## Current position – Activity Offer

| Activity offer | Who takes part? | When | Where | Resource requirements | Is your offer successful? |
|---|---|---|---|---|---|
| *Description of what you provide.* | *Who benefits from these activities?* | *When do your activities run and how often?* | *Where do your activities run?* | *What resources are involved in delivering your activities?* | *Detail what you offer meets the needs of your local community.* |
| Community engagement is at the heart of the League football competition, provided for over 16's. | League success is more likely because we consult with the **football community** in all things we do. We communicate using social media, and f2f, in the planning and development of the league competitions. | League fixtures start in September, through to April. Although our teams will be playing friendly or recreational matches, during the other months if they can get a pitch? | Private, School and Parish Council football pitches, in a 30 mile radius of Swindon. | A collaboration between the County FA, Parish Council, and Football Foundation for funding of pitch maintenance.<br>A collaboration between other local Leagues to fulfill fixtures, on available pitches throughout the season. League volunteers | We carry out club surveys to see if we are meeting the expectations of the football community. |
| Referee buddy scheme and bursaries. | Over 16's, both genders. | Saturday fixtures. Training and mentoring arranged by League Mentors.<br>Young referees gain experience taking middles in our lower division. | Private, School and Parish Council football pitches.<br>Hired premises for in-house training. | A collaboration between the County FA, and League for referee training, some of which is funded by the league bursary scheme.<br>League volunteers. | Good retainment of referees. Every game covered. Many referees go onto get higher grades, and only then move on from the League, if they want? |
| Our own Cup and Plate knockout competitions. | All clubs | Saturday fixtures, throughout the season, between the league fixtures. | Private, School and Parish Council football pitches.<br>Supermarine FC stadium for the Finals. | Available pitches, referees, sponsors, volunteers, trophies and medals. | 2 cup finals played on same day, ensures a good support, throughout the day, and the gate receipts taken, re-invested back into the League. Opportunities to invite Community dignitaries to meet League and club officials. |
| Recreational matches | Football community who cannot enter or commit to a fixed fixture schedule.<br>Harbour Project is one example.<br>Others who are putting a team together for next season. | Saturday blank days, throughout the season, between clubs that those that want to play a recreational match against grass root opposition from our League. | Private, School and Parish Council football pitches | Available pitches, referees.<br>Transport? | Harbour Project is the first of its kind in Wiltshire. It's a slow integration but makes them feel welcome, and part of the community, at the same time as seeking asylum. |
| Training.<br>League and club officers receive on-line welfare, and first aid as part of their development. | Football community | Ongoing, whenever they are able to study at home? | At home | PC, Internet, time, and funding | League and club officers are prepared to handle safeguarding issues. Club officers prepared to handle first aid on match day. |

# Objectives

| | |
|---|---|
| **Football for the people, by the people** – as England Accredited League, we want to unite our community, through football. We recognize the diversity within our community, and want to remove any fear of discrimination. We will focus on delivering pathways and welcome anybody to join our League, that wants to regardless of their identity or ability. We will continue to create a welcoming environment where everyone feels respected and accepted, with a fully embedded FA compliant safeguarding system in place. | Started ongoing |
| Strategy in place for a **rebrand** to re-create and manage the League's image and perception in the community, of its values, messaging, and visual elements, and ensure its "**identity"** is consistently presented, with logo, color palette, typography, to differentiate it from other Leagues, and how the Management, wants the League to be perceived. | Started - ongoing |
| **Sustaining clubs** by keeping down their **costs** of administering grassroot Teams in our League. By freezing their Membership costs, and by giving back to continuing clubs, with free player registrations to help with their cash flow. Educate Club secretaries to avoid unnecessary administration charges, by positive communication, and timely reminders of their obligations. By attracting sponsors who share the Leagues vision, and identify with our objectives. | Started - ongoing |
| **Increase the number of Divisions** in the League – either by starting a grassroot Ladies Division, which we were fully prepared for last season, or to continue to grow the Development, and Reserve Teams from Clubs higher in the National League. Encourage existing Clubs to enter a second Team, attract more Teams from Sunday, or help with new start- ups? Encourage Teams to stay, with us, we see too many move to another higher step League, when not ready! | 3 years |

May 2025 26 teams in progress. (18 % increase). 15 membership forms received. 4 more teams required to run 3 divisions.

## Action planning

| | | | | | | |
|---|---|---|---|---|---|---|
| Move Bank account | Select an appropriate account that doesn't charge for services. | League Committee. | Treasurer / Chair | May 2025 | In progress | Stay with current Bank.<br>Interest received covers monthly charge (JW) |
| Improve Governance of League. Provide Consistent Rule Compliance Feedback | Clearly define and communicate rule changes to force clubs to comply to League standards. | Governance Officer & Management Committee, County FA | League Chair | Starting now, but fully implement at June AGM | 2025-2026 SCoR changes completed. Signed off by League committee. Sent off to County FA for sanctioning 12th May 2025. Requested back by end of May to go out with AGM pack. | Call in clubs who are repeat offenders, and remind them of their responsibility to comply. |
| Take buddy scheme to next level. | Ref support Officer and Buddy mentor to assess and improve current strategy. Design new application form – Completed May 2025 | Referee pool, League Committee, training facilities, financing. | League Ref Appointment Officer, Ref Support Officer and League Chair. | In place for the start of next season. | Role agreed, report in progress. | Recruit retiring refs to support as buddy mentors. |
| Recruit a Diversity Officer, to develop connections, and build trust with communities, that are currently underrepresented across the League | Elect an Officer, communicate to our football community, support role | League Committee, County FA, Community Diversity Hub. | Management Committee | Diversity events in the Community e.g. 9th August Pride Event GWR Park | One volunteer has applied for the Role. | Budget for merchandise |