



Get into Football



JERSEY FA WOMEN'S AND GIRL'S FOOTBALL DEVELOPMENT
IMPLEMENTATION PLAN 2009-2012

JERSEY FA WOMEN'S AND GIRL'S FOOTBALL DEVELOPMENT PLAN 2009-2012

INTRODUCTION

The Jersey FA strategy sets out the vision, key priorities and targets for investment into grassroots football from 1st July 2008 until 30th June 2012. This represents the Jersey FA's contribution to the delivery of The FA National Game Strategy.

The Jersey FA Women's and Girl's Development Plan for 2009-2012 will act as a key working document for the Jersey FA Football Development Coordinator, setting out in detail the main areas of activity and responsibility as well as the aims and objectives for the coming 3 years.

PURPOSE

The Jersey FA aims to ensure that everyone regardless of age, gender, ability or background, has the opportunity to enjoy the game of football and to maximize their potential whether as a player, referee, coach or administrator.

The Jersey FA will work in partnership with other agencies to improve the infrastructure, develop a safe and enjoyable environment, increase participation, raise standards, encourage, promote and reward best practice.

It aims to make football the preferred choice in sport.

EQUITY

The Jersey FA is committed to ensuring that football is open and accessible to all members of the community and recognising the importance of everyone involved in the game being able to promote sports equity and equal opportunities. The Jersey FA is committed to tackling discrimination and promoting equality at all levels of the game to address under-representation. Ethics and Sports Equity in football is about fairness and respect for people, it is about equality of access and opportunity, recognising that inequalities exist and taking practical steps to address them. It is about recognising that football needs to ensure that it is equally accessible to all of the communities within the county.

The key areas identified within this football plan to address inequalities are: Women's and Girls', Disability, Race Equality and Social Inclusion. The principles of Football for All run through all aspects of the County Development Plan.

BACKGROUND INFORMATION

Jersey is the largest and southernmost of the Channel Islands, 100 miles from mainland Britain and 14 miles from the coast of France. It is, in simple geological terms, an oblong block of granite nine miles by five and containing a population of approximately 87,000 people. The Island is neither part of the UK nor a member of the European Union but is part of the British Isles. The latest Jersey Census (2001) indicated a population breakdown under the age of 65 of approximately 51% male and 49% female. The ethnic/cultural population breakdown was 85% British, 6.5% Portuguese, 2.5% Irish, 1.7% French with 4.3% from Black and Ethnic Minority Groups. In recent years there has been an influx of Polish and Kenyan workers to the Island.

Football continues to be extremely popular with more people playing the game than any other sport on the Island. Around 2,100 are registered as amateur players which include 150 women and over 750 junior boys between the ages of 12 and 18.

PLAYERS AND TEAMS

At the beginning of the 2009/10 season the number of teams registered on the Jersey FA County Administration System was:

- 7 Mini-Soccer teams
- 54 Junior 11-a-sided teams
- 0 Junior girls small-sided teams
- 0 Junior girls 11-a-sided teams
- 51 Senior men's 11-a-sided teams
- 5 Senior women 11-a-sided teams
- 72 Senior men's small-sided teams
- 0 Senior Women small-sided team
- 1 Disability team

CLUBS

There are 19 Clubs spread throughout the Island, participating in Jersey Football Combination Leagues, 9 who have achieved FA Charter Standard status.

LEAGUES AND COMPETITIONS

The Jersey Football Combination

The Jersey Football Combination has a management committee with representation from all 19 Clubs that participate in the leagues.

The Combination provides the following:

- Senior Men x 6 divisions
- Senior Women x 1 division
- Under 18 boys x 2 divisions
- Under 16 boys x 2 divisions
- Under 14 boys x 2 divisions
- Under 12 boys x 3 groups

Schools Football

The affiliated Jersey Primary and Secondary School Sports Association Football Sections also have their own management committees and run leagues and competitions for school children. The twenty-eight primary schools participate in seven a side leagues with nine divisions and over 60 teams for boys, mostly over the age of nine and two divisions with 15 teams in the girls section for the same age group.

Of the seven secondary schools most have at least one team for boys at years 7, 8, 9, 10 and 11 with a few schools fielding female teams. Both sections provide opportunities to compete in English Schools FA competitions and provide an inter-insular match against their Guernsey counterparts for boys Under 11 and Under 15 respectively.

Representative Football

The Jersey FA have male representative teams at senior, under 21, under 18 and under 16 levels and at senior level for women. Playing for Jersey is seen as playing for the National team and 'Caps' are awarded to players when competing in specific games.

The highlight of the football season is the annual 'Murattis' against representative teams from the Guernsey Football Association. Senior men and women also compete in the bi-annual Island Games competition. The Jersey FA also operates an independent Centre of Excellence for over 60 children (boys and girls) between the ages of 12 and 14.

Jersey Football Tournaments

The Jersey Primary Schools Sports Association Football Section organise the annual Jersey Primary Schools Football Tournament during Easter which attracts around 14 English Schools district boys teams to Jersey to compete in the week long competition.

Tournament organisers, Sporting Eventualities have in the past organised the Jersey Football tournament for under 23 year old teams over 6 days in August each year which has attracted several high profile football clubs including Barcelona, Glasgow Celtic and Manchester United. In the last

few years Sporting Eventualities have also assisted in bringing Northern Ireland FA and Scottish FA youth teams to the Island to play Jersey FA representative sides.

THE WIDER AGENDA

In January 2006 the local authority, Education Sport and Culture, appointed a Community Development Officer (football). Funded by the States of Jersey the aim of the Development Officer is to assist in the delivery of priorities identified in the States of Jersey "Building a Safer Society" strategy. Partnerships have been built with the States of Jersey Police, Housing Department, Youth Services, Youth Action Team, Probation Service, and other Sport Development Officers. Using the "Positive Futures" template, football is being used in targeted areas to engage the community in positive activities.

COMMUNITY AND HOLIDAY COURSE PROVIDERS

Without a professional Club in Jersey there is no recognised Football in the Community Scheme. There are a growing number of small football businesses providing coaching to children between the ages of 5 and 14, after school, at weekends and during school holidays – the Jersey FA run two fun weeks per year in May and August, which attract around 100 children each week. There is 1 Jersey FA Holiday Course and Soccer School Award provider.

WORKFORCE

Jersey FA Staff

The Jersey FA employ three full time members of staff - a Chief Executive/County Secretary a Football Development Manager and a Football Administrative Assistant as well as one part time member of staff - a Football Development Coordinator.

Coaches

FA Learning proves to be very popular with coaches and the Jersey FA offer 1st4sport Level 1 CCF, 1st4sport Level 2 CCF and FA Level 1 Goalkeeping Award courses each year as well as the FA Youth Award Module 1. The FA have appointed two Regional Coach Development Managers and coaches have benefited from in-service events held during the season

As of 10/08/2009 there are 313 Level 1 coaches (288 male: 25 female), 15 Level 1 Goalkeeping coaches (all male), 91 Level 2 coaches (88 male: 3 female), 8 Level 3 coaches (all male) and 2 level 4 coaches (both male). There is 1 coach educator qualified to deliver at Level 1, 2 and 3 and 1 other qualified to deliver the Level 1 CCF.

Coaches Association

The Jersey FA launched the Jersey FA Coaches Association for the 2009/10 season as of 10/08/2009 there are 19 members (all male).

Referees

For the 2009/10 season, 32 Referees were registered with the Jersey FA, 17 Class 5, 6 Class 6, 6 Class 7, 1 Class 8 and 2 Class 9 of these 30 are male with 2 female referee registered. There are 4 male referee instructors, 9 assessors and 8 coaches/mentors who are responsible for providing courses and the training of new officials.

In the last three seasons the Jersey FA Referees Committee have began a referee development programme mentoring for young referees. This has proved to be very successful with several young people being given an introduction to officiating the game. To support the development of referees in March 2008 the Jersey FA appointed an honorary Referee Development Officer.

THE STORY SO FAR

There are 5 women's teams within the Club structure and the Jersey FA women's representative team are provided with coaching and playing opportunities. Girls are now being provided with increased opportunities within Primary schools particularly in after school clubs. 7 girl's festivals targeting players from school years 6 to 11 were held during the 2008/09 season with an average attendance of 75.

Of the 26 Primary schools on the island that cater for girls all offer curriculum time opportunities to experience football. A Primary School girl's league also takes place with 15 teams split over two divisions playing 7 a side football.

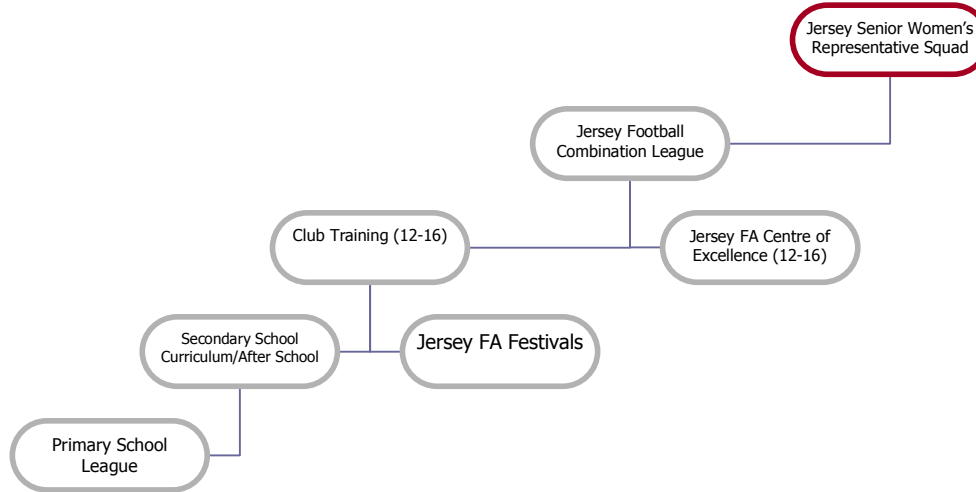
There are 7 Secondary schools on the island that cater for girls. All schools offer football with in their curriculum and at after school clubs. No formal league exists but some schools do play friendly matches and tournaments are organised for each year group.

3 clubs currently offer weekly training for girls at Under 13 and 15 levels with approximately 50 girls in total taking part in these sessions.

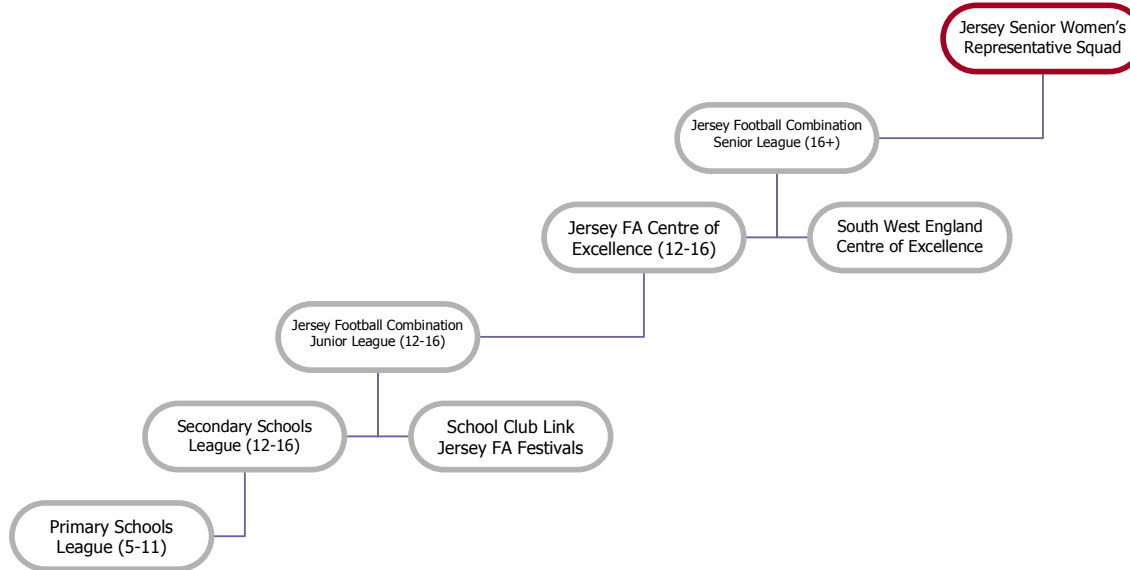
The Jersey FA Capita Centre of Excellence is offering a 15 week programme of training for girls in school year 6 & 7, 8 & 9, and 10 & 11 with places for 16 girls at each age group (48 total)

The senior women's team compete in annual Murratti matches against Guernsey and also play in the Island Games bi-annual tournament.

CURRENT FEMALE PLAYER PATHWAY DIAGRAM



PROPOSED FEMALE PLAYER PATHWAY DIAGRAM



JERSEY FA WOMEN'S AND GIRLS' FOOTBALL DEVELOPMENT IMPLEMENTATION PLAN 2009-2012

JERSEY FA WOMEN'S & GIRLS' FOOTBALL DEVELOPMENT PRIORITIES 2009-2012

Aim	<ul style="list-style-type: none"> • To support the development of the female game at all levels for players, coaches, volunteers and officials • To create a structure that will support the development of participation and performance for girls and women to play football at all levels on the Island
Objectives	<ul style="list-style-type: none"> • Establish clear pathways for players, officials, coaches and volunteers • Develop sustainable Junior Girl's Leagues for players from U12 through to U16 • Maintain and develop the Senior Women's League • Develop a sustainable Futsal league for Senior Women • Establish more teams within each league and at FA Charter Standard Clubs • Continue to develop specific programmes and schemes designed to recruit and support female coaches, officials and volunteers within the girls and women's game on the Island • Continue to support and develop the Girl's squads within the Jersey FA Development Centre as the Island's talent ID and excellence programme • Continue to support all schools on the Island in developing and sustaining girls' teams from school years 5-9.

Section 1.0	EDUCATION / FE & HE / TEACHERS
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Aim	<ul style="list-style-type: none"> To ensure that girls of all ages and abilities have the opportunity to participate in high quality football sessions in and out of school hours, and are able to continue to play post 16 delivering the following FA programmes: School-Club Links / Junior Football Organisers Courses / Teacher Training / Charter Standard Scheme / AOTTS and OSH 				
Objectives	<ul style="list-style-type: none"> To have at least 1 qualified member of staff to deliver female football in each school by 2012 to a minimum Level 1 CCF Standard To ensure good exit routes from schools to Girls teams at local Charter Standard Clubs To work in partnership with Education, Sport and Culture to raise standards in PE and school sport on the Island To support schools in the delivery of football and to promote girls football within the national curriculum and out of school hours by delivering programmes such as AOTTS and Girl's Festivals Assist in the development of Inter-School football fixtures for girls in Primary and Secondary Schools on the Island. 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
1.0a	Deliver 1 JFO course per year to 2 schools to train young female leaders in School – Club Link programme	FDM / FDC / JFO Tutor / ESC	N/A	1 Course delivered for Female 16 YL	2 Courses delivered for Female 32 YL
1.0b	Meet with secondary schools and clubs to plan School-Club link programme	FDC	Meeting with 5 schools and link clubs		
1.0c	FDC to deliver OSH girls football after school / lunchtime clubs at schools within School-Club link (8 Sessions at 5 Secondary schools).	FDC / ESC CDO	5 Schools x8 sessions Target 60 girls	5 Schools x8 sessions Target 60 girls	5 Schools x8 sessions Target 60 girls
1.0d	Support the development of the Secondary schools girls football competition and increase number of girls teams through assisting teachers in gaining coaching qualifications and promoting examples of best practice	FDM / FDC / JSSSCA / ESC	Support 5 Festivals	Support 5 Festivals Develop inter school league at Y7,8 &9	Support 5 Festivals and Y7,8 & 9 league Develop Y10&11 league

Section 1.1	SCHOOL-CLUB LINK
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Aim	<ul style="list-style-type: none"> To implement a process to establish a clear exit route from school football to Charter Standard club football, whilst creating a long term, high quality relationship between the schools and clubs involved 				
Objectives	<ul style="list-style-type: none"> To work closely with ESC Community Sports Development to provide a cohesive programme within schools To ensure clubs in the programme have Charter Standard and the capacity to make the plan a success To establish high quality School-Club Links by providing key partners involved with examples of good practice and how the programme can be tailored to their needs To develop and maintain a School-Club Link within all regions on the Island accessible for all girls within Primary and Secondary schools 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
1.1a	<p>Girl's football Festivals targeting U13s, U15s & U17s. All girls in Secondary schools to be invited to participate (7 Schools) Facility, equipment and promotional costs £100 per festival</p>	FDC / Girls' Festival Organisers / CS Club Coaches	8 Festivals Delivered Target 50-100 Girls	5 Festivals Delivered Target 50-100 Girls	5 Festivals Delivered Target 50-100 Girls
1.1b	To deliver a Football Festival for the primary schools focusing on female players in yrs 4,5 & 6 aiming to increase participation and link into Club mini sections	Delivered by JFO students supported by FDC	1 Festival Delivered for Yrs 4,5 & 6	4 Festivals Delivered for Yrs 4,5 & 6	4 Festivals Delivered for Yrs 4,5 & 6
1.1c	Produce a School Club Links plan. (Identify the number of new affiliated teams to be created and the number of teams to be retained. Include Futsal schools development in plan, set targets for under represented groups (50% male 50% female, 9% BME and 15% disability that will be tracked quarterly.	FDC / FDM	School Club Links plan produced and implemented	School Club Links plan delivered and reviewed	School Club Links plan delivered and reviewed

Section 2	LEAGUES / COMPETITIONS / 11 v 11 / SMALL-SIDED / FUTSAL / MINI SOCCER
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Aim	<ul style="list-style-type: none"> To develop and support high quality and well administrated football leagues and competitions for girls and women of all ages and abilities To support and maintain all 11-a-side teams on the Island To develop and promote Futsal for Female players 				
Objectives	<ul style="list-style-type: none"> To support and develop the Small-sided game as an accessible way to participate in football – Futsal League Promote and develop Mini Soccer as the best introduction to the game for girls Develop Charter Standard Girls Leagues by 2012 Continue to develop and support the structure of Junior Football on the Island catering for all Girls aged from 8-16 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
2a	<p>Launch of Women’s Futsal Central Venue Competition 4 teams to enter 09/10 Initial 10 Week season. Venue £70 x 10 Goals £600 – 50% GPSS Referees £30 x 10 Marketing £200</p>	FDC	Futsal Competition 4 Teams	Futsal Competition 6 Teams	Futsal Competition 8 Teams
2b	<p>Continue to develop and support the structure of Girls Junior Football on the Island through the Junior League Committee. Catering for all ages from 8-16 by promoting CS, Coach Education and child protection. Thus ensuring best practice and therefore sustaining / increasing participation in the game and identifying clear exit routs for U9’s girls – open age football.</p>	FDM / FDC Jersey FA W&G’s Committee	9 Women’s & Girl’s League Meetings	9 Women’s & Girl’s League Meetings	9 Women’s & Girl’s League Meetings

2c	Provide support for administration and facilitation of Girls U13/15/17 leagues.	FDC W&G's Committee	6-8 Week 09/10 League	10/11 League	11/12 League
2d	Work with existing junior teams to establish a programme of inter club games for 12-16 year olds	FDC	Meetings held and games arranged	Programme reviewed	Programme reviewed
2e	Increase number of female players in mini soccer by 20 per year.	FDC	20 new players	20 new players	20 new players

Section 3	CLUB DEVELOPMENT
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Aim	<ul style="list-style-type: none"> To develop an Island wide network of sustainable Charter Standard clubs, aiming to raise standards, recognise good practice and reward quality. These to include multi-team Community clubs with excellent playing, training and social facilities, providing high quality coaching and development opportunities for all female participants. 				
Objectives	<ul style="list-style-type: none"> 100% of all clubs with Junior teams to have achieved a minimum of Charter Standard Club Status by 2012 Support clubs to sustain and increase number of female teams 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
3a	Continued promotion of the CS scheme to all clubs on the Island	FDM / FDC Jersey FA	Utilise logo in marketing and promotion	Utilise logo in marketing and promotion	Utilise logo in marketing and promotion
3b	CS review meetings – 1x per club per annum.	FDM	10 Review Meetings	12 Review Meetings	14 Review Meetings
3c	Provide clubs with a local incentive for achieving CS status. All clubs achieving award to receive £100 worth of equipment. 4 new CS Clubs 1 new CS Adult Club	Jersey FA FDM / FDC CS Clubs Junior League	2 New CS Clubs (Total 11)	2 New CS Clubs (Total 13)	1 New CS Adult Club (Total 14)
3d	Existing CS clubs to achieve higher CS award. All clubs achieving higher award to receive £150 worth of equipment. 2x new Community Clubs 3x new Development Clubs	Jersey FA FDM / FDC CS Clubs Junior League	2 new Community Clubs	2 new Dev. Clubs	1 new Community Club 1 new Dev. Club

3e	Support clubs to set up new female teams and assist with any funding applications	Jersey FA FDC FF, Cash 4 Clubs	4 New Teams (Total 8)	4 New Teams (Total 12)	4 New Teams (Total 16)
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Section 4.0	WORKFORCE DEVELOPMENT - STAFF
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Aim	<ul style="list-style-type: none"> To develop a professional football development workforce with the relevant knowledge and skills to meet the needs of grass roots football 				
Objectives	<ul style="list-style-type: none"> Identify the core competencies required for County Staff roles Develop a Personal Development Plan for staff Provide in-service training and support for key partners 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
4.0a	FDC to identify and attend an FA Equality Workshop in Q4	FA RDM Jersey FA CEO / FDC	Course Attended		
4.0b	CEO and FDC to attend CRB approval course to approve future CRB applications.	CEO / FDC	Course Attended	CRBs Approved	CRBs Approved

Section 4.1	WORKFORCE DEVELOPMENT - VOLUNTEERS
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Aim	<ul style="list-style-type: none"> To ensure sufficient female volunteers are identified, recruited, supported and rewarded to enable the effective implementation of football in Jersey 				
Objectives	<ul style="list-style-type: none"> Develop the Step Into Sport Programme Devise a Female Volunteer strategy for the county Organise Effective Club Administration Courses for female volunteers Co-ordinate the Jersey FA Volunteer Awards 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
4.1a	1 Equality workshop to be organised per year. Pack £10.50 each Room £45 Tutor £60 Flights & Accommodation £175	FDC	N/A	1 Workshop 16 attendees	1 Workshop 16 attendees
4.1b	Sustain and develop a Step Into Sport Programme for young people – JFO, mini soccer match day skill courses. (See sections 1.0b & 1.0e)	FDM / FDC	5 JFO Courses Run	6 JFO Courses Run	7 JFO Courses Run
4.1c	Organise and deliver 1 Jersey FA Young Leadership and Volunteering day targeting 16 and 17 year olds.	FDM / FDC Jersey FA	1 County FA Leadership Day Targeting 12 JFO Students	1 County FA Leadership Day Targeting 12 JFO Students	1 County FA Leadership Day Targeting 12 JFO Students
4.1d	Co-ordinate the Jersey FA Volunteer Awards - Nomination system to be put in place for all clubs	Jersey FA FDM / FDC	Nominations Submitted Winners	Nominations Submitted Winners	Nominations Submitted Winners

4.1e	Promote all voluntary roles within football on the Island – attracting more volunteers to the game outside coaching / playing roles		Decided Volunteer strategy launched	Decided Volunteer strategy delivered	Decided Volunteer strategy delivered
4.1f	In-service programme developed for all female volunteers	RDM / RCDM FDM / FDC JFACA	Female In-Service programme developed	Female In-Service programme delivered	Female In-Service programme delivered

Section 4.2	WORKFORCE DEVELOPMENT – COACHES / COACH EDUCATION PROGRAMME / TUTOR DEVELOPMENT
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Aim	<ul style="list-style-type: none"> To establish a comprehensive coach education and development programme to meet the needs of girls and women’s football and to support the player pathway To increase the number of qualified female coaches, improve the standards of those already involved in the system and develop schemes specifically designed to recruit and develop female coaches in Jersey 				
Objectives	<ul style="list-style-type: none"> Develop in-service training programmes for female coaches Establish a comprehensive coach education programme for females Promote and develop the Jersey FA Coaches Association 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
4.2a	Continue to raise standards through coach education and good practice within the girls’ leagues, providing a smooth transition into adult football and decreasing the number of players falling out of the 11v11 game.	RCDM FDM / FDC JFACA	Coach Ed Workshop X4	Coach Ed Workshop X4	Coach Ed Workshop X4
4.2b	Establish a comprehensive coach education programme: Bursary provided for female courses per year: £150 per L1 x3 Y1/Y2/Y3 £100 per YAM1 x3 Y1/Y2/Y3	FDM / FDC Course Tutors	L1CCF x3 YAM1 x3	L1CCF x3 YAM1 x3	L1CCF x3 YAM1 x3
4.2c	Increase Female membership within Jersey FA Coaches Association	FDM / FDC	5 Female JFACA Members	10 Female JFACA Members	15 Female JFACA Members
4.2d	Offer Futsal Coaching Course. Targeting 16 coaches (min. 4 Female) Start in year 2	RCDM FDM / FDC		Course held 4 Female Coaches attending	Course held 4 Female Coaches attending

Section 5	INVESTMENT / FACILITY DEVELOPMENT / REVENUE FUNDING
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Aim	<ul style="list-style-type: none"> Develop, manage and review the LFP Facility Strategy highlighting priority projects for support. Additionally, ensure the investment brought into the county meets its strategic needs in relation to Girls and Women's Football. 				
Objectives	<ul style="list-style-type: none"> Support the priority projects identified in Facility Strategy by organising workshops for applicants and providing advice where needed Identify areas in need of investment (capital and revenue) based on localised mapping process Support FF resources by increasing knowledge of local funding opportunities Help to determine nature of key partners for County FA Ensure the LFP is made aware of completed and ongoing projects to create a portfolio of success through periodic monitoring To identify and support small grant applications to the Football Foundation To promote the FA's Facility Standards across all projects and interested parties 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
5a	Offer applicants opportunity to receive support on football / facility development. Provide additional advice where required.	FDM / FDC	Support offered	Support offered	Support offered
5b	Identify and Assist C/S clubs with Football Foundation Small Grant Schemes.	FDM / FDC C/S Clubs	1 Successful SGS application	1 Successful SGS application	1 Successful SGS application
5c(i)	Reduce support from FF by promoting 6c(ii)	FDM / FDC Jersey LFP	N/A	N/A	N/A
5c(ii)	Increase knowledge of local funding opportunities. Advise and communicate to relevant partners and applicants.	FDM / FDC Jersey FA	Funding attained through local organisation	Funding attained through local organisation	Funding attained through local organisation

Section 6	SPORTS EQUITY AND RACE EQUALITY
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Aim	<ul style="list-style-type: none"> To promote and encourage wider participation in football across the community in playing, coaching, officiating and administering football 				
Objectives	<ul style="list-style-type: none"> Continue to promote the FA's 'Football for all' policy, enabling football to be accessible for everyone, regardless of age, ability, gender, race, religion or sexual orientation. 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
6a	Continue to support and promote 'Get into Football on Jersey in mainstream clubs, schools and leagues and raise awareness of current issues within the UK	FDM / FDC Jersey FA	Get into Football logo used in promotions and marketing	Get into Football logo used in promotions and marketing	Get into Football logo used in promotions and marketing
6b	See 4.0a and 4.1a				
6c	Utilise one game/one community weeks of action to raise awareness of equality	FDC Jersey FA	Activity run during week of action	Activity run during week of action	Activity run during week of action
6d	Implement systems of dealing with allegations of discrimination, harassment or abuse in line with best practice. Implement changes as necessary and provide monitoring information on cases to the FA through CAS	CEO	Systems implemented and monitoring provided	Systems reviewed and monitoring provided	Systems reviewed and monitoring provided

Aim	<ul style="list-style-type: none"> To communicate the work of the Jersey FA, consistent with national branding 				
Objectives	<ul style="list-style-type: none"> To use marketing material to effectively target the football community with the products on offer To promote examples of good practice To target priority neighbourhoods or communities, as part of the delivery of identified football development outcome(s) 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
7a	County FA Magazine produced and including a minimum 2 positive news stories around Female Football	Jersey FA	3x Magazine Issues Produced	3x Magazine Issues Produced	3x Magazine Issues Produced
7b	Website used to release 2 positive news stories about Girls Football per month	FDC Jersey FA	24 Positive News Stories	24 Positive News Stories	24 Positive News Stories
7c	1 positive news story regarding W&G football released to local media outlets per month	FDC BBC, Channel 103, JEP	12 Positive News Stories	12 Positive News Stories	12 Positive News Stories

Section 8

PERFORMANCE AND EXCELLENCE

Aim	<ul style="list-style-type: none"> To Develop and support the Jersey FA Centre of Excellence Girls' Squads 				
Objectives	<ul style="list-style-type: none"> Provide and support quality coaching and playing opportunities in football for talented girls aged 11-15 as the Jersey FA's talent and excellence programme. To establish Jersey National representative squads for girls at U15 and U17 Continue to use the Development Centre for coach / referee education and development providing Coach Education and Referee workshops, Coach Education 'taster sessions' and as a Tutor / Coach / Referee Mentoring Centre Establish links with Girls' Centres of Excellence in the South-West of England 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
8a	Provide and support quality coaching and playing opportunities in football for talented girls aged 11-15 as the Jersey FA's talent and excellence programme. FA Funding to contribute towards facility hire & Coaching hours.	FDM / FDC Centre Director	Girls Squads On going	Girls Squads On going	Girls Squads On going
8b	Establish and develop links between Jersey FA CofE and Centres of Excellence in the South-West of England in order to provide girls with the opportunity to progress into the national performance and excellence system.	FDM / FDC Centre Director	Links established with Portsmouth and Hampshire CofE	Islands elite girls visit CofE in S/W for trials CofE coaches visit Island to assess players	Islands elite girls visit CofE in S/W for trials CofE coaches visit Island to assess players
8c	Establish Jersey National Representative squads at U15 and U17 levels and develop a games programme for both squads.	FDC Jersey FA Rep Committee	N/A	Recruit staff Squads established and games programme developed	Review games programme

8d	Identify quality off island tournament for CofE girls to attend.	FDM / FDC Centre Director	Identify tournament	CofE participate in tournament and evaluate	CofE participate in tournament and evaluate
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Section 9	MONITORING & EVALUATION
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Aim	<ul style="list-style-type: none"> To establish a system of monitoring and evaluation which effectively demonstrates the Jersey FA's effectiveness in delivering the Jersey FA Girls and Women's Football Development Plan 				
Objectives	<ul style="list-style-type: none"> To broaden the ownership of the Jersey FA's performance measures (KPIs, CAF) to include the whole County Development Team and Key Partners. To establish a robust monitoring and evaluation system for FF schemes delivery on their development plans / our KPIs 				
Delivery	Activity (What, where, and target)	Responsibility	Activity 2009/10	Activity 2010/11	Activity 2011/12
9a	Track the delivery of Jersey FA headline targets highlighting what has been achieved, the targets that are behind schedule and the reasons for any discrepancies (update Jersey FA Scoreboard, quarterly review meetings, update CAS, submit additional reports to the States of Jersey department of Education, Sport and Culture, the Jersey Football Partnership and Jersey Advisory Council	FA RDM Jersey FA FDM / FDC	NGS Review x4	NGS Review x4	NGS Review x4
9b	Present quarterly performance measures to LFPs and to key partners who are not LFP members. Actively encourage feedback.	FDM / FDC	KPI's / NGS Scoreboard Presented	KPI's / NGS Scoreboard Presented	KPI's / NGS Scoreboard Presented