



# 23 **IMPACT** REPORT 24

# INTRODUCTION

## CHIEF OPERATING OFFICER, OLLIE WILLIAMS

The 2023/24 season has been a memorable period for Worcestershire Football Association. This report has been produced to showcase our progress in the last 12 months as part of our commitment to being open and transparent in our work and allowing Worcestershire's football community to understand our purpose and role within local football.

Our targets are set annually by The Football Association and we are accountable to them in terms of our overall contribution to the National Game Strategy. As you read through, I hope you will agree that football in Worcestershire is in a good place and on an upward trajectory.

It is also important for us to recognise the wider football community and the huge impact they have on football. There are so many passionate volunteers – from grass cutters to line markers, coaches to secretaries, and welfare officers to treasurers – who all work tirelessly to make football possible.

Without players and without referees, there is no game. More people are playing and refereeing football in Worcestershire than ever before and we want to continue this upward trend. The majority of our players and referees participate in grassroots football for the love of the game and our role is to ensure that appropriate formats are available for everyone.

We continue to be held in high regard both locally and nationally, particularly for our efforts towards the football environment. Our disciplinary processes and investigations are renowned for being high in quality which supports our effort to make the game safe, inclusive and more enjoyable for everyone.



Our successes would not happen without a strong team of staff, who all deserve huge credit for their hard work and commitment behind the scenes and around our headquarters at County Sports Ground. We continue to invest in their professional development and promote good personal wellbeing which is a vital part of our philosophy and we are pleased to summarise some of their achievements in this report.

On the subject of staff, it has been an important and productive year for us behind the scenes. We have submitted an application to achieve Preliminary Level of the Equality in Sport Standard which demonstrates our continued efforts towards making football inclusive, supported by our new Inclusion Advisory Group (IAG). We have made good progress towards obtaining The FA's Code of Governance kitemark, a gold standard of ensuring that the running of the organisation is both efficient and effective.

There is plenty to look forward to as we approach season 2024/25, not least the release of Worcestershire FA's new strategy for 2024-28 as we continue to grow the game and make football accessible to everyone across the county. I look forward to seeing you at County Sports Ground or at a match around the county somewhere soon.



# WORCESTERSHIRE FOOTBALL

# PLAYER PATHWAY

# MALE



OUR LEAD: JACQUIE OWERS & FDO\*

\*Awaiting appointment

TOTAL PLAYERS – MALE GAME	15,006
VS. OUR TARGET	+12.7%

5

clubs receiving mentor  
support for coaches

939

male/mixed  
teams

8

leagues across Youth,  
Adult and Veterans

35

teams in Worcestershire  
Veterans Leagues

15

players regularly attending the  
Player Development Centre (PDC)





# PLAYER PATHWAY

# FEMALE



OUR LEAD: LOUISE MYLLES

TOTAL PLAYERS – FEMALE GAME	2,458
VS. OUR TARGET	+29.5%

75

girls at a Talent ID event

3

female-only recreational Just Play centres

217

female players in mixed teams

641

girls taking part in The Biggest EVER Girls Football Session (March 2024)

16

Weetabix Wildcats and Squad Girls centres across Worcestershire



# PLAYER PATHWAY

# DISABILITY



OUR LEADS: JACQUIE OWERS & FDO\*

\*Awaiting appointment

TOTAL PLAYERS – DISABILITY GAME	242
VS. OUR TARGET	+57.1%

1

County League for  
pan-disability  
players

9

adult teams in the  
Three Counties Ability  
Counts League

6

new Comets  
centres across the  
County

9

members of our Disability  
Network Group

6

members of a Journey to  
Inclusion Focus Group





# REFEREES



OUR LEADS: JACK SHEPHERD & HELEN PLUMLEY



438

registered referees

134

under 18s wearing #SeeTheSocks

Over **5,500** matches with an affiliated referee in WFA competitions

MEASURE	NUMBER	VS. OUR TARGET
RECRUITMENT	111	121%
CONVERSION	75	117%
RETENTION	294	101%

28

referees progressing to the next level

2

free referee courses for adult learners

**189** mentoring/coaching visits completed during the season





# COACHES

**OUR LEADS: JACQUIE OWERS & LOUISE MYLLES**

**446**

**attendees at Worcestershire FA  
courses/workshops**

**476**

**instances of FA CPD completed by  
Worcestershire coaches**

**53**

**members of our  
Women's Coach  
Development Group**

**£15k**

**invested via Heart of  
Worcestershire College  
(funding partner)**

**31**

**attendees across 4  
female-only CPD  
workshops**

**YOUTH TEAMS WITH A  
QUALIFIED COACH**

**92.9%**





# FACILITIES

OUR LEAD: JACK HANDSAKER

More than

**£2.5m**

invested in Worcestershire football facilities this season

**12**

machinery grants awarded worth

**£300k**

**73**

attendees at Facility Workshops

**3**

new 3G Artificial Turf Pitch grants

**39**

PitchPower reports completed

**GRASS PITCHES RATED GOOD OR BETTER**

**COMPARISON WITH 2022/23**

**132**

**+110%**





# FOOTBALL SERVICES

## OUR LEAD: JULIE LYMER

**1,075**  
teams affiliated

The number of affiliated team playing opportunities continues to grow across all formats of the game in Worcestershire.

During affiliation, a huge 82.33% were self-processed and auto-approved, removing much of the burden and time taken for volunteers to complete the process.

**68**  
attendees at Welfare  
Officer Networking  
sessions

Safeguarding and wellbeing is central to everything we do. We have a fantastic group of Club Welfare Officers across the county and we are committed to their training, development and education. With their help in the local community, collectively we ensure that football is safe and accessible for all.

**18**  
County Cup  
competitions

From fixtures and results to referee appointments and player eligibility, our team based at County Sports Ground organised and administered 18 County Cups. The season culminated in delivery of the Finals of each competition, 6 adult and 12 youth. Congratulations to all of this season's finalists!

**81,612** page views on Worcestershire FA website



# ON-PITCH:

# DISCIPLINE

**OUR LEAD: RAVEL CHEOSIAUA**

# 304

**investigations**

Each week, we receive reports and information relating to incidents that vary from low level poor practice to serious Misconduct. Our Discipline team complete comprehensive investigations in order to establish the most appropriate course of action which can range from no further action or education through to a charge being raised.

# 43

**Equality & Diversity  
education courses**

# 4

**Discipline Roadshows  
delivered**

# 31

**external support offers  
via Sporting Chance**

# 31

**manager/coach  
interventions**

When a manager or coach in Youth Football receives a yellow card (also known as a Stage One Warning), they are reported at an internal meeting and a follow-up intervention is completed via the Club Welfare Officer. This effort to be proactive in educating coaches who make one mistake has been well received by clubs, with repeat offenders tracked and dealt with more severely.



# OUR HOME COUNTY SPORTS GROUND



OUR LEADS: MARK BURFORD, PAUL LOADER & SPENCER KNOTT

More than

**40,000**

visits to County Sports Ground

**1,120**

hours of 3G pitch  
usage

**110**

litres of line  
marking paint

**44**

matches played on  
the grass pitch

**180** hours of pitch cutting, slitting, spiking, brushing and rolling







# MOVING FORWARD

## 2024-28

**OUR LEADS: BOARD, NICHOLA TRIGG & OLLIE WILLIAMS**

### **OUR PURPOSE**

Inspiring Positive Change through football

### **HOW WILL WE DO THIS?**

- ✓ Support and develop sustainable football provision across Worcestershire
- ✓ Enhance partnerships with key stakeholders
- ✓ Deploy a football workforce to support and unite communities
- ✓ Recognise and reward the people who make Worcestershire football happen
- ✓ Tackle inequalities
- ✓ Improve the health of local people

**READ MORE:** *Our new strategy will be published on our website.*

# IAG

Our Inclusion Advisory Group supports our efforts to make football available  
**FOR ALL**

# YOUTH

We will develop our Youth Network and listen to the voice of Children and Young People across Worcestershire

# CSR

We will develop our Corporate Social Responsibility strategy with increased community engagement

# IN CLOSING...

## CHIEF EXECUTIVE, NICHOLA TRIGG

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2023-24 was a season for good numbers – the WFA team exceeded targets and Worcestershire grassroots football is in a healthy place. There have been many and varied challenges in the past 12 months matched by an equal number of opportunities which the team has embraced and supported.

As always we are indebted to the many volunteers across Worcestershire and beyond, who invest a huge amount of time in the grassroots game and provide the facilities, administration and support to ensure those wanting to participate can do so in as best an environment as resources allow.

The WFA team had new faces join in 2022-23 and I have been hugely impressed by their progress and enthusiasm in 2023-24 as their confidence and knowledge grew exponentially. The experienced members of the team continue to deliver excellence and beyond, in terms of customer service and they keep pushing forward striving to keep the grassroots game in Worcestershire vibrant, growing and relevant.

We look forward to working with and supporting you in whatever area of the grassroots game you participate and we wish you a fun, healthy and exciting season in 2024-25.

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## CHAIRMAN, RICHARD BATE

As I arrive at the end of my first year in office, I am pleased to report that Worcestershire FA is in a very strong position. Our Independent Board members have settled into their specialist roles and have become an integral part of the whole company. The Leadership Team are steering the company forward with great passion and professionalism.



The whole team continues to meet and exceed KPI's as part of the FA's National Game Strategy. All formats of the game in Worcestershire are showing growth in participation and facilities around the county are improving year on year. Our community hub at County Sports Ground HQ is utilised by a wide range of organisations from sport related activities to health and wellbeing meetings.

Following extensive consultation with our stakeholders and a great deal of hard work by our team, we have developed a new four-year strategy and we are looking forward to the future. I am very proud of everyone involved at WFA and I am confident we have a very strong base to continue to grow grassroots football and community related events across Worcestershire.



# WORCESTERSHIRE FOOTBALL



*All data correct as of May 2024*

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[support@worcestershirefa.com](mailto:support@worcestershirefa.com)

**Worcestershire Football Association**

County Sports Ground

Claines Lane

Worcester

WR3 7SS

[www.worcestershirefa.com](http://www.worcestershirefa.com)

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