The FA Charter Standard League Programme

League Development Plan Template

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League of plan	Shropshire Junior Football League
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Seasons Covered by Plan	2014/15 2015/16 2016/17 2017/18

League Development Plan Example

League Introduction - A brief background to the league its' history and achievements.

Shropshire Junior Football League (SJFL) has come a long way since it started in the 1973/74 season with 25 teams in three divisions for U13, U14 and U16 age groups. The League started as the Shrewsbury & District Sunday Junior Football League, then changed name to the Shropshire County Sunday Junior Football League in 1982 as the number of clubs and their locations spread across the county, before evolving into the SJFL in 2006. In 1999 the league embraced Shrewsbury Town FC as a football partner and moved its HQ the same year from the Telepost Club to the Gay Meadow and then to the Greenhous Meadow new stadium in 2007, where we still reside today. 2009 was a big year, starting with SJFL becoming the FIRST affiliated league in England to be accredited as a Charter Standard League by The Football Association, with a presentation at Wembley Stadium and finishing with the league being the first to implement a mid-season winter break for mini-soccer with a Futsal festival held at Shrewsbury Sports Village and a presentation by The Mayor of Shrewsbury for services to football in the community. The Futsal festival was so well supported that it still runs up to today and now in its seventh season. Last year (2014) SJFL celebrated 40 years of providing junior football with a turnover of plus £20,000, 22 charter standard clubs, 170 teams across age groups U8 - U16 and over 2300 players enjoying football in a safe and friendly environment every fixture week.

A match programme is provided for all age groups including development football for mini soccer (U8-U10) and 9v9 teams (U11) age groups, open competition football for 9v9 (U12) and 11 a-side for U13 to U16 teams. Cup competitions are provided for U11 to U16 teams, with a festival of football finals held over two week-ends at Shrewsbury College, London Road Campus (community partnership). The league also provides a Futsal Respect festival for U8 to U10 teams that takes place through January & February and this not only provides a winter break for mini-soccer teams but helps development of these younger players. This winter's festival had 62 teams entered and over 600 players enjoying this format of football. SJFL also manages the Shropshire Charity Cup Competition for U10, U11 (Trophy events) and U13's & U14 age groups and appoints match officials to all U13, U14's, U16 fixtures, cup matches and finals. FA Full-Time is used to generate fixtures and match/respect reports and SMS text for results (U8 – U16).

The Shropshire Football Association recognised the outstanding work and service to football by The SJFL by presenting the McDonalds sponsored Charter Standard Football League award to the league at their county presentation evening. The McDonalds Community Charter Standard League awards for Shropshire and West Midlands Region was first presented to the league in 2010 and these successes have followed over the next five seasons to 2015. Also during 2015 the SJFL was awarded FA National Referee Development Programme Award (the first recipient of this award nationally). The FA Charter Standard programme is a key aspect to club and league development as grassroots football continues to change, with different formats of the game now being played, irrespective of ability, gender or ethnic origin and the demands for football in a safe and enjoyable environment remain high. The Shropshire Junior Football League is committed to making participation an enjoyable and safe experience for all involved in whatever capacity within the game. Ahead of The FA's Youth Development Review, 9v9 football was implemented into the league's competition for the U11 age group in 2011 and the following season for both U11 and U12 groups. Currently 38 teams and over 540 participants are now playing 9v9 football. SJFL also work in partnership with The Shropshire Schools and Colleges FA and sponsors the county U10 finals.

As an affiliated Respect League, SJFL was recognised for its continued excellent work with the Respect Code and awarded Bronze accreditation by The FA in 2012 and went one better in 2013 with the first Silver accreditation to any league in the county/region. SJFL and each member club are committed to promoting inclusivity and to eliminating all forms of discrimination. In 2015 the league has maintained the silver accreditation and have continued to work towards implementing respect marshals and the code of conduct thats in place. We support the FA's Respect Code and as such recognise that everyone in football has a collective responsibility to create a fair, safe and enjoyable environment in which the game can take place. SJFL was the first county league (2002) to implement a Code of Conduct in its rules and regulations. All teams must be supervised by two responsible adult members of the club who both hold a valid FA CRC check, the FA Safeguarding Children Workshop qualification and at least one of these adults has completed the FA Level.1 coaching badge and FA Emergency Aid course. All clubs are mandated to have a qualified Welfare Officer in post and regular meetings are set aside with The County Welfare Officer.

The League supports local/national children's charities through the Charity Cup Competition (U10,U11,U13 & U14 age groups) which not only helps raise awareness to the good work they do but also shows how the football family contributes to the community and since the new millennium over £23000 has been raised by the league and member clubs and donated to 51 charities. The Georgia Williams Trust are the leagues respect sponsors of the 2015/2016 season. Through this respect sponsorship they have become a league partner. This strengthens the good work the league have already done.

In 2014, Shropshire Junior League celebrated its 40 year anniversary with a Gala Dinner held at Shrewsbury Towm FC with special guest Matt Le Tissier where over 180 guests supported the event. The League also recognised the outstanding service of the Fixture Secretary (Tony Williams) has given to football since his election to office and presented him with 'Honorary Life Membership' on The League. He now joins seven other Life Members who are still actively involved with SJFL and amassed over 150 years of service to community football!

Challenges still lie ahead for the league, not least appointments of match officials across more age groups and working towards the Gold Respect accreditation. The league's invitation from The Football Association to the first FA Conference for CS junior leagues, held at St. Georges Park last year (2014) and subsequently attended in November 2015. This heralds optimism to progress our delivery and commitment to football in the community as our motto proclaims "Ability is nothing without opportunity".

In 2014 the league invested in a new interface website where you will find all you need to know about the SJFL – visit www.shropshirejuniorleague.co.uk

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League Development Plan Example

League SWOT Analysis - use this as a tool to draw out priorities for development

Strengths	Weaknesses
- Rewarding Fair Play and promoting the RESPECT campaign. - Safeguarding, Welfare, and Discipline policies and procedures are implemented and thoroughly dealt with. - The League contributes significantly towards local charities on an annual basis. - Provision of Winter Futsal Programme. - Successful implementation of 9v9 football for the U11 and U12 age groups. - Referee's appointments are undertaken at U13, U14 & U16 with a clear place in place to include U15's from 2016/2017.	- There is a small percentage of U16 teams from within the League that currently go on and continue playing in the County's U17/U18 League.
Opportunities	**Threats**
- Further promotion of the good work done by the League, alongside other partners such as Shropshire FA, and utilise good practice in order to attract further sponsorship into the league. - Continue to implement Independent Referee Appointments within the league, as a Referee Development Programme partner league.	- Cost of facilities in order to run the Annual Winter Futsal Programme. - Possibility of losing crucial League Committee Members, suitable replacements and succession planning need to be ensured. - Pitch availability for member clubs, and increasing cost of facilities for both matches and training. - Shropshire Council leisure department may see a zero budget from 2017.

League Development Plan Example

League Consultation - use this template to highlight who you have consulted with in developing the LDP and what method you used to consult them.

Who Consulted	Method of Consulted
Shropshire Junior League Management Committee	Review meeting of previous League Development Plan and identifying priorities moving forward
Shropshire FA Staff	Consultation with SFA staff members on content of League Development Plan
Shropshire Junior League Member Clubs	All clubs sent a copy of League Development Plan to feedback and able to suggest additions and alterations to plan moving forwards

League Vision Statement - use this to express what the league stands for and is striving to achieve.

"Aim to play a standard that should produce success without making winning the only goal"

Playing football and being involved in a team game have a great deal to offer young people by helping them to develop a liking for active participation in a sport which can create an interest in personal fitness and health for the rest of their lives. For everyone to benefit from the opportunities offered it is essential that certain standards are met. Football is the National game. All those involved with the game at every level and whether as a player, match official, coach, manager or administrator, have a responsibility, above and beyond compliance with the law, to act according to the highest standards of integrity, and to ensure that the reputation of the game is, and remains, high. This code applies to all those involved in football under the auspices of The Shropshire Junior Football League (The League) and The Shropshire Football Association.

GROWTH AND RETENTION Increasing and sustaining participation	This section identifies how the league plans to retain and grow provision and develop flexible league formats that will support existing players, and introduce new male, female and players with a disability and from diverse communities into football.		
	Number of teams (divisions?) currently	**Target number of teams (divisions?) for the period of the plan**	**Overall change + / -**
Mini-soccer teams	65	64	+ 1
Youth Male small sided (including 9-a-side)	37	44	- 7
Youth Male 11-a-side teams	65	68	- 3
Youth Female small sided (including 9-a-side)			
Youth Female 11-a-side teams			
Adult Male small sided teams			
Adult Male 11-a-side teams			
Adult female small sided teams			
Adult Female 11-a-side teams			
Male Disability (Youth & Adults)			
Female Disability (Youth & Adults)			
Total number	167	176	- 9

GROWTH AND RETENTION - How will we get there?				
We will (actions)	**Responsibility**	**Start**	**Finish**	**Cost**
Mini Soccer Continue to provide 5v5 mini-soccer at U8 and 7v7 mini-soccer at the U9 and U10 age groups in line with the FA Youth Development Review The League will continue to encourage it's member clubs to provide Creche age provision (U7) where possible in order to attract new players into the club, in order to become the clubs' future mini-soccer teams, working alongside one or two of the Charter Standard Community Clubs within it to provide an annual U7s Festival for it's member clubs. The League will work with the new Under 8s teams at the start of the season to provide a festival and RESPECT Education Day for coaches, parents and allow players to play.	SJFL Committee SFA FD Team / CS Community & Development Clubs, ie, Shrewsbury Juniors, Oswestry BG Club, Shrewsbury Up & Comers SJFL Commitee / SFA RESPECT Officer	Ongoing Ongoing Sep 2015	Ongoing Annually Annually	
Youth Male Small Sided Continue to provide 9v9 football provision at the Under 11 and Under 12 age groups in line with the FA Youth Development Review.	SJFL Committee	Ongoing	Ongoing	
Youth Male 11-a Sided Clubs and teams are encouraged to work together in order to ensure the transition from 9v9 to 11v11 football and that players aren't lost from the game when/if teams merge The league will continue to use a traffic light system in regards to teams and the number of players they have signed to establish teams likelihood of continuing/folding and offer support where required. Squad sizes will continue to be limited to 14 players in order to encourage 9v9 squads to stay together where possible. However at U13's squad sizes are capped at 16 players so all 5 subs can be used during a match.	CSL Co-ordinator to facilitate discussions between clubs to support amalgamation SJFL Secretary / SJL Registration Secretary SJFL Committee	Ongoing Ongoing Ongoing	Ongoing Annually Annually	

Development questions to consider when producing your action plan:

What challenges do you face in maintaining the number of teams in your league and what can you do to address these?

What potential do you have to expand and grow the league and what would need to happen for you to do this?

How could you attract people from under-represented groups into your league?
(e.g women, disabled people, ethnic minorities, emerging communities etc?)

Have you considered how the FA Youth Review may alter your leagues provision in future?

What links do you have with other Charter Standard leagues in your area to enable quality progression routes for players and how could you improve these?

What partnerships do you need to establish to increase participation and how will you develop these?

GROWTH AND RETENTION - How will we get there?				
We will (actions)	**Responsibility**	**Start**	**Finish**	**Cost**
Youth Female Small Sided League has adopted new FA rules to allow girls' to continue to play mixed football up to the U16 age group. League will continue to signpost female players to Shropshire Girls' and Women's League where appropriate and won't encourage the entry of female only teams into SJFL.	Secretary/Shropshire Girls' & Women's League/ G&W FDO	Ongoing	Ongoing	n/a
Youth Female 11-a side The League will continue to direct female teams and players to Shropshire Girls' and Women's League. SJFL will also track players continuing to play mixed football up to U16 age group and should they reach this point will specifically signpost players to female only teams.	Secretary/Shropshire Girls' & Women's League/ G&W FDO	Ongoing	Ongoing	n/a
Adult Male Small sided				
Adult Male 11 a side The League will encourage all U16 teams to continue where appropriate and signpost towards Shropshire Minor County League for U17/U18. Representatives from this League will be invited to attend SJFL League meetings to present the playing opportunity to clubs. The League will also continue to signpost teams and clubs to Adult 11-a-side leagues upon request, Shrewsbury & District Sunday League and Mercian Regional Football League.	Shropshire County Minor League/League Secretary/CSL Co-ordinator SJFL Committee	April 2015 Ongoing	Annually Ongoing	n/a n/a

GROWTH AND RETENTION - How will we get there?				
We will (actions)	**Responsibility**	**Start**	**Finish**	**Cost**
Adult Female Small Sided				
Adult Female 11-a side The League will continue to direct female teams and players to Shropshire Girls' and Women's League.	Secretary/Shropshire Girls' & Women's League/ G&W FDO	Ongoing	Ongoing	n/a
Male Disability Youth and Adult CSL Co-ordinator will continue to advise and support the Shropshire Disability Football Steering Group and in the event of a Shropshire Ability Counts League will assist the formation of any League Committee The League will continue to encourage Charter Standard Community Clubs to provide Disability Football Provision in the County such as Shrewsbury Juniors, Whitchurch Alport Juniors	CSL Co-ordinator/SFA FD SFA FD	Ongoing Sep 2012	Ongoing Ongoing	n/a
Female Disability Youth and Adult CSL Co-ordinator will continue to advise and support the Shropshire Disability Football Steering Group and in the event of a Shropshire Ability Counts League will assist the formation of any League Committee The League will continue to encourage Charter Standard Community Clubs to provide Disability Football Provision in the County (Shrewsbury, North, South)	CSL Co-ordinator/SFA FD SFA FD	Ongoing Sep 2012	Ongoing Ongoing	n/a

RAISING STANDARDS AND ADDRESSING BEHAVIOUR creating a safe and positive environment	This section identifies ways in which the league can create a fun and safe environment for everyone involved in its structure. This includes how the league will raise standards of behaviour and ensure a safe and positive environment for children and vulnerable adults.	
Charter Standard League Criteria	**Current position**	**Target for the period of the plan**
Percentage of teams with Charter Standard	100%	100%
The league actively promotes the **Respect** Programme through implementation of: • The Respect Codes of Conduct • Designated Spectator Area for games • Captains taking more responsibility for the behaviour of the players • Referee managing the game	All aspect of the RESPECT campaign are implemented within the League and are promoted to clubs at League Meetings. SJFL is committed to attending League Respect Meetings and Seminars as organised by SFA RESPECT Officer RESPECT Marshalls for each game, clubs have been supplied with high visibility jackets. The League has adopted a RESPECT based Fairplay Form, which is completed by teams after each game and is used to recognise RESPECT and Fairplay Awards for teams at the end of the season.	The League will continue to; - Implement the recommendations of the RESPECT campaign. - Attend SFA RESPECT seminars - Use RESPECT as part of teams' Fair Play reporting and Awards. The League will continue to apply for the FA's RESPECT and Fair Play Award for Shropshire each season.
Equality and Safeguarding Children policies and procedures	The League currently has Equality and Safeguarding policies and procedures in place that follow the FA's guidelines.	To continue to follow the procedures and policies currently in place and review as appropriate, to be dictated by FA policy. Member clubs policies and procedures to be reviewed by SFA as part of Charter Standard Health Check procedure. League committee members to renew Safeguarding Children Certificates by attendance at Workshops, as and when necessary as best practice.
Youth League Welfare Officer	League Welfare Officer currently in place, and other members of the League Committee have attended the Welfare Officers Workshop.	The League will look to appoint a designated Assistant League Welfare Officer in order to ensure succession planning and share responsibility and workload.

RAISING STANDARDS AND ADDRESSING BEHAVIOUR - How will we get there?				
We will (actions)	**Responsibility**	**Start**	**Finish**	**Cost**
The League will continue to outline the Charter Standard requirements to all new clubs that join the League and reserve the right to refuse entry to a club that fails to achieve the standard within one year of initial entry to the League. The SFA FD team will continue to support and work with any new clubs that join SJFL to meet the requirements and successfully apply for Charter Standard Club status.	CSL Co-ordinator SFA FDTL	Ongoing Ongoing	Annually Ongoing	n/a
SJFL clubs will be supported to complete the Charter Standard Annual Health Check. SFA will commit to attending a League meeting each season to discuss the requirements of completing the Health Check, and support all clubs to meet requirements. The League Committee will deliver reminders to clubs at League meetings to ensure clubs meet the deadlines. Maintaining Charter Standard is also built into the Leagues rules and any club that allows it's Charter Standard to lapse will risk expulsion for the League. The SFA will continue its commitment to creating its own Charter Standard benefits package to assist clubs in maintaining their Charter Standard as well as publicising the Nike Footballs scheme and Shropshire FA benefits for clubs completing the Annual Health Check.	SFA FD Team Leader CSL Co-ordinator SFA FDTL	Jan 2016 Jan 2016 September Annually	Annually Monthly Ongoing	n/a

Raising Standards - Development questions to consider when producing your action plan:

How are you engaging young people in developing their own codes of conduct?

How do you deal with complaints and what could you do to improve in this area?

How do you deal with allegations of abuse and discrimination and what could you do to improve in this area?

Do you use the League Equality Policy and Complaints Procedure?

What links does your League Welfare Officer have with participating team Club Welfare Officers to share best practice and ensure adherence to codes of conduct?

What can the league do to improve standards of discipline and behaviour in the league?

RAISING STANDARDS AND ADDRESSING BEHAVIOUR - How will we get there?				
We will (actions)	**Responsibility**	**Start**	**Finish**	**Cost**
SJFL will continue to audit its member clubs each season, to ensure that they are fit for purpose. The audits will involve a review of the clubs' volunteer workforce including FA CRC checks, Safeguarding Children certification, other Charter Standard requirements, and the clubs' constitutions, rules and finances. These will be reviewed alongside the relevant SFA staff members.	League Committee/SFA Staff	Ongoing	Annually	n/a
The League will continue to ensure that all member clubs have a WOW trained Welfare Officer as part of registration to the League each season. The League Welfare Officer will also work closely with the SFA Welfare Officer to create a Welfare Officers' Network for clubs within the League involving an induction workshop for new Welfare Officers each season (as necessary) and a best practice and policy update workshop each season - CWO INDUCTION REQUIRED EACH SEPTEMBER Encourage Assistant Welfare Officers for clubs with 10 teams or more	League Welfare Officer/SFA Welfare Officer League Welfare Officer/SFA Welfare Officer SFA Welfare Officer	Ongoing Ongoing Aug 2012	Ongoing Annually Ongoing	n/a SFA - (£100 per season)
The League have and will continue to support the use of RESPECT Marshalls for all teams within the league. SJFL will support the introduction of these roles, with the provision of appropriate RESPECT branded attire and required codes of conduct and role descriptions. The League will continue to work with Shrewsbury Town FC and Shropshire FA to reward the League's RESPECT Winners with attendance & presentation at a Shrewsbury Town FC game. Maintain Sportsjam as a sponsor for Futsal RESPECT winners and look for RESPECT & Fairplay sponsor for the league as a whole.	SJFL Welfare Officer/CWO/SFA RESPECT Officer SJFL CSL Co-ordinator / SFA RDO / STFC CST SJFL CSL Co-ordinator / Sportsjam	Sep 2015 Ongoing Jan 2015	Ongoing Annually Ongoing	Cost of high-vis vests? Covered by STFC n/a

BETTER PLAYERS developing better players with a focus on the 5-11 age group	This section outlines how the league will support every player to reach his/her potential – and in particular support the development of skills at a younger age. The 5-11 year old age group is absolutely crucial to embedding basic skills, enhancing enjoyment of the game, developing healthy lifestyles and creating a new generation of talented players.	
Charter Standard League Criteria	**Current position**	**Target for the period of the plan**
Youth leagues		
Use of small-sided football formats	5v5 at U8, 7v7 at U9 & U10 in-line with FA Youth Review Winter Futsal Programme for U8, U9, U10 age groups. 9v9 at U11 & U12 in line with FA Youth Review	Continue to maintain relevant playing formats for each age group in line with FA guidance Continue Winter Futsal programme for mini-soccer teams Explore opportunity to proivde small-sided formats for U11 age group as a period of competition
Size of divisions not to exceed 10 teams (from 09/10 season)	Currently in place, no divisions currently exceed 10 teams	Continue to implement.
No league tables at U7,U8 age groups	Currently in place, with no league tables kept up to U11 age group inclusive. RESPECT & Fair Play scores recorded instead.	Option given to clubs to extend Development Leagues up to U12 age group.
Provision of flexible format festivals	Clubs within the League currently deliver their own festivals involving different formats, such as 4v4, 5,5, 6v6, 7v7. Winter Futsal Programme taking place each season Champions League style format has been implemented for the consolation cup at U12 to U16 age groups	League to explore the use of one-off festivals as part of the League season using different formats of the game, such as 5v5 for U11 age group and upwards, possible partnership with Powerleague or other providers to be explored Maintain Winter Futsal Programme Changes to be made to Charity Cup at U10s for 2014/15 and U11s for 2015/16 in line with Periods of Competition guidelines in FA Youth Review
Youth leagues and Adult Leagues		
Coach education programme	SJFL currently promotes the SFA Coach Education programme to all it's clubs through League meetings and mail outs.	SJFL to continue promoting SFA Coach Education courses and In-service opportunities to all clubs.

Development questions to consider when producing your action plan:

Have you considered the structure, timing and rules of your league; do these contribute to the development of players?

BETTER PLAYERS - How will we get there?				
We will (actions)	**Responsibility (Who will lead?) (Consider what support you would like from the CFA)**	**Start**	**Finish**	**Cost**
SJFL will continue to commit to a mid- Winter Futsal Programme for mini-soccer teams in January and February each season. SFA will continue to provide a 'Beginners to Futsal' Workshop prior to the start of the Futsal Programme each season. SFA RDO to organise Futsal Referees Course prior to start of Futsal programme as required, FD Team to organise a Referees schedule and SJFL to pay for cost of referees. SJFL Committee to maintain partnership with Sportsjam for sponsorship of Winter Futsal Programme Maintain partnership with Shrewsbury Sports Village for delivery of an affordable Futsal Programme	League Committee SFA FDTL SFA RDO League Committee League Committee	Ongoing Ongoing Ongoing Jan 2016 Ongoing	Annually Annually Annually Ongoing Annually	 SFA - £200 SFA - £200 £1,100 of new Futsal Goals at SSV
The League will maintain the use of 'Development Leagues', up to and inclusive of the U11 age group in line with the FA Youth Review. The option to extend 'Development Leagues' beyond U11 age group will be available to members of the league. Charity Cup competition (& League Cups or other competitions) to be brought in line with FA Youth Review 'Periods of Competition' for U10s in 2014/15 and U11s in 2015/16. U10s Charity Cup to be run over 4 weeks in April/May 2016 in a 'Champions League' format.	League Committee/CSL Co-ordinator Fixture Secretary/League Committee	Ongoing April 2016	Ongoing Ongoing	n/a Facility & Refs, as part of finals days
The League and Shropshire FA will work with Charter Standard Community Clubs to organise U7s festival annually to promote new teams to join the U8s age group each season. Clubs such as Shrewsbury Juniors, Oswestry BG Club, Shrewsbury Up & Comers, Prees & Whitchurch Alport Juniors to continue as partners in this. Member Clubs will continue to host their own tournaments/festivals during the 'off-season' at different formats of the game.	League Committee/SFA FDO/CS Community Clubs	Ongoing	Ongoing	n/a

BETTER PLAYERS - How will we get there?				
We will (actions)	**Responsibility (Who will lead?) (Consider what support you would like from the CFA)**	**Start**	**Finish**	**Cost**
SJFL will work alongside SFA FD Team to provide relevant in-service training opportunities for team coaches and managers within the League. The League will feedback to SFA on the priority areas and topics of interest for volunteers within clubs, which will be used to govern the delivery of FA Licensed Coaches/Charter Standard Club in-service events delivered by FA Regional Coaches. League continue to promote CPD sessions and Coach Education courses.	CSL Co-ordinator/League Secretary/SFA FDO/CDM	Ongoing	Ongoing	SFA Cover Costs
The League will explore the benefit of providing alternative playing format festivals, following the recommendations of the FA Youth Development Review, to provide an alternative playing season structure. Work with relevant facility providers, ie, Powerleague to provide periods of competition. League currently has a mid-Winter break for U11-1U16 age groups from mid-December to mid-January. Clubs will be consulted on possible extension of this or using tournaments/festivals in this time.	League Committee/SFA FD Team	Sep 2015 Dec 2015	Ongoing Ongoing	TBC - Aim to be run at break even

RUNNING THE GAME Leading and governing the game efficiently	This section focuses on the identification of ways to improve the efficiency and effectiveness of how the league is run.	
Charter Standard League Criteria	**Current position**	**Target for the period of the plan**
League is sanctioned by the FA/CFA	League is sanctioned by FA/Shropshire FA	Maintain sanction
League is signed up to The FA Standard Code of Rules	League rules follow the FA Standard Code of Rules	Continue to follow FA Standard Code of Rules and work with other Junior Leagues in the County and Shropshire FA to annually review rules.
Charter Standard League agenda item at league meetings	Currently in place	Continue to implement
Youth League Welfare Officer and League Coordinator sit on the league committee	Currently in place	Continue to implement
Use of Full-Time to manage league fixtures and referee appointments	SMS Texting Match Results & Fair Play Online Cup Competitions Online Fully Functional for U8-U16s	Look to set-up Club Administrators and explore options for Referee Appointments on FA Full-time.

Development questions to consider when producing your action plan:

How representative of the local community are the people involved in running the league? (e.g women, disabled people, ethnic minorities, emerging communities etc?

RUNNING THE GAME - How will we get there?				
We will (actions)	**Responsibility (Who will lead?) (Consider what support you would like from the CFA)**	**Start**	**Finish**	**Cost**
All age groups will report results via SMS Texting, will complete match report forms and RESPECT and Fairplay forms through Full-time. The League will register all players on the system, manage the submission of required forms, and calculate Fairplay winners through the system.	Fixture Secretary / Resuls Secretary / Full-time Administrator / SFA FDO	Aug 2015	Ongoing	n/a
The League will explore the possibility of introducing Referee Appointments through FA Full-time, to assist in communication with referees and monitoring of referees marks.	Referee Appointments Officers / SFA RDO / Full-time Administrator	Aug 2016	Ongoing	n/a
SJFL will continue to ensure that it follows the FA Standard Code of Youth Rules, and work together with both Telford Junior League and South Shropshire Junior League to ensure consistency across all Junior Leagues in the County.	League Committee/SFA Rules & Sanctions Committee	Ongoing	Annually	n/a
SJFL will work towards appointing assistants for all League Committee positions where possible in order to ensure succession Planning for League Committee roles. FA Full-time Administrator role to be created to support full implementation of the system within the League.		May 2015	Ongoing	n/a
SJFL has co-opted the Chairman of SFA Youth Council (Danny Powis) on to the League Committee and will continue to have SFA Youth Council Member appointed to the League		Sep 2014	Ongoing	n/a

WORKFORCE DEVELOPMENT recruiting and supporting a skilled and diverse football workforce	This section looks at how the league will recruit, train and develop the workforce that will support the administration, development and promotion of the league.	
Charter Standard League Criteria	**Current position**	**Target**
Volunteer Charter Standard League Coordinator	Charter Standard League Co-ordinator Currently in place on League Committee	Maintain position and identify, where necessary where a suitable replacement for the role may come, should it be necessary. Charter Standard League Co-ordinator to ensure FA CRC and Safeguarding Children Certificate are renewed and kept relevant, as an example of best practice.
League provides a minimum of 3 CPD opportunities per season	Annual Health Check used by SFA to monitor coaches qualifications and club records. Shropshire Junior League clubs are given access to SFA in-service and CPD events, on an ad-hoc basis. League Committee members attended 2 League Forums/Workshops during 2015/16 season.	Shropshire Junior League to promote SFA Charter Standard Club and FA Licensed Coach In-service (CPD) events, to all member clubs, and attendance of clubs to be monitored by SFA. SFA to provide in-service opportunities and training for other club volunteers, ie, administartors, treasurers and to be liaised/promoted through SJL Committee. League Committee members to continue to attend League Forums/Workshops as provided by Shropshire FA.

Development questions to consider when producing your action plan:

How can you raise standards in officiating, coaching and administration by making rule changes which force clubs to comply?

WORKFORCE DEVELOPMENT - How will we get there?				
We will (actions)	**Responsibility (Who will lead?) (Consider what support you would like from the CFA)**	**Start**	**Finish**	**Cost**
In-service opportunities for club coaches will be provided for members of SJFL through FA Licensed Coach and Charter Standard Club in-service events organised by Shropshire FA. SJFL will work with SFA to provide CPD opportunities for other club/league officials such as secretaries and administrators. SJFL will co-ordinate gathering the demand for such workshops, with delivery organised by SFA Governance section. League will continue to provide introduction to all new clubs joining the League to incorporate the administration requirements as part of the League, and maintain all relevant forms/documents on the league website - http://shropshirejuniorleague.co.uk/	SFA FD Team League Committee/SFA Governance Manager League Committee/CSL Co-ordinator/Website Administrator	Ongoing Ongoing Ongoing	Ongoing Ongoing Annually	n/a
SJFL will liaise with SFA FD Team to ensure all clubs effectively maintain their Charter Standard status through completion of the annual Health Check. Maintaining this communication will allow both parties to ensure that the SFA Coach Education programme meets the requirements of SJL volunteers.	SFA FD Team/CSL Co-ordinator	Mar 2012	Annually	n/a
SJFL have appointed an assistant Referee Appointments Officer to assist with appointment of referees, and sharing age groups to appoint to as well as Cup semi-finals and finals. Extension of current age groups for Referee Appointments (U13, U14, & U16), U15 age group in 2016/17. Aim to achieve 100% referee coverage for U13 -U16 by 2016/17 season. SJFL to continue as a Referee Development Partner League and to monitor implementation of Referee Appointments Officer Plan and assoicated funding alongside SFA RDO SFA RDO to provide the League with up to date referees lists, including newly qualified referees on completion of courses. These to be sent electronically by SFA RDO to SJFL RAO/ League secretary. SJFL Committee to co-ordinate with SFA RDO to organise a Mini-soccer Refs course for U15/16 players within the League in order for them to referee younger age groups within their clubs.	SJL Referee Appointments Officers SJL Referee Appointments Officers SJL RAO / SFA RDO SFA RDO SFA RDO / SJL Committee	May 2015 Sep 2015 Ongoing Ongoing Aug 2016	Ongoing Ongoing Ongoing Ongoing Ongoing	£2,500 of funding through FA CSL Referee Appointments Funding

FACILITY DEVELOPMENT improving the quality and access to facilities	This section identifies the facilities required by the league to sustain and increase participation.			
How will we get there?				
We will (actions)	**Responsibility**	**Start**	**Finish**	**Cost**
Monitor pitch provision and availability for all playing formats relating to teams within the League. Ensure Clubs and Facility providers receive the correct guidance relating to pitch and goalpost dimensions in order to suppport this.	FDO/CDM/SJFL Management Committee	Ongoing	Ongoing	n/a
The League will work with SFA FD Team and Shrewsbury Sports Village to ensure the availability and negotiate a reasonable price for the use of the Sports Hall for the Winter Futsal programme annually - the agreeement on price with use of goals from Futsal grant.	CSL Co-ordinator	Ongoing	Annually	£1,100 of Funding for Futsal Goals at SSV
Maintain partnership (preferred partners) for both SJFL and SFA for the use of site at Shrewsbury College including the new 3G Artificial Turf Pitch, particularly for the League's Cup Finals and U10/11 Festivals.	CSL Co-oridnator/SFA FD Team	Ongoing	Ongoing	

Development questions to consider when producing your action plan:

How can you ensure that the dimensions of pitches and the sizes of goalposts across the facilities that your league utilises, are appropriate to the age and format of football that your teams are playing?

PROMOTION	This section identifies the facilities required by the league to sustain and increase participation.			
How will we get there?				
We will (actions)	**Responsibility**	**Start**	**Finish**	**Cost**
SJFL will continue to use it's website and FULL-TIME service to clubs and to advertise all work that the League does, including partnership working, advertising, and opportunities provided by SFA. SJFL to promote achievements and best practice through the SFA website.	Website Administrator/SFA FD Team	Ongoing	Ongoing	n/a
The League will continue to look for additional sponsorship, both for the League as a whole and individual cups, divisions, initiatives. Complete document of package for potential sponsorship of the League or specific aspects (ie, Kidzinsport - official photographers, Sportsjam - Futsal).	SJL Committee/CSL Co-ordinator	May 2015	Ongoing	n/a
Continue to maintain the League's new website making sure all information, documents are relevant and kept up to date; http://shropshirejuniorleague.co.uk/	CSL Co-ordinator/Website Administrator	Ongoing	Ongoing	
SJFL to continue has partners with Shropshire Schools and Colleges FA and sponsors of the U10 County Schools Cup Finals, further raising the profile of the League and promoting opportunities to play football in the local Community.	CSL Co-ordinator/League Committee	Started 2013 and ongoing	Ongoing	£250 a year

Development questions to consider when producing your action plan:

How can you make greater use of the Charter Standard logo to promote the league? (e.g website / printed materials)

What opportunities do you have to promote the league's Charter Standard status in the local community? (e.g local papers / open evenings)

How are you using the Charter Standard certificate and plaque to promote the status of the league?

County Football Association Support

The following table identifies the support package that has been agreed between the (insert league) and (insert CFA) based on delivering the identified aims, objectives and targets of the league and the County Football Association.

Development Plan Area	We will (actions)	Responsibility	Start	Finish	Cost
Growth and Retention	Support SJFL with U8s Induction Day SFA FD Team to support the organisation and delivery of Annual Creche Festivals alongside Charter Standard Clubs in the League SFA & SJFL to work with clubs to provide to raise awareness of post U16 playing opportunities and support the transition of teams into U17/18 and open aged football	FDO/CWO/ RESPECT LEAD FDO FDO/CDM	Sep 2015 Ongoing Apr 2015	Annually Ongoing Annually	
Raising Standards and Addressing Behaviour	Charter Standard Application & Health Check support to clubs. SFA Charter Standard Club Benefits Package for all clubs Annual Welfare Officers Networking and Best Practice Sharing Workshop delivered by SFA CWO.	FDO FDO/FDA CWO	Ongoing Ongoing Ongoing	Annually Annually Annually	
Better Players	SFA 'Beginners to Futsal' Workshop SFA to support the facility cost for Annual Winter Futsal Programme for U8-U10 during January and February SFA will provide a Coaches In-service programme locally to be accessed by members of the League SFA to support the implementation of periods of competition/trophy events	FDO FDO/CDM RDO/CDM FDO/CDM	Dec 2015 Jan 2015 Ongoing Mar 2015	Annually Annually Annually Ongoing	
Running the Game	SFA to support links between Shropshire FA Youth Council programme and SJFL Support the extension of use of FA Full-time for RESPECT scoring and team match reports for all age groups, and possible addition of online Referee Appointments The League are looking at implementing an online player registration system	FDOs FDO/RDO SJFL	Ongoing Jun 2015 Aug 2016	Ongoing Ongoing Ongoing	

Development Plan Area	We will (actions)	Responsibility	Start	Finish	Cost
Workforce Development	FA Licensed Coach & Charter Standard Club In-service events to be provided by SFA FD Team Provision of CPD Workshops for club secretaries, treasures, welfare officers etc. Appropriate SFA Coach Education programme provided with discounts for Charter Standard Clubs Mini-soccer Referees course for U15/16 players within the League annually.	FDO/CDM Governance Manager FDA/FDO RDO	Ongoing Ongoing Ongoing Mar 2015	Ongoing Ongoing Ongoing Ongoing	
Facilities	Provide guidance to clubs and facility owners in line with FA Guide to Pitch & Goalpost dimensions SFA to work with Shrewsbury Sports Village to access discounted facility hire for Winter Futsal Programme.(Serco) SCAT - SFA & SJL to remain as preferred partners of Shrewsbury College	FDO/CDM	Ongoing	Ongoing	n/a
Promotion	SFA to support SJFL in publicising its work through all CFA media and to assist in attracting sponsorship and external support into the League.	SFA FD Team	Ongoing	Ongoing	n/a

Signed (league representative): *M. R. hames*
Mike Hames
Chairman
Shropshire Junior Football League

Date:

Signed (CFA representative): *Mr Darren Beech*
Football Development Team Leader
Shropshire Football Association

Date: 25th May 2016