



**LondonFA**

# **London FA Council Meeting**

## **30.09.2019**



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1. Welcome & Introductions (5 mins)
2. Presentation - Strategic Football Facility Plans (10 mins)
3. Presentation – Influencing Policy in City Hall (10 mins)
4. Interactive Group task (35 mins)
5. New London FA Strategy Update (10 mins)
6. Apologies & minutes (5 mins)
7. London FA Council Reports (30 mins)
8. Nomination for London FA Vice-President (5 mins)
9. Matters arising not dealt with elsewhere (5 mins)
10. Dates & topics for future meetings / AOB (5 mins)



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# **London Elections 2020**

## **How do we make football matter in May?**

**Paul Noblet, Head of Media & Public Affairs, Centrepont**

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# What are the elections for?

- Mayor of London
- 14 constituency Assembly Members:

*Barnet & Camden,  
Bexley & Bromley,  
Brent & Harrow,  
City & East (Barking & Dagenham/City/Newham/Tower Hamlets),  
Croydon & Sutton,  
Ealing & Hillingdon,  
Enfield & Haringey,  
North East (Hackney/Islington/Waltham Forest),  
Greenwich & Lewisham,  
Havering & Redbridge\*,  
Lambeth & Southwark\*,  
Merton & Wandsworth\*,  
South West (Hounslow/Kingston/Richmond)\*,  
West Central (Hammersmith & Fulham/Kensington & Chelsea/Westminster)\**

- 11 'top-up' Assembly Members



# What are the London Assembly and Mayor's powers?



- The **London Assembly** is a 25-member elected body that scrutinises the activities of the Mayor of London and has the power, with a two-thirds majority, to amend the Mayor's annual budget and to reject the Mayor's draft statutory strategies.
- The **Mayor's powers:**
  - *Strategic planning, including housing, the environment and production of the London Plan.*
  - *Refuse or permit planning permission on strategic grounds*
  - *Transport policy, delivered by Transport for London*
  - *Policing, delivered by the Mayor's Office for Policing & Crime*
  - *Economic development, delivered directly by the Greater London Authority through subsidiary company GLA Land and Property*
  - *The remaining local government functions are performed by the borough councils, however there is some overlap with the GLA.*

# Opportunities



- Young Londoners Fund – 2 rounds, £45m
- Violence Reduction Unit - £6.8m via Mayor's Office for Policing & Crime
- New housing/regeneration schemes: Old Oak & Park Royal Development Corporation, Barking Riverside, London Legacy Development Corporation.

# How?



- Visits
- Meetings
- Briefings
- Mini-manifesto(s)

# How (continued...)



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## Manifesto for Homeless Young People



The next Mayor of London should:

- 1 Set aside £20 million to deliver move-on accommodation specifically for young people leaving supported accommodation** and ready for independent living.
- 2 Ensure that the Mayor's London Housing Strategy prioritises high-quality floating support** for young people moving on from homelessness.
- 3 Establish rent deposit schemes for care leavers across London.** Some landlords require a deposit and rent upfront, which is especially difficult for care leavers who do not have financial support from family.
- 4 Better promote traineeships** to provide under 25s with on-the-job training that acts as an important stepping stone towards further education, employment and training.
- 5 Fund a range of youth services and facilities, including education, sport and cultural activities.** This is particularly important to reduce the risk of young people getting caught up in crime.
- 6 As the Police and Crime Commissioner, work with the Metropolitan Police to introduce a 'commitment to refer' under the Homelessness Reduction Act (2017).** This would commit police officers to formally refer people experiencing or at risk of homelessness to their local authority for support.





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# **The 90 second pitch**

# Questions



1. Are you aware of any local pitches that would benefit from the Pitch Improvement Programme?
2. How can we better promote the Strategic Football Facility Plans across London?
3. What key issues do you want to highlight to candidates standing for the London Assembly (90 second pitch)?



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# **London FA Strategy 2019-2024**

## **Update**

# Strategy Timeline



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Date	Milestone
10 <sup>th</sup> April 2019	LFA Board Strategy Day (inc. Youth Council representative)
April & May 2019	Individual meetings with key stakeholders
20 <sup>th</sup> May 2019	LFA Board Strategy Wash Up Meeting
29 <sup>th</sup> May 2019	LFA Staff Strategy Day
3 <sup>rd</sup> June 2019	LFA Board meeting (approve direction of travel)
24 <sup>th</sup> June 2019	LFA AGM & Council Meeting (strategy consultation)
11 <sup>th</sup> July 2019	Strategy consultation with professional stakeholders
17 <sup>th</sup> July 2019	Strategy consultation with voluntary stakeholders
July & August 2019	LFA staff engagement, further consultation with external stakeholders, drafts completed
16 <sup>th</sup> September 2019	LFA Board Meeting – sign off final strategy
30 <sup>th</sup> September 2019	Final strategy presented to LFA Council
October 2019	Strategy published and launched

# London FA's Strategy



Vision

**Harnessing the power of grassroots football to enrich more lives in London**

Mission

**To govern, safeguard and develop the grassroots game to ensure the best and most welcoming football experiences for all across the capital**

Goals



**1. Safer environments for people to thrive**



**2. Lead the growth of structured football in London**



**3. Improve access to the game for under-represented groups**



**4. Develop a workforce that is as diverse as the city itself**



**5. Improve the business, to better engage and serve our members**

## **Our Values**

**Leadership, Collaboration, Professionalism, Integrity, & Performance**

# Goals & Objectives



**Safer environments for people to thrive**

1.1

Embed safeguarding in everything we do

1.2

Spread the word – increasing safeguarding awareness

1.3

Effective management of poor behaviour across the game



**Lead the growth of structured football in London**

2.1

Halt the decline in the male affiliated game

2.2

Drive growth across the male recreational game



**Improve access to the game for under-represented groups**

3.1

Double the number of female players by 2024

3.2

Double the number of players with disabilities by 2024

3.3

Increase the number of people from low SEG backgrounds playing football



**Develop a workforce that is as diverse as the city itself**

4.1

More female and BAME coaches

4.2

More female and BAME referees

4.3

More female and BAME administrators



**Improve the business, to better engage and serve our members**

5.1

Improved management of our finances, to reinvest back into the game

5.2

More engaged and satisfied members

# Key feedback from Board



- Reduce text
- No technical jargon
- Consider combining goals 2 & 3
- Rationale for under-represented groups selected
- Add board profiles and case studies
- Targets & measures framework
- Organisational values reflected throughout the document
- Executive summary