



2021-2024 Business Strategy



**ENGLAND
FOOTBALL**

Westmorland County FA LTD

"Inspiring the community, uniting the game"

Contents Page



Page 3	 Vision Mission Values and Aims
Page 4	 About Us, Executive Summary
Page 5	 Where are we now
Page 6	 Workforce
Page 7	 Objectives
Page 8	 Outputs and Measures
Page 9	 Contact Us
Page 10	 Appendices
Page A11	 Structure
Page A12	 Methodology
Page A13	 Code of Governance & Equality
Page A14	 SWOT
Page A15	 Finances
Page A16	 Finance RAG
Page A17	 Finance RAG cont.

Vision

"Inspiring the community, uniting the game"

Mission

"To provide, support, govern and develop all areas of the local game"

Values

Dynamic

Committed

Passionate

Inclusive

Strategic Objectives

Retain and grow participation

Enhance local infrastructure

Be a high performing County FA

Membership engagement

About Us

Founded in 1897, the Westmorland County FA is one of the smallest County Associations in England. The old county of Westmorland is situated in south Cumbria reaching across the local authorities of South Lakeland District Council and Eden District Council. Our headquarters are situated in Kendal and we serve a football community in a mixture of rural and urban populations. Our uniqueness of size & location allows for a personal service to our members, leagues and volunteers.

The Company Limited by Guarantee has a Board of 5 Directors, football is currently managed by a Council of 7 members, who are designated as leads on various aspects of the game including competitions, discipline, safeguarding, refereeing, representative football, facilities and football development. We have 4 full-time members of staff.

Executive Summary

We are excited to launch our new strategy following the success and growth from the 2018-21 strategy despite a challenging penultimate year. The whole of the footballing community suffered disruption from the outbreak of COVID-19 in March 2020 leading to cessation of football in season 2019/20. The Westmorland County FA was impacted by FA funding cuts in the final season of the strategy for 2020/21.

Despite this the Westmorland County FA experienced a period of growth in participation from 2018-21 due to demand for a return to football and local communities wanting more opportunities.

Funding implications, including FA grant cuts, redundancies and loss of income due to the pandemic remain a challenge heading into the next strategy, but our focus remains on the local football community. Our values display the Westmorland County FA's commitment to the local game.

The Westmorland County FA has and will continually review resource aligned to strategic outcomes to ensure the most efficient delivery of programmes. As a small County FA we dovetail national FA strategy, delivering to our local community and rebuilding post pandemic. Our objectives for the next 3 years are to do exactly that.

Where we are now

**88 MALE
TEAMS**

**5
LEAGUES**

**39 MINI
SOCCER
TEAMS**

**21
FEMALE
TEAMS**

**40
REGISTERED
REFEREES**

**2
DISABILITY
TEAMS**

Workforce

The Westmorland County FA has 4 full time members of staff. We are committed to the health and wellbeing of our staff. With limited resources but big ambitions we align our skilled staff to the strategic aims and core priorities, ensuring coverage across the business.

How we work

The Westmorland County FA is committed to the following:

Embedding the Safeguard Operating Standards

We are committed to ensuring that young people and adults at risk have a safe and fun environment within football.

We will continue to meet the FA Safeguarding Operating Standards and ensure that young people are at the heart of everything we do.

Embedding Equality, Diversity and Inclusion

We are committed to ensuring that football is for everyone within the County and in turn widen participation not only on the pitch but throughout the whole football workforce.

We will retain the Equality Standard for Sport, Foundation Level by 2022 and the Preliminary Level by 2024.

Work towards the FA Code of Governance before 2024

We will work towards achieving the Code of Governance demonstrating our practice against the highest level of corporate governance.

Competent, caring and resilient workforce

We will invest in our staff team to ensure highly skilled staff are trained, supported and developed throughout their careers.

Objectives



To meet our aims we have a series of strategic objectives to be supported by outputs, KPI's and outcomes.

Retain & Grow Participation

- Retain participation in the male game
- Retain & increase participation in the female game
- Increase participation in disability football

Enhance the Local Infrastructure

- Coaches – More and better skilled coaches, with a focus on female recruitment
Aspirational - Every team to have a qualified coach
- Officials – More and better skilled officials, with a focus on female recruitment
Aspirational - Every match to have a qualified match official
- Playing Environments – Accessible playing environments and facilities to meet demand
Aspirational – To secure a new community pitch & home for the Westmorland County FA

High Performing County FA

- Outstanding governance
- Manage the game effectively
- Safeguarding Operating Standards
- Equality Standard
- Financially sound
- Positive reputation

Membership Engagement

- Club and league support
- Workforce recognition
- Digital support
- Marketing & Communication
- County products and services

Outputs & Measures

2024 Targets

Registered Male Players 2169

Registered Female Players 395

Registered Disability Players 55

8 Quality Grass Pitches

Safeguarding Operating Standard PASS

75% of Youth Teams with Female Teams

70% of Adult Clubs Charter Standard

90% Youth Clubs Charter Standard

Contact Us



@WestmorlandFA



info@WestmorlandFA.com



@WestmorlandFA



www.westmorlandfa.com



@WestmorlandCountyFA



01539 730946



Our Partners



Happy Hot Tub
CLEAN · READY · CLEAR



**ENGLAND
FOOTBALL**