 years to adults to play football. The league has over 25 disability football teams playing in monthly fixtures.

Cheshire Disability Social League

The League continues to be delivered once a month in Sandbach and Chester. It attracts players from 27 day care centres across Cheshire and continues to expand with a new division being launched in Stockport at the Seashell Trust.

Powerchair Football

The Hive Wirral Youth Zone have secured 8 Power chairs to start a Power chair Football session on the Wirral. A Wheelchair FA level 1 course was also delivered to up-skill coaches across Cheshire.

**5% ABOVE OUR
TARGET OF 980
PLAYERS**

1,050 PLAYERS

99 TEAMS

**AN INCREASE OF
300 PLAYERS IN
2018/19**

420 PLAYERS

42 TEAMS

FUTSAL

Futsal is the format of small sided football that is recognised and supported by FIFA and UEFA.

Mid Cheshire Futsal League

A brand new Junior Futsal League in the Mid Cheshire area has been sanctioned, giving the opportunity for many more young people to get involved in this growing format of the game.

North West Youth Futsal League

Cheshire FA has teamed up with Lancashire, Liverpool and Manchester FA to develop a regional Futsal League provision where Futsal specific teams can take part in a fully regulated and sanctioned League.

FA Youth Futsal Cup

Cheshire FA now provides opportunities for teams to take part in the FA Youth Futsal Cup for both male and female teams ranging from U10's – U16's. Cheshire actually had 2 teams (Ashville Youth U10's and Cammell Laird 1907 U12's) who went on to win the National competition at St. Georges Park.



SAFEGUARDING

Cheshire FA is committed to its responsibility to safeguard the welfare of all young people involved in grassroots football in Cheshire.

2018-19 season has been our busiest season in terms of poor practise cases and referrals. This is a step in the right direction, as people no longer accept poor behaviour and are referring them through the correct channels.

Safeguarding Operating Standard

For the second year running, we have successfully passed the Safeguarding Operating Standard's set out by the FA – a lot of which is deemed best practice. This means the County FA are able to operate in full compliance of the FA Safeguarding Policies and Procedures.

2018/19 Cases

47

Poor Practice Cases

13

Referrals

All cases led to permanent suspensions.

GOVERNANCE

Each season we support and safeguard grassroots football in Cheshire through governance.

Governance of the game covers; affiliation, discipline, sanctioning, player registration and club administration.

Memberships

Over 490 clubs and over 25 leagues affiliate each season in a busy period for us in the off season to ensure that all football is insured and safe.

Player Registration

We are currently achieving our year 3 target of 80% of leagues using online player registration, with us set to achieve 100% of leagues using the system next season.

Discipline

Last season saw over 2,000 more cautions, over 180 more red cards and over 50 more misconduct charges than the previous season.

This year we have held over 400 hearings to ensure that participants, clubs and match officials are appropriately charged concerning misconduct charges through a fair process.

Respect

We are constantly working to improve Respect in the game through a variety of initiatives alongside The FA's 'We Only Do Positive' campaign.

Debt Recovery

Last year we supported a number of clubs to recover debt from outstanding fines through this process.

Summer Tournaments

Last season we sanctioned over 50 competitions to ensure that all tournaments were safe and followed procedure.

2018/19 Cases

8,328

Cautions

1,119

Red Cards

463

Misconduct

INCLUSION



Cheshire FA is committed to embracing our mission of fully embedding inclusion - and to remove discrimination whether by reason of age, race, religion and belief, gender, sexual orientation, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity.

At Cheshire FA, we recognise by promoting equality and tackling discrimination we will provide a positive and harmonious environment where all members of our football communities - can feel welcome and valued.

Our Journey from Vision - to Mission - to Impact - is consolidated by skilful and dedicated work that has truly established our commitment to Changing Lives Through Football.

Cheshire FA leads the development of the grassroots game by working closely with our amazing volunteers.

This is a footballing journey that allows us to create lasting connections and lifelong memories as we continue to increase and support inclusion, diversity and participation in the Beautiful Game.

Take a look at our Inclusion Report below.

[Inclusion Report](#)



FACILITIES

Working in partnership with the Football Foundation, Sport England, Local Authorities and partner organisations, we aim to shine a light on the funding opportunities and grants available to the football community in Cheshire.

Local Football Facility Plans

In the last year Local Football Facility Plans have been approved for 7 Local Authorities, the plans outline local requirements for facility investment supported by the Football Foundation. These plans can be found on our website.

Funding

Grant funding was successfully awarded for four 3Gs in Cheshire – Neston High School, Eaton Bank Academy, Broomfield's Leisure Centre and Lymm High School. Cheshire West and Chester secured £2 million in capital funding to deliver their Local Football Facility Plan. Whilst Cheshire East developed a grant application to improve key grass pitch sites in the area.

The Pitch Improvement Programme

The Pitch Improvement Programme has a target of 174 pitches to be improved over the length of this current strategy up to 2021 – and first visits for the programme currently sit at 85 pitches.

A Programme pilot was carried out in the Wirral with West Kirby United last season. The club, with the council's approval, received grant funding from the Football Foundation and has now increased maintenance of the grass pitches that they use. The improved standard of the pitches has allowed for more games to be played throughout the season.

Our website now has all information relating to facilities and investment in one single portal.

Visit our website



**OVER £2M SECURED
THROUGH THE
FOOTBALL
FOUNDATION**

COACHING



2,286

FA Level 1 Coaches

270

FA Level 2 Coaches

64

FA Level 3 Coaches

32

FA Level 4 Coaches

3

FA Level 5 Coaches

4,139 MALE COACHES

57 FEMALE COACHES

48 BAME COACHES

This year we have held over 200 courses to support coaches across Cheshire along the Coaching Pathway.

Course Programme

Through our Coach Education Programme we delivered 39 Level 1 courses at different locations supporting over 600 learners, 6 Level 2 courses supporting 87 learners and 1 Level 3 (UEFA B) supporting 24 learners.

We also delivered Club and League based Safeguarding and First Aid courses for 30 different organisations.

Bespoke Courses

Two Female specific Level 1 courses included within our main programme supported 57 new Level 1 female coaches.

39 BAME coaches were supported to complete an FA Level 1 – assisted by the launch of the BAME Coaches Network launched at the successful Black History Month event held in 2018.

Coach Mentor Programme

The Coach Mentor programme is a programme that represents a major investment in the grassroots game and offers on-the-ground support to FA Charter Standard Clubs, leagues and target groups. It has seen 347 Coaches supported this year across the County.

Coaching Bursaries

In 2018/19 £38,900 was given in bursaries across 269 grassroots coaches.

Coaching Networks

At Cheshire FA we also have a BAME and female coach network with 41 coaches between both groups.

Other Measures

91% of Youth Teams are now supported by a FA Qualified Coach, an increase of 4% on last season

[View Our Courses](#)



772 MALE REFEREES

47 FEMALE REFEREES

16 BAME REFEREES

38

Referees
Promoted

10

2018/19 Courses
Delivered

240

New
Referees

REFEREEING

Cheshire FA is dedicated to producing, supporting and developing a highly motivated and talented network of FA qualified referees.

This year we have held 11 referee courses to help over 250 people get into refereeing.

IBER Cup

We took four officials to the 2019 IBER Cup in Lisbon, the trip gave the four officials the chance to learn, develop and enhance a number of refereeing skills, as well as learning about how to overcome language barriers.

Women's Referee Development Group

We also have a Women's Referee Development group. With a focus on developing match officials for the female game, the group will help referees highlight best practice and allow members to share their experiences of the game.

Referee CORE

Our Referee CORE has gone from strength to strength. Our Centre of Refereeing Excellence provides ambitious referees with training and education to support them on their journey from grassroots football through to the elite game.

Yellow Armbands

We introduced yellow armbands for U18 officials across Cheshire. The armbands have been designed to identify younger referees and ensure that they are supported.

COUNTY CUPS



The 2018/19 Cheshire FA County cups saw over 300 teams enter across the 9 competitions.

Below are the results from all finals of the 2018/19 County Cup season.

Senior Cup

Nantwich Town 5 - 2 Cammell Laird 1907

Ladies Cup

Stockport County 1 - 1 Tranmere Rovers
Penalties (4 - 3)

Amateur Cup

Blacon Youth 6 - 0 Helsby

Sunday Cup

Dock AFC 2 - 1 Queens Park

Youth Cup

Chester FC 4 - 3 Sandbach United

Junior Cup

Greenleas Juniors 0 - 4 Chester FC

Girls Junior Cup

Lymm Rovers Junior 1 - 1 Peninsula Stars
Penalties (3 - 2)

Minor Cup

Birkenhead Sporting 2 - 0 Appleton AFC

Girls Minor Cup

Glenavon JFC Girls 5 - 2 Oxtan Ladies

[This Seasons Fixtures & Results](#)



**OVER 300 TEAMS
ENTERED THE
2018/19 COUNTY
CUPS**

CHESHIRE FA YOUTH TEAM



The Cheshire FA County Youth team represents Cheshire in competitive action against other Counties in England, participating in both The Association of Northern Counties League and The FA County Youth Cup.

The 2018/19 season saw the Cheshire FA County Youth team reach the semi-final of The FA County Youth Cup, being defeated by Norfolk FA.

Whilst the team finished second in The Association of Northern Counties West Division League behind Liverpool FA.

2018/2019 Results

Cheshire FA 1-3 Liverpool FA
Cheshire FA 7-2 Sheffield & Hallmashire FA
Cheshire FA 2-1 Lancashire FA
Cheshire FA 2-2 Gloucestershire FA (Pens 4-2)
Cheshire FA 1-3 Norfolk FA
Cheshire FA 1-1 Lancashire FA
Cheshire FA 6-0 Westmorland FA



COMMUNICATIONS

In 2018/19 we took our Marketing and Communications to a new level.

Cheshire FA App

We have produced an app to provide quicker access to condensed information needed by our stakeholders as a one stop shop for everything grassroots football. The app has received over 2,000 views and over 500 installs.

The 1878

We launched a brand new E-Magazine to get our stakeholders up close and personal with our grassroots volunteers, providing updates on our progress and highlight some of the great stories happening across the grassroots game in Cheshire. The magazine averages over 1,000 views per issue.

Marketing Package

We have produced a marketing package to help our clubs and leagues promote themselves at a price that they can afford. The package has already been purchased by four clubs and two leagues.

Awards

In 2018/19 we ran two award ceremonies for referees and volunteers across Cheshire. Across both awards we recognised the achievements of over 40 people involved in grassroots football whilst also continuing to support our charity partner through the awards.

Download Our App



**OUR NEW APP
HAS HAD OVER
2,000 VIEWS
ALREADY**

STATS



10,332

Followers

2,810

Followers



1,401

Followers

84

Subscribers



398

Followers

565

App Downloads



373,829

Website Views
in 2019

90%

Positive
Feedback on
Freshdesk





PARTNERS

Our partners help us to support grassroots football in Cheshire.
We are very proud of the partnerships that we have created.



The FA govern football nationally and provide us with funding in order to support grassroots football locally. We work closely with The FA on a number of projects.



MBNA's vision is to enable customers to purchase today, with money they will pay the company tomorrow. The MBNA Foundation initially funded our Girls Game On Project as well as supporting a number of other projects.



Nike's mission is to bring inspiration and innovation to every athlete in the world. Nike support several FA projects to provide kit and equipment to clubs and leagues across England.



Once Upon a Smile was founded in 2011 to provide emotional and practical support to bereaved families. We have just announced a renewal of our partnership for a further 3 years.



Marc Darcy is the epitome of the quintessential English gentleman, with a knack for creating the finest men's garments with a modern twist. Marc Darcy have supported a number of our projects including our awards that are put on to celebrate our volunteers.



Kitlocker.com was formed with a vision to significantly improve the level of service that existed in the university team-wear industry. We have a number of clubs using Kitlocker.com across Cheshire.



This platform can help our clubs to raise funds throughout the season by earning cashback when anybody connected with the club makes an online purchase across thousands of retailers.



Koolpak are working in partnership with us to offer our clubs special discounted prices for essential First Aid items at a discounted rate.

FOLLOW US ON SOCIAL MEDIA



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@cheshire-football-association



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CESHIRE FA

ANNUAL REPORT

2020

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