

SOMERSET FA ANNUAL REPORT



*"Football for Everyone
Everyone for Football"*



2020-2021

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Chairman's Report

When I picked up the reins from Pete Hockley as your new Chairman last August, we were all hoping it was to be a much more normal season than 2019/20. Sadly it was not, and in many ways worse, as the pandemic caused stops and starts, and we played even less football in the end. For the first time (I think) since Edward III and Henry VIII – who wanted men to concentrate on archery instead – it was actually illegal to play football.

It has been a testing time for all clubs, leagues and participants. As a governing body, we have done what we can to help out. We have continued our subsidy of insurances. We have been able to provide free, or greatly reduced, affiliation fees again – thanks to Sport England support. Our staff have been furloughed for much of the year, and unable to go into the office, but have nevertheless been available to support our members when they can. Our staff are one of our greatest assets, and we are so grateful for the government schemes which have enabled us to retain them. They are champing at the bit to get back to work properly.

Sadly, it is my duty to report the passing of some of our colleagues during the year. Vince Davis represented the Bath League on Council for a number of years before standing down from council last summer; my sympathies to his family and many friends within the game..

We also said goodbye to two valued members of staff, who have chosen to pursue new opportunities. Jen Gregory was our longest-serving member, and known to many through her work directly with clubs and leagues. Conor Ogilvie-Davidson was our first ever Marketing and Communications Officer. Both go with our best wishes, and have promised to stay involved with Somerset FA.

We welcomed Carrie-Anne Morgan to our Board, our first female director. We also appointed an independent director in Lee Ballard, as Chair of our IAG (Inclusion Advisory Group). Both are making valuable contributions to leading your County FA forward. I must also pay tribute to Bob Fox, who leaves our Board at the end of this season after 20 years as a director; Bob latterly has been our Board Safeguarding Champion, and led us through two successful assessments.

We have just signed up to a new 3-year Strategy with the FA. Their overarching Strategy is "Survive. Revive. Thrive.", and we will do our part in fulfilling that objective within Somerset. We will, as ever, prioritise Safeguarding – not just for children, but at all levels of the game. Our revised Governance Structure, which we had hoped to have ready to enact by this year's AGM, has been delayed slightly to ensure some of the detail is right, but should proceed during the autumn. We expect this to give opportunities for wider representation on both Council and Board, and lead onto greater Inclusion and Diversity. We will also be continuing to support and drive improved pitches and facilities across the county.

Whatever next season brings, it promises to be exciting off the pitch, and we very much hope all our participants are able to get out and enjoy many exciting times on the pitch as well.

Phil Chaplin
Chairman



Chief Executive's Report

Like every other aspect of our lives, football has been subject to the disruption caused by Covid 19, after the cancellation of the end of the last season, this has been the case for the entirety of 2021-22.

Last year I reported that restrictions on football being played were to be lifted from 1st August with friendly matches being permitted and then league fixtures from the start of September. Football duly restarted with a number of restrictions, we circulated the first of many guidance documents from the



FA of what restrictions meant to our clubs and the measures they would have to take, these included restrictions on the use of changing rooms and clubs having to scan in spectators. There had been fears that the effects of Covid would have a negative impact on football, with the possibility we would see a downturn in participation. This did materialise in college and higher education teams, were due to restrictions on students and colleges we saw a drop in affiliation of teams from that sector, there were very few disability teams affiliating and consequently little disability football played in the season, and we saw a drop off in affiliated referees, predominantly from the older age demographic who were in the more at risk groups. However, the lockdown seemed to generate an eagerness to return to football, both for those who had missed the end of the previous season and players who had been away from the game for a longer period; this reflected in the number of teams in all areas (excluding disability and colleges/university numbers) remaining the same or even increasing; most pleasing of all adult male football which has seen numbers drop consistently over the last decade saw an increase in the number of teams.

Even though we were able to play again, the restrictions made life difficult for everyone, especially for those teams who own their own grounds and have paying spectators, and most leagues saw matches cancelled as teams had players self-isolating making fielding a team impossible. The Football Foundation and Football Association launched a number of grant schemes over the season, including those to prepare pitches, make amendments to facilities to make them compliant with Covid regulations and to help with general running costs. We publicised these schemes and encouraged our clubs to apply, and many clubs have benefitted from grants, the results are listed below in the CDM report. We augmented this by our own Small Grant Scheme which was always enthusiastically received. To further help our clubs, we made affiliation free to all clubs for last season.

In November Football was again stopped as part of the month-long lockdown, we returned again in December when that lockdown ended but were faced with the tier system. This was problematic for any of our leagues which played across more than one local authority, for example the Men's County League were faced with half of its members in tier 2 and able to travel in and out of the area for football and the other areas in tier 3 were they could not; the difficulty of this situation was best illustrated in one division where one team because of its geography could not play any fixtures as they were restricted to the area their tier was in. As these tiers were continually subject to change this made playing matches extremely difficult, even before the next lockdown occurred. In January with the new national lockdown was imposed, all football stopped again, this time for a further 3 months.

At the end of March Football was again able to resume, with the easing of restriction as part of the road map out of the situation, this saw the issue of new guidance on restrictions to clubs (and would be repeated at each subsequent lifting). The timing of the return presented leagues with a problem of how, if at all, they could conclude their seasons. With just April and May to complete the FA allowed football to be played into June with the end of season pushed back to 30th June, although not all clubs could accommodate this if they shared with a cricket team for instance. At the time of the lockdown in January the amount of fixtures completed by each league varied greatly, while some had completed over half of their fixture programmes, this went down to just 17% completed in one case with the majority around 1/3 through. Therefore, even with an extension into June, there was insufficient time to complete the season. Each league had to act in the best way to suit their members, some simply ended their seasons to start again in 21-22, (this was done at Western League level where the restrictions on crowds made a restart financially impossible for their member clubs) others managed to complete their regular programmes with others ending their regular season and played a subsidiary competition instead.

All seasons have now completed, thanks should be recorded to everyone in the game be they league management committees, club officials, players or referees, the vast majority of who are volunteers, who managed to get football played this year. This has been a situation like no other and everyone has reacted well to it.

As we move towards next season, leagues, clubs and referees are beginning to affiliate, clubs have a reduced affiliation rate while referee registration is free for season 2021-22. We will be running County Cup Competitions again in the coming season, after not doing so last (see below), entry to all county cups is free this year.



As well as the challenges on the field we have faced many off the pitch as well. The pandemic has greatly affected us, as many other businesses, financially. With large parts of the season being suspended and overall, the number of matches played dramatically down on normal, we have seen a very large drop in disciplinary income. With the Football Association experiencing a huge financial impact from Covid, the FA has had to make its own cutbacks, for all county FA this meant a reduction in our core grant, used mainly for salaries, of 14%. The FA also made the decision to move all coach education courses "in house" (previously we had delivered them in county in partnership with Bridgwater and Taunton College) this will result in a dramatic reduction in income both last year and going forward. Faced with these financial challenges we have avoided making any redundancies (as many other County Associations across the country have) but through natural wastage have not replaced a member of staff who has left, reducing our head count by one.

With a reduced workload through lockdown we have furloughed staff and taken advantage of the government Job Retention scheme. Initially, we furloughed 8 members of staff under the regulations at the time they were furloughed for all of their working hours. With the advent of flexible furlough, we then brought those staff members back on a part time basis as restrictions were lifted, but with subsequent lockdowns then furloughed all staff save one, with the majority being furloughed for all or nearly all of their working week. Again as restrictions were lifted, furloughed hours were reduced, this depended on the individual member of staff and how their work programme was affected by restrictions, and at time of writing only 6 members of staff are still furloughed, and then for a limited period of their working week. It is expected that all staff will be back working full time imminently.

The county office has been closed since 17th March 2020. At the end of the summer the government were encouraging businesses to return to the office, consequently we carried out a risk assessment to facilitate a return of staff to the office; however, with the government then advising that those who can work from home should continue to do so, staff have continued to work from home. This has worked well; we have utilised Microsoft Teams to communicate with regular team meetings and a staff online survey has asked staff how they feel working from home and problems they may encounter. As restrictions have lifted some staff are now working in the office 1 or 2 days a week albeit the numbers in at any one time are low and people remain socially distanced. With restrictions scheduled to be lifted we are now working in a plan to allow a full return to the office ready for the new season.

Company

The ongoing review of the governance structures, the Board and Council, of Somerset FA has continued. We had originally hoped that this would be complete by the end of the season and proposed new Articles of Association would be voted on at this years AGM. Due to both the disruption caused by the pandemic which has seen our resources focused elsewhere and a continued attempt to align these with the FA Code of Governance, we will be unable to meet that deadline. Work continues on this and we are hopeful that they will be complete and ready to be out to the membership at an EGM in the autumn.

No nominations have been received for the post of President aside from the incumbent, Francis Hillier, consequently he will be returned unopposed (and also as directors as a result of that) for the coming season.

In my report last year I advised you that the Chair Pete Hockley was standing down from the post at the AGM and we would elect his successor at the upcoming AGM; however before that meeting one of the candidates chose to withdraw their nomination and consequently the remaining candidate Phil Chaplin, the Deputy Chair, was elected unopposed.

This season no nominations have been received for the post of Chair aside from the incumbent, Phil Chaplin, consequently he will be returned unopposed (and also as directors as a result of that) for the coming season.

Again, in my report last year I advised you that, with the then Deputy Chair standing for Chair there would be a vacancy for deputy chair, and again we had two nominations. As with the chair position before the AGM one of the candidates chose to withdraw their nomination and consequently the remaining candidate, David Braithwaite, was elected unopposed



This season no nominations have been received for the post of Deputy Chair aside from the incumbent, David Braithwaite, consequently he will be returned unopposed (and also as directors as a result of that) for the coming season.

In last year's report I advised you that there would be an election for a vacancy on the Board and with two nominations, there would be an election, with the result announced at the AGM. The result of that vote was the election of Carrie-Anne Morgan who duly became a director of the association.

In line with the Articles of Association the director standing down in rotation is Bob Fox; he has elected not to stand again. Bob is one of the original directors of the company after incorporation in 1999, he retires from the Board after 21 service where for many years he lead on Discipline as chair of that committee, in recent years became the first Board Safeguarding Champion, leading on safeguarding for the county and seeing us through 3 independent assessments as part of the Safeguarding Operating Standard. He leaves with the thanks for all he has done and the very best wishes for his retirement, although he remains a Life Member so we will still see him at Council. Thanks Bob.

Normally Bob would be replaced with a nomination from Council, but given both the forthcoming governance EGM and the specific nature of the Safeguarding Champion role, there was a need for a specific skill set so that we would have a successor to lead in this important area of work. Therefore, the directors decided that we would advertise for the post, this would first be internally from Council, and if no one was forthcoming, externally. At time of writing we have received an application from Council with the applicant being interviewed as part of our assessment for their suitability for the post, we are now working through our safe recruitment guidelines before confirming that appointment.

In January we advertised for an Independent Chair of the Inclusion Action Group (IAG); as a result of interviews Lee Ballard was appointed. Given that our proposed article changes envisage that this role will automatically become a director, the Board decided to co-opt Lee as a Director from March; consequently, our Board membership is now 9 directors. The Board recorded their thanks to the previous Chair, Ken Pearson. Ken will remain a member of the IAG and has been co-opted onto council.

The past season saw one of the largest changes to the membership of council with 7 new councillors and one councillor returning after a gap. The new councillors included both divisional representatives. As mentioned above, with the proposed new articles being scheduled for an EGM in the autumn, the Board decided that the current council would remain in post until then, with new nominations sought, although a body could change their current incumbent if they wished.

There is one new Life Member of Council for the forthcoming season as Roy Penney has completed 21 years service on council: our congratulations and thanks for his years of service to Roy!

There is one new nomination for Vice president; Peter Hockley, the former Chair of the Association; this will be subject to election at the AGM.

All chairs and deputy chairs of the various committees and subcommittees were elected at the AGM.

Perhaps unsurprisingly given the nature of the season neither the Board of Appeal nor the Leagues Board of Appeal had cause to meet during the season. The Youth Council completed its eight season, entirely virtually.

Given the end of Coach Education courses in county the partnership with Bridgwater and Taunton College had its core objective removed; we are exploring ways that we and the college can continue to work together, with Coach CPD being an area we wish to explore. We once again have the FA Nike deal for kit and equipment, though the service from Discountfootballkits, the agent we use, has been reduced because of the pandemic. We continue to work with Koolpak that allows purchase of first aid equipment by clubs at cost price. Melhuish & Saunders have indicated that they wish to resume as title sponsors of three County Cup competition when we resume them this season. Just prior to the pandemic, we had started a partnership with Veo, a camera system to record matches, which was to see us loan our camera to clubs to use; obviously events of the last year has stopped this but we are hopeful the new season will allow us to share this exciting opportunity with clubs.



Due to Covid-19 the annual presentation evening was cancelled (as was last years); we now have two years of winners we have to recognise and are exploring ways we can do this.

Finance

The accounts circulated for approval at the AGM are for the financial year running to 30th June 2020; therefore, ¾ of the year relates to activity before Covid while the last ¼ are during the first lockdown period. This will explain why these show a surplus of income over expenditure.

For the year just gone, as mentioned above we faced severe financial pressures through the loss of income streams such as Coach education (permanently) and discipline (periodically) and the reduction of our FA grants, consequently we are projecting a loss for the financial year July 2020 - June 2021

Throughout the financial year we continued to receive rental income from tenants at the flat at Hobbs House and have begun to lease car parking spaces at the site, four of the five are currently let.

As mentioned last year we were unsuccessful in getting rate relief on the county office based on the fact that while we are a leisure business, as we have no leisure facility however we were successful in getting grants for small businesses during the pandemic.

Staff

As mentioned above we have worked from home for the entire year and used the government furlough scheme for staff.

Just prior to the start of the pandemic, Brendan Dix the County Development Manager, began a year's secondment with the Football Foundation, he returned to his post in February of this year, the skills and knowledge he has learnt in that period will be invaluable to us as a business going forward. During Brendan's absence our Youth Football Development Officer Rob Allan was promoted to acting CDM for the coming year; Rob did an excellent job in post not least in the fact that restrictions meant he did it all from working from home and did not actually physically meet his staff during the period. We backfilled Rob's post by employing Lewis Morgan on a one year contract; our thanks to Lewis for all he did for us, starting in a pandemic, working from home and never having visited the office or meet his colleagues must be one of the strangest and most difficult inductions into a work place, in spite of which, he did an excellent job.

In the spring Jen Gregory our Governance Lead informed us she would be leaving the company; after 20 years' service she was the longest serving member of staff and consequently no one can remember working for SFA without her being there. We would like to record our thanks to Jen and our best wishes. We replaced Jen internally with Megan Buller being the successful candidate, she is now Head of Football Service and Discipline. The change of name of the Governance department to Football Services will reflect better on what the team do; it's not just about red and yellow cards!

We have as part of the county strategy refocused and realigned several posts to meet the needs of new business strategy, this includes taking some roles carried out in an honorary role in house; I should like to record my thanks to those volunteers who have carried out these roles for us in the past. The list of what roles staff are now carrying out is listed below in the CDM report.

In June Conor Ogilvie-Davidson informed us he would be leaving his position of Communications and Marketing Officer to take up a post with Shepton Mallet Town Council. Again, we would like to record our thanks for the excellent job Conor did for us and wish him good luck. At time of writing the post is yet to be filled

Safeguarding

Under the new 2 year Safeguarding Operating Standard assessment window, we were in the early batch of counties assessed, being done so pre-lockdown. The window is now nearing completion so a new operating standard will soon be with us and we will be assessed again in the future. Obviously Safeguarding is an ongoing endeavour so we will always be in this cycle. In spite of lockdown safeguarding remains our priority and after a drop in incidents in the first lockdown we were soon receiving issues as



football returned. The lack of face to face contact made the renewal of DBS difficult and the change to online course for the Safeguarding workshop also caused difficulties in renewal. The FA implemented extensions where this affected people who DBS/SG workshop expired in this period, but these have now ended, and we are working through getting new and updated qualifications in place.

There will be an issue with renewals of SG Workshop online for those who do not have an online capability, we have raised this with the FA and will advise of the solution when received.

County Strategy

As mentioned in the Chairs report, the FA implemented a new national game strategy and all county FA had to deliver a three-year business strategy by June. In spite of social distancing restrictions, we managed to carry out a consultation process with stakeholders, via online focus groups and an online survey. After much hard work by staff we produced our strategy, Uniting Somerset Football, and present this to a FA Regional Assessment Panel (virtually) in June. This seemed to be well received and as a result the FA offered us a three-year contract to deliver this strategy.

There are, as in the past, a number of KPI we have to meet, but in a change with the past, the funding we receive from the FA will be determined by our national "market share" of these KPI – the % of national market share you have in your county will determine what % of funding you get.

Concurrent with the business strategy, we also had to produce a one year operational plan of how this strategy would be delivered, given the circumstances of changes to staff, staff roles and a new strategy objectives, while working from home, this was a huge piece of work. In spite of this we have delivered on time so thanks must go to all of the staff who worked hard to produce both of these documents.

Whole Game System & IT

The start of the delayed 20-21 season saw all registrations on WGS compacted into a short time period (rather than spread out of the summer when leagues start at differing time), consequently this caused a huge problem with the system being slow and caused (understandable) frustration and anger with our volunteers. This was overcome but the ongoing replacement of WGS with Platform for Football will doubtless be welcomed by everyone. The new system is being introduced modularly, referee registrations was one of the first areas on PFF and it would seem, from this year so far, relatively painlessly.

With all FA Education courses now being online, this will be a huge change for everyone going forward, but initially these courses seem to be working; certainly Playmaker, released last year has not seen any great problems.

Internally, Microsoft Teams, has been of great import to us in the last year, and without it working from home would have been almost impossible.

Representative teams

Due to the pandemic there was no representative football in 2020-21 season. Given the uncertainty of what the next year will bring, the Board have decided that we will not be playing representative football for the coming season, 2021-22, but we hope to resume for the following season.

This may be a reflection of the picture regarding representative football on a wider front. The FA asked All county FA if they would entering the FA County Youth Cup (Boys U18) for the coming 21-22 season, less than a 1/3 of the 50 county associations indicated that they would, so this competition will not be played this year and its future is under review.

County Cups



Last year I wrote that we were minded to play county cup competitions in the 2020-21 season, however with the uncertainty last summer for what the coming season would bring, the County Cups Committee felt that in the likelihood of disruption to the fixtures through the pandemic this would only cause problems to our leagues who were going to face trying seasons at best; therefore the committee, reluctantly, recommended to the Board that County Cups competitions should not take place. In hindsight this proved to be an incredibly wise decision, with what we know happened with subsequent lockdowns it is hard to imagine we would have completed our county cup programme.

Happily, the Committee believe we should offer the competitions for season 2021-22 and they are scheduled to take place, and entry will be free this year.

In spite of there being no county cup competitions we did have a county cup final. The Legends (Veterans) league is comprised of two divisions with the respective winners of each paying a final to decide the winners. Middlezoy Rovers and Tintinhull won through to the final and met at Street FC on 27th June. An excellent match saw Middlezoy successful by the odd goal in nine, and we were able to record the match via our Veo cam, with the footage being available on our YouTube channel.

County Cup Finals 2021 results

Legends League

Middlezoy Rovers 5-4 Tintinhull @ Street FC

Equality

As mentioned above we have appointed an Independent Chair of the IAG, Lee Ballard, who as a result has been co-opted onto the Board; the proposed new articles will make any IAG Chair in future automatically a director.

We are now working to the Inclusion in Sport, Preliminary Level, progress has been delayed due to the events of the past 12 months, but this will be a large focus of work going forward as we strive to achieve the level.

The Black Lives Matter protests over last year and the Taking of a Knee at matches domestically and at Euro 2020 show what an important area of work this is. With a refreshed IAG and Independent Chair, we have much to do in this area over the coming years if we are to become more representative of all of the Somerset football community

Jon Pike

Chief Executive

County Development Manager Report

'Uniting Somerset Football' Strategy 21-24

From late March there has been a significant focus on devising our new three-year strategy 'Uniting Somerset Football'. We are excited by the challenge of continuing to develop the local game through this strategic plan.

The 'Uniting Somerset Football' strategy sets out direction through 9 strategic objectives:

- Champion Safeguarding Children and Adults at Risk in all aspects of grassroots football
- Organisational rebrand to maximise engagement and presence utilising England Football initiative

- Conclude corporate governance review
- Embed Inclusion and Diversity across all aspects of the business and achieve Equality in Sport Preliminary Accreditation
- Deliver bespoke creative packages and programmes to support the volunteer workforce
- Influence retention and growth in the affiliated game by improving the footballing environment for all
- Deliver The FA's Strategic Priorities through contracted Key Performance Indicators
- Pursue CFA 3G satellite site
- Maintain the financial position of the Association while investigating possible new sources of revenue

The objectives are supported by 6 strategic enablers, as well as key performance indicators set by The Football Association:

Participation | Clubs and Leagues | Workforce | Facilities | Marketing and Communications | Running the County FA



A massive thank you for anyone that inputted into the consultation process, all views are greatly appreciated and will shape our objectives moving forward.

At the writing of this report, we have also just completed our operational plan for season 21/22, which is ultimately our delivery plan for the coming season and underpins our work to achieve our strategic objectives.

Football Development Team

The implementation of a new strategy will also see a change in roles and responsibilities within the development team. Megan Buller and Jess Humphrey have now 'transferred' to the newly named 'Football Services' team, therefore the team will operate with the following responsibilities from the 1st of July:

Football Development Manager (Brendan Dix)

- Lead for Football Development Team
- Facility Development
- Investment and Funding
- Activation of Local Football Facility Plans and Local Authority Playing Pitch Strategies
- Pitch Improvement Programme

Football Development Officer - Male Participation (Aaron Clements)

- Walking Football
- Veterans Football
- Futsal
- Small Sided Football
- Schools Football
- FA Just Play Centres

Football Development Officer – Clubs & Leagues (Rob Allan)

- England Football Accreditation (Charter Standard)
- Male League Support & Development
- Youth & Mini League Support & Development
- Coach Development
- Coach Education

Football Development Officer – Female Participation and Inclusion (Rachael Lawler-Edwards)

- Lead for all aspects of Female Participation
- Lead for Female Clubs and Leagues
- Lead for FA Female initiatives (e.g., FA Weetabix Wildcats)
- Somerset FA Advanced Coaching Centre
- Lead for Equality and Diversity
- Lead of Somerset FA Inclusion Advisory Group

Football Development Officer – Disability (Nick Hawkins)

- Lead for all aspects of Disability Participation
- Lead for all Disability Clubs and Leagues
- Lead for Volunteering
- Lead of Somerset FA Youth Council
- Mental Health Lead

Referee Development Officer – Matt Eva

- Referee Registration
- Referee Recruitment
- Referee Education
- Referee Promotion
- Referee Retention

Wadham School / Somerset FA 3G FTP

Our pursuit of a 3G FTP hub site continues and ongoing conversation with Wadham School for a joint venture project remains positive. On the 17th May a consultation session took place with football clubs and leagues within a 5-mile radius of Wadham



School to gauge initial interest, as well as inform consultees of our plans. The session was extremely successful and initial interest was very high! We will now use this insight to shape a 'live' usage plan to ensure a robust business plan stacks up.

We have additional dialogue planned with both Wadham School and The Football Foundation later in July to hopefully keep the momentum of this potential project progressing.

Coach Education

As discussed in my last report moving forward coach education courses will look very different and see numerous changes to course delivery and logistics. Moving forward coach education courses will be led and managed by The FA rather than County FA's, which means our responsibilities change to a signposting and promotion role rather than course delivery. However, we will be responsible for coach development, which will involve ongoing support and access to CPD events for grassroots coaches throughout the course of the season. We are currently in the process of devising our coach development programme for the new season, and as we speak have a live survey for grassroots coaches to complete for insight on sessions and support wanted for the new season.

The FA have now launched its new Introduction to Coaching Football (Previously Level 1 Coaching Course) which is delivered directly by The FA through a series of webinars and modules over a 4-week period. Both Introduction to First Aid in Football and The FA Safeguarding Children courses can also be accessed online.

Active through Football – Bristol

Somerset FA are currently part of a consortium with Wesport, Bristol City Council, Bristol City Community Trust, Bristol Rovers Community Trust and Gloucestershire FA devising an application for revenue investment to support football provision in six deprived areas in Bristol. If successful funding could be accessed for a 5-year period to drive participation in hard-to-reach areas and diverse groups. Hartcliffe being one of the six areas that has been included within the proposal. This application has now been completed and we will hear the outcome of this application in Mid-July. If successfully this will drive football development in hard-to-reach areas throughout Bristol.

Funding

Season 20-21 saw huge investment into grassroots football in Somerset with many reactive funds create to combat constraints of COVID-19. Below is a rather large snapshot of funds into the County since July 2020.

Organisation	Project name	Grant (£)
Saltford Sports Club	Ball-Stop Netting	1515
Paulton Rovers FC	Football Survival Package (Summer 2021)	10000
Larkhall Athletic FC	Football Survival Package (Summer 2021)	6165
Clevedon Town FC	Football Survival Package (Summer 2021)	1705
Taunton Town FC	Football Survival Package (Summer 2021)	10126
Bridgwater Town FC	Football Survival Package (Summer 2021)	7500
Weston Super Mare FC	Football Survival Package (Summer 2021)	15000
Frome Town FC	Football Survival Package (Summer 2021)	10000
Portishead Town FC	Football Survival Package (Summer 2021)	4276
Brislington FC	Football Survival Package (Summer 2021)	4539
Welton Rovers FC	Football Survival Package (Summer 2021)	5000
Street FC	Football Survival Package (Summer 2021)	7500
Radstock Town FC	Football Survival Package (Summer 2021)	4622
Weston Super Mare FC	Football Winter Survival Package	26276
Clevedon Town FC	Football Winter Survival Package	995
Hengrove Athletic FC	Football Winter Survival Package	2520
Frome Town FC	Football Winter Survival Package	19180



Brislington FC	Football Winter Survival Package	5719
Street FC	Football Winter Survival Package	10159
Larkhall Athletic FC	Football Winter Survival Package	5496
Bridgwater Town FC	Football Winter Survival Package	10429
Taunton Town FC	Football Winter Survival Package	20533
Paulton Rovers FC	Football Winter Survival Package	15000
Portishead Town FC	Football Winter Survival Package	7500
Welton Rovers FC	Football Winter Survival Package	3248
Radstock Town FC	Football Winter Survival Package	6880
Misterton Football Club	Goalposts	1440
Wincanton Town Youth FC	Goalposts	4545
Stockwood Wanderers FC	Goalposts	1440
Paulton Rovers Development Centre	Goalposts	2232
Ilminster Youth Football Club	Goalposts	1440
High Littleton Youth FC	Goalposts	814
Purnell Sports Youth	Goalposts	844
Taunton Vale Sports Club	Goalposts	2160
Crewkerne Rangers FC	Goalposts	1440
Mendip Broadwalk FC	Goalposts	5100
Locking Park FC	Goalposts	618
Weston Mendips FC	Goalposts	1440
Bristol Spartak Youth	Goalposts	1440
Haywood FC	Goalposts	1440
Yatton Athletic Junior Youth FC	Goalposts	600
Yatton Junior FC	Goalposts	900
Gordano School	Goalposts	900
Chilcompton Sports Youth FC	Goalposts	1440
Berrow Juniors FC	Goalposts	4170
Forton Rangers FC	Goalposts	2520
Holcombe YFC	Goalposts	850
Coleford Athletic Youth FC	Goalposts	1440
Gordano School	Goalposts	2700
Milton Nomads JFC	Goalposts	1295
Isle of Wedmore FC	Grass Pitch Maintenance Equipment	4374
Somerton Town FC	Grass Pitch Maintenance Equipment	5598
Somerton Town FC	Grass Pitch Maintenance Fund	58000
Ashcott FC	Grass Pitch Maintenance Fund	41200
Staplegrove FC	Grass Pitch Maintenance Fund	3000
Chilcompton Sports Youth FC	Grass Pitch Maintenance Fund	18200
Ilminster Sports Club	Grass Pitch Maintenance Fund	2500
Weston Mendip FC	Grass Pitch Maintenance Fund	5000
Frome Collegians FC	Grass Pitch Maintenance Fund	3000
Middlezoy Rovers FC	Grass Pitch Maintenance Fund	7400
Isle of Wedmore Junior Youth FC	Grass Pitch Maintenance Fund	15000
Paulton Rovers FC	Grass Pitch Maintenance Fund	6667



Portishead Town FC	Grass Pitch Maintenance Fund	48000
Ilminster Sports Club	Grass Pitch Maintenance Equipment	9491
Bishops Lydeard Ladies FC	Matchday Support Fund	1000
Taunton Town FC	Matchday Support Fund	10000
Cheddar FC	Matchday Support Fund	2000
Frome Town FC	Matchday Support Fund	7000
Larkhall Athletic FC	Matchday Support Fund	7000
Clevedon Town FC	Matchday Support Fund	4000
Radstock Town FC	Matchday Support Fund	2000
Brislington FC	Matchday Support Fund	4000
Portishead Town FC	Matchday Support Fund	2000
Paulton Rovers FC	Matchday Support Fund	7000
Shepton Mallet FC	Matchday Support Fund	4000
Bath City FC	Matchday Support Fund	15000
Bridgwater Town FC	Matchday Support Fund	4000
Welton Rovers FC	Matchday Support Fund	2000
Wellington FC	Matchday Support Fund	4000
Larkhall Athletic Women FC	Matchday Support Fund	3500
Hengrove Athletic FC	Matchday Support Fund	2000
Ilminster Town Ladies FC	Matchday Support Fund	2000
Keynsham Town FC	Matchday Support Fund	4000
Street FC	Matchday Support Fund	4000
Yeovil Town Women FC	Matchday Support Fund	5000
Wells City FC	Matchday Support Fund	2000
Yeovil Town FC	Matchday Support Fund	20000
Brislington Ladies FC	Matchday Support Fund	3500
Middlezoy Ladies FC	Matchday Support Fund	2000
Wincanton Town FC	Matchday Support Fund	2000
Bishop Sutton FC	Matchday Support Fund	2000
Weston Super Mare FC	Matchday Support Fund	10000
Ashton & Backwell United FC	Matchday Support Fund	2000
Odd Down (Bath) Afc	Matchday Support Fund	4000
Portishead Ladies FC	Matchday Support Fund	2000
Keynsham Town Ladies FC	Matchday Support Fund	5000
Bishops Lydeard FC	Matchday Support Fund	2000
Crewkerne Rangers FC	Portable floodlights	4563
Timsbury Athletic Youth FC	Portable Floodlights	2244
High Littleton Youth FC	Portable Floodlights	3699
Wincanton Town Youth FC	Portable Floodlights	3547
Saltford Sports Club	Portable Floodlights	5782
Brislington Ladies FC	Return to Football Fund	2000
The Duke FC	Return to Football Fund	500
Fc Union Bristol	Return to Football Fund	500
Yeovil Town Women FC	Return to Football Fund	2000
Pen Mill Youth FC	Return to Football Fund	750

Watchet Town Football Club	Return to Football Fund	500
Weston Mendip Girls (youth) FC	Return to Football Fund	600
Watchet Town (youth) FC	Return to Football Fund	750
Larkhall Athletic Women FC	Return to Football Fund	1890
Weston Town Wsm FC	Return to Football Fund	479
Yeovil Town Community Sports Trust	Return to Football Fund	1874
Weston Super Mare Ladies FC	Return to Football Fund	500
Worle Rangers FC	Return to Football Fund	450
Weston Celtic FC	Return to Football Fund	500
Afc Brislington	Return to Football Fund	2000
Crewkerne Rangers FC	Return to Football Fund	500
Sydenham Rangers FC	Return to Football Fund	565
Keynsham Town Ladies FC	Return to Football Fund	1550
Park Knowle (youth) FC	Return to Football Fund	750
Somerset Ability Counts County League	Return to Football Fund	2050
Middlezoy Rovers FC	Return to Football Fund	1000
Porlock FC	Return to Football Fund	500
Sporting Weston FC	Return to Football Fund	500
Minehead Afc Youth	Return to Football Fund	1000
Huntspill Crowns FC	Return to Football Fund	500
Sporting Weston FC	Storage Container	3230
Crewkerne Rangers FC	Storage Container	1588
Keynsham Town Junior FC	Storage Container	2916

Brendan Dix**County Development Manger****Adult Football Development Report**

Having been furloughed for most of the season, and with multiple lockdowns, my main priorities for the season was to provide any bespoke support that adult male leagues and clubs may need, to ensure they got their season's going and completed where possible. It was also to ensure the leagues that I currently run/administer (Walking Football Leagues and Legends League) also got back up and running and completed.

Adult 11v11 Summary

Despite the current situation, the demand for adult men's football this season was high and our team numbers for the season were good. College and University football was obviously affected, with not much taking place so had these have played and affiliated, the adult male team numbers in Somerset would have been very strong. Hopefully the appetite for football continues into next season.

Legends League

The appetite for Vets/Over 35's football in Somerset has once again been huge this season, with a massive 11 new teams joining in season 2020/21, taking the league numbers up to 30 teams.

Despite multiple lockdowns across the season and losing 5 teams due to the pandemic, we managed to extend the Legends League season into June, to allow teams to complete their fixtures. All group fixtures across the 4 leagues were completed by May, with the semi-finals (winner of each of the 4 groups) and final taking place in June, meaning we could thankfully complete the season.

Team entry for the 2021/22 season is now open and once again, we are so far seeing huge interest in new teams wishing to join the league.

Walking Football Leagues

Walking Football in Somerset continues to grow. We now have around 24 teams/groups across Somerset.

Given the age of participants in walking football and the risks at the time due to the pandemic, we haven't seen a huge rise in new teams wishing to join the leagues this season. In fact it was the opposite, with a number of teams understandably deciding not to play competitively due to the possible risks and looking to re-join again in season 2021/22.

We had 6 teams taking part in our Over 50's League, who despite the difficult stop/start season, voted to continue and finish the season. Therefore, we played multiple fixtures across April, May and June, with Keynsham Town FC winning the league for the first time in their history.

The Over 60's teams voted to null and void the season and start afresh for the 2021/22 season.

Team entry for both the Over 50's and Over 60's league for the 2021/22 season is now open.

The Walking Football friendly festivals we run each season are currently on hold due to the pandemic but we will look to hopefully get these back up and running from October/November 2021.

Charter Standard / England Football Accreditation

Big changes are coming with the FA Charter Standard accreditation. In short, it is being changed and rebranded to "England Football Accreditation" so clubs and leagues who are currently Charter Standard will become England Accredited Clubs/Leagues.

These will be based on 1 star, 2 star and 3 star criteria.

Full information on the new accreditation will be available from The FA soon, with online webinars taking place at the end of May for all clubs to attend and hear about the changes.

Somerset FA and The FA will now be supporting existing clubs to transition into the new framework across the summer, along with promoting the new accreditation and supporting non England Accredited Clubs/Leagues to become accredited.

Somerset FA Growth Fund

This is now the fifth season we have offered a "Somerset FA Growth Fund" to support the creation of new teams. We have recently opened the funding window back up and as always, it has proved very popular.

We have so far had 8 applications, with all these teams given £100 to support the creation of their new team for the 2021/22 season (Forton Rangers Vets, Kingsbury Kaiser Chiefs Girls, Ashton Boys, Ilchester, St George Easton in Gordano Vets, Supreme Sports, Staplegrove Vets and Minehead Girls Youth).

Aaron Clements

Senior Football Development Officer (Adult Football)



Youth & Mini Soccer Football Development Report

Like all areas of football the last 12-months have been all about survival and returning to the pitch in safe manner. Of the eight leagues that fall under youth football there was a mixture of strategies on how they completed the 2020/21 season post lockdown 3. Whilst not all youth leagues finished the 20/21 season they are all getting ready to start the 21/22 season, which after the past few seasons can only be viewed as good news. Some leagues, such as the U18 league, are even reporting an increase in teams for next season.

The positive news around participation numbers in youth football is we saw a very marginal increase in teams in the 20/21 season with ten more teams at U18 and below than the previous season. Those increases came at U11, U14 and U18 mainly whilst there were slight drops in numbers at U7, U8 and U9, a trend that has been seen nationally. We will again work with clubs and leagues to try and address by offering Somerset FA Mini Money funding whilst also being able to point potential new clubs and teams in the direction of other pots of funding that are currently available. In the 20/21 season eight grants of £100 were

given out by the Somerset FA to new teams aged U7-11 to help with set up costs. The scheme is in place again for 21/22 season for grants of £150 available.

The 20/21 season has seen another increase in the number of Charter Standard youth clubs with just over 91% accredited. Charter Standard will now transition over to the new England Football accreditation, an exciting time in grassroots football where we will hopefully see another push too increase standards.

The 20/21 season was challenging for everyone but we hope that with some light at the end of the tunnel now the 21/22 season can return to some degree of normality and youth football can continue to provide a positive life experience for young people.

Rob Allan

Football Development Officer (Youth & Mini Soccer)



Women & Girls and Inclusion Report

Affiliations

Youth Female: 88 teams *as at end of Season

Adult Female: 41 teams *as at end of Season

Wildcats Programme

The Wildcats programme is for 5-11-year-old girls who want to try football, either for the first time, or as an extra playing opportunity. The Covid pandemic has affected the number of Centres which restarted this season. We lost some centres leaving us with 29 centres, and below is the current status for each Centre:

- 14 Centres restarted in May 2021 (and will continue)
- 10 Centres will restart in Sept 2021
- 5 Centres on hold until 2022
- 3 New Centres start in Sept 2021

In partnership with Martin Dighton (South West Women & Girls Coach Development Officer) and Geoff Stevens (Wildcats Coach Mentor) we have been providing CPD support to 'return to Wildcats' (during lockdown) and, through Geoff, individual Coach Mentor visits to priority Centres, supporting them to get back up and running (once football restarted).

The Wildcats programme for the County is very good, and in terms of the geographical spread around the County we have very good provision and access for young girls to access a programme and play football.

Somerset Women's Football Fixtures

The Somerset Women's County League restarted in April 2021 and completed their season which is excellent and a credit to the League Committee and league teams for having the right structure in place to support this. The league, at the start of the season, restructured the divisions from 2 into 3 smaller divisions to accommodate any interruption Covid would enforce and through this forward thinking, was able to get all divisions finished once lockdown was lifted in March.

Somerset Girls League

The Somerset Girls League restarted their Season from 17th April 2021, and through an audit with the teams during lockdown, and accounting for those teams unable to restart (which were only a few) the league was able to adjust fixtures and get all divisions completed by the second weekend of June. Well done to the League and teams for being so positive and getting the league and divisions all finished following lockdown.

The forecast for Season 2021/2022 is looking very positive, with more teams joining the league than ever before. We have full divisions in all age groups which is a credit to the clubs providing more teams each season and giving more players an opportunity to play football and compete in the league. The League will be operating the following age groups for Season 2021/2022:

- U9s/U10s Development League
- U11s – Development League



- U12s
- U13s
- U14s
- U16s

The League AGM was completed on 21st June and the league are providing a Manager's Meeting and CPD opportunity with Martin Dighton on 19th July, ahead of the new season starting on 18th September 2021. The League are launching their season with a league tournament on Saturday 11th September for all teams to participate in and this is being hosted by Strode Sports Centre and will be a fun and enjoyable launch to the new season.

Advanced Coaching Centre (ACC)

The ACC will restarted on 31st March and through an extension approval, extended the season from May until 9th June. After the restart, the Centre hosted 9 training sessions and 2 full days of fixtures, including 2 training games. It was a busy end to the season, however with the extension and added games we were able to offer the players a positive end to their season at the ACC. During the full period of lockdown (January to March 2021) the ACC Coaching Team hosted a Live ACC session every Wednesday evening and on reflection this was so important to do, as it enabled us to stay in touch with our players and parents and help the players stay engaged in the programme.

The ACC Trials for Season 2021/2022 are taking place in June & July (30th June / 10th / 14th / 17th July). To date we have seen more players engage with the trials than ever before (170 players across the 3 age groups).

The FA has approved our licence to run the ACC for next Season 2021/2022, and also approved our proposed Development Plan to utilise the underspend from last season and we will be delivering, in addition to the ACC season, the following:

Development Proposal
1. VEO Camera for bespoke video analysis for targeted players within training, fixtures and school fixtures. Footage can be used to provide observations and reports on players for the Technical Talent Coach and Team.
2. Pre-Season training camp (2 days) to support players with physical and emotional needs ahead of the new season – better preparing players to flourish in the ACC environment (camps to reflect NTC programme of 2 sessions a day for age groups) – August 2021
3. Strength & Conditioning Coaches (2) across 3 age groups – 1 S&C to target high performing players twice a month (to include purchase of specific equipment – freestanding weights/resistance bands/foam rollers); 1 S&C to programme a robust S&C home programme and once a month targeted pre-training session per age group – 2021/2022 Season
4. Level 4 Intermediate Trauma Medical Management in Football Course 50% towards total cost. Upskill our Sports Therapist with the expertise in Medical Trauma to lead in Somerset and the Region, offering a specialist skillset to support this programme and other programmes within the County. – 2021/2022 Season

U10s Player Development Centre (PDC)

The PDC did not restart when football restarted in March, as due to the lockdown in November, we were unable to host the trials (originally scheduled for November 2020) and we therefore made the difficult decision not to restart the programme until 2021/2022 Season.

This is a Somerset FA Funded programme, which looks to identify talented female players between 8-10 years old, and for this programme to mirror the ACC and support those talented players to be ready for the ACC programme.

The 2021/2022 Season will start in September with the trials, over a period of 3 weeks, whereby the players will be selected for the programme and start immediately a 20 week programme. This will be hosted at Strode College Sports Centre and run an hour before the ACC each Wednesday evening. The U10s will be supported by 2 ACC coaches, so connection is there and players are being supported by the best coaches with ACC experience and understanding.

Inclusion & Equality

The IAG group completed their recruitment drive to identify a new independent IAG Chair and Non-Executive Director for Somerset FA Board. The recruitment drive took place in January, shortlisting in February with interviews shortly after. Lee Ballard was appointed Independent Non-Executive Director on the Board and IAG Chair. Since Lee's appointment, we have hosted IAG meetings in March, April, May and June and supported the following areas of work:

- CFA Grassroots Football Strategy and Operational Planning
- IAG Leadership Roles
- Ongoing work for the Preliminary Level of the Equality Standard

- National Diversity & Inclusion Plan

From September 2021 the IAG will focus on the following priorities:

- Preliminary Level of the Equality Standard process / work programme
- Equality Training for whole organisation
- IAG Leadership Roles
- Ambassadors of the Game (Player, Coach, Referee Ambassadors)
- Identified projects within the County:
 - Refugee Community Football Project – (in partnership with - Bath City Foundation)
 - Social Inclusion Football Project – (in partnership with Bridgwater United FC)

Rachael Lawler-Edwards

Football Development Officer (Female Participation & Inclusion)



Disability Football Development Report

Grassroots Disability Football

Affiliated Teams

Current disability affiliation figures for 2020/21 season:

Adult male: 6

Adult female: 0

Adult mixed: 8

Youth: 6

Total affiliated teams: 20 (decreased by 14 from 19/20)

Disability Football

Over the past season disability football has been put on hold due to the increased risks that COVID has on these participants compared to others. However, there are encouraging signs that disability football is ready to come back ready for the new season.

This drop of activity also included all the recreational centres, but many have returned in March/April with a recruitment process for new centres commencing in August.

The primary focus for the forthcoming season will be around recovery of previous activity however new activity will still be sought after to encourage as many participants with disabilities to take part in football.

Ability Counts League

The league held its AGM on 9th June in which the league will look to restart in September. SFA also managed to secure a funding grant from the Football Foundation to help restart the league in which it was decided that the grant will go towards covering the costs of league entry fees for this coming season.

England Talent Day

Somerset FA will be delivering a FA England Talent Day for disability players. The day will take place on Saturday 24th July 2021 at Imperial Sports Ground – Bristol.

Additional Job Roles

As per the new structure I will now be taking on the lead role for volunteering which includes being the staff lead for the Somerset FA Youth Council going forward. Another area of work which I will be taking on is around Mental Health.

Nick Hawkins

Football Development Officer – Disability



Referee Report

Despite Covid restrictions we were able to complete the referee promotion scheme for the 2019/20 season. This resulted in 3 referees being promoted to Level 4, 9 referees from Level 6 to 5 and 14 referees

from Level 7 to 6. A further 25 referees applied for promotion during 2020/21 – confirmation of their promotion is delayed until August due to some elements of the criteria, such as fitness tests and match logs, not being completed (covid related)

With all Somerset FA cup finals cancelled due to the Covid pandemic, all match officials that had earned appointments in 19/20 through their on-field performance and off field commitments will be offered the chance to take charge of cup finals next year instead, subject to suitability and availability.

The Somerset FA referee Facebook page has been a huge success over lockdown. It allowed us to maintain contact with our referee workforce, and provide them with various training options such as match clips, Laws of the game questions, discussion points and interviews with colleagues from the refereeing world. This form of training will continue and will work alongside our 'in person' training events throughout the season.

All referees have been briefed on the new guidelines with regards to match day protocols. We will continue to monitor and support referees with the pre-match and post match interaction with clubs and fellow officials, as well as offering guidance on how to effectively return to the game without compromising personal safety.

Another 19 young referees have been sent their free purple shirt, as we continue to support the initiative designed to reduce dissent and improve the matchday experience of our young referees. This number will increase in 2021/22, with the feedback showing the initiative to be a real success in helping young referees enjoy their experience as match officials.

The new Basic Referee Course is now in place. Candidates must first complete an online introduction (free of charge) before they can book a place on a face to face course. Details of F2F courses are now confirmed, with 6 courses taking place between July 2020 and February 2021 at locations across the country.

Somerset FA have arranged for all match officials to register for free for the 2021/22 season. It was felt this was reasonable given then 2 years of interruption referees have faced, and would help to retain, or indeed regain, referees that have registered during that time.

The SFA Referee Youth Council is now active and has met twice so far. The premiss of the group is to give the younger referees a chance to help shape the future of refereeing in the county, whilst providing us with an insight into how we can better connect with the 14-17 year olds that officiate in the county

Matt Eva

Referee Development Officer



Designated Safeguarding Officer Report

Well what a season! Despite the on/off element we have experienced this year safeguarding goes on albeit it in different ways as clubs adapt to the challenges of providing online training sessions for players. As we continue to navigate our way through the pandemic you can find information here on staying safe in a digital world.

We have seen some big changes in the last 12 months in the way that safeguarding education is delivered. All our courses are now available online with the Safeguarding Children course doubling as the recertification, with no fee if you have previously done an FA Safeguarding Children course. The Welfare Officer tutor lead course continues to be delivered around twice a week making it an easy process for new incumbents to get themselves qualified in a timely manner.

The DBS process has also seen some changes. Clubs registered with First Advantage Online Disclosures are now initiating their checks through whole game as the two systems are linked. This is far more effective and quicker as we reduce the creation of new FAN's and clear checks are uploaded automatically avoiding the chance of human error anywhere along the way. If your club has yet to register for checks and you'd like some support, please don't hesitate to get in touch.

Referees registering for the new season will all now have an in date safeguarding qualification which helps to keep our game a safer place. All those officiating in youth football must have an in date accepted DBS check.

Safeguarding Adults in Disability football is now a key part of our safeguarding program. You can information and resources about this here Nick Hawkins and myself are also available to support if there are concerns that need addressing.

As we move through the new season we will continue to work with our adult clubs and leagues to help them to support the 16/17-year olds participants. We will see new resources launched in the coming months which will be widely shared and the data on whole game will assist us in being able to target our support more specifically.

I would like to thank all our volunteers for their continued hard work in what has been unprecedented times thus ensuring we all play our part in keeping football safe.

Shirley Needham

Designated Safeguarding Officer



Marketing Communications and Commercial

It's sad to be writing my last update for the annual report of Somerset FA. I have hugely enjoyed my 4.5 years with the whole team from staff, the Board, Council and our wider stakeholder group across the whole grassroots game in Somerset.

I think a lot has been improved across my tenure and now that football is set to move toward a return to 'normal', the opportunity for my successor in whatever form that takes is very exciting.

Communications

Our communication channels have continued to grow and have been ever-more important through the pandemic. We totally altered our content plan after the national lockdown was announced to ensure we remained relevant to our audience even when football was not being played. We ensured our website and posts were always up-to-date to keep our stakeholders aware of the latest information about the state of grassroots football. We sought to engage our stakeholders through relevant content such as 'spot the ball' and other post types to keep football in everyone's minds.

We were recently praised for our communication through the pandemic.

I leave Somerset FA with over 10,400 followers on Twitter, 2,000 likes on Facebook and over 1,400 followers on Instagram. Instagram in particular is key to communicating with a younger audience and this is where we continue to see strong growth. I look forward to seeing live cup draws return via Periscope on Twitter next season!

Website

You are all aware that during my time at Somerset FA we launched a brand-new website. Until now this has been my baby, but the team have been trained to use the website and it will continue to serve as a one-stop hub for the information anyone needs to play, administer, referee or volunteer in football.

Since launch we have had over 111,000 users of the site who have collectively spent over 6,400 hours viewing our content. Our pages have been viewed nearly 450,000 times since February 2018!

Brand

With the launch of 'England Football', there is an exercise which I am sad not to be part of; reviewing Somerset FA's brand and how we can utilise the new national participant-facing England Football look.

We have however developed Blaze, our cartoon dragon mascot. Blaze won the national County FA Recognition Award for Brand Engagement, and is a key part of ensuring that we connect with younger audiences. We'll use the Blaze costume at events, it'll have it's own Instagram account and will feature across our publications and content for children and young people. In the coming months we will be working with the designer of Blaze who is also an animator, to have animated videos made for children and young people around the topic of safeguarding.

Commercial

We have expanded our portfolio of mutually beneficial partnerships during my time. Most recently we have partnered with the international cleaning brand, SYR, to bring reduced price products and free training materials to our clubs to help them make sure their facilities are clean.

Most excitingly we have just been able to use our Veo Cameras at our first Cup Final. We debuted the technology at the Legends League final and what a thrilling game it was! Both teams are very excited to receive the footage of their game – it' a great value-added for our finals going forward. Clubs are also able to access this technology at a discounted rate through our partnership and I know several clubs have taken up that offer already.

We continue to work hard to provide our members with relevant, high-quality products and services to benefit their club and football more widely. I'm sure the team and my successor will build on this further.

Rep Teams

There has been no Representative Football since March 2020 and I have greatly missed it. I'd like to say thank you to the committee and in particular Roger Brinsford and Helen Marchment. They have been (and will continue to be) great friends and helped me immensely on my steep learning curve when taking the Secretary role from the late Lester Clements.

I hope to see the Rep teams return in the future and will come to their games where possible.

Conor Ogilvie-Davidson

Marketing and Communications Officer





*"Football for Everyone
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