

GREATER MANCHESTER FOOTBALL



ENGLAND
FOOTBALL

Manchester FA



Manchester FA

*Annual General Meeting
Business Summary 21/22 season*

Monday 28th November 2022

Changes at Manchester FA



Andy Baker

Olivia Laiker

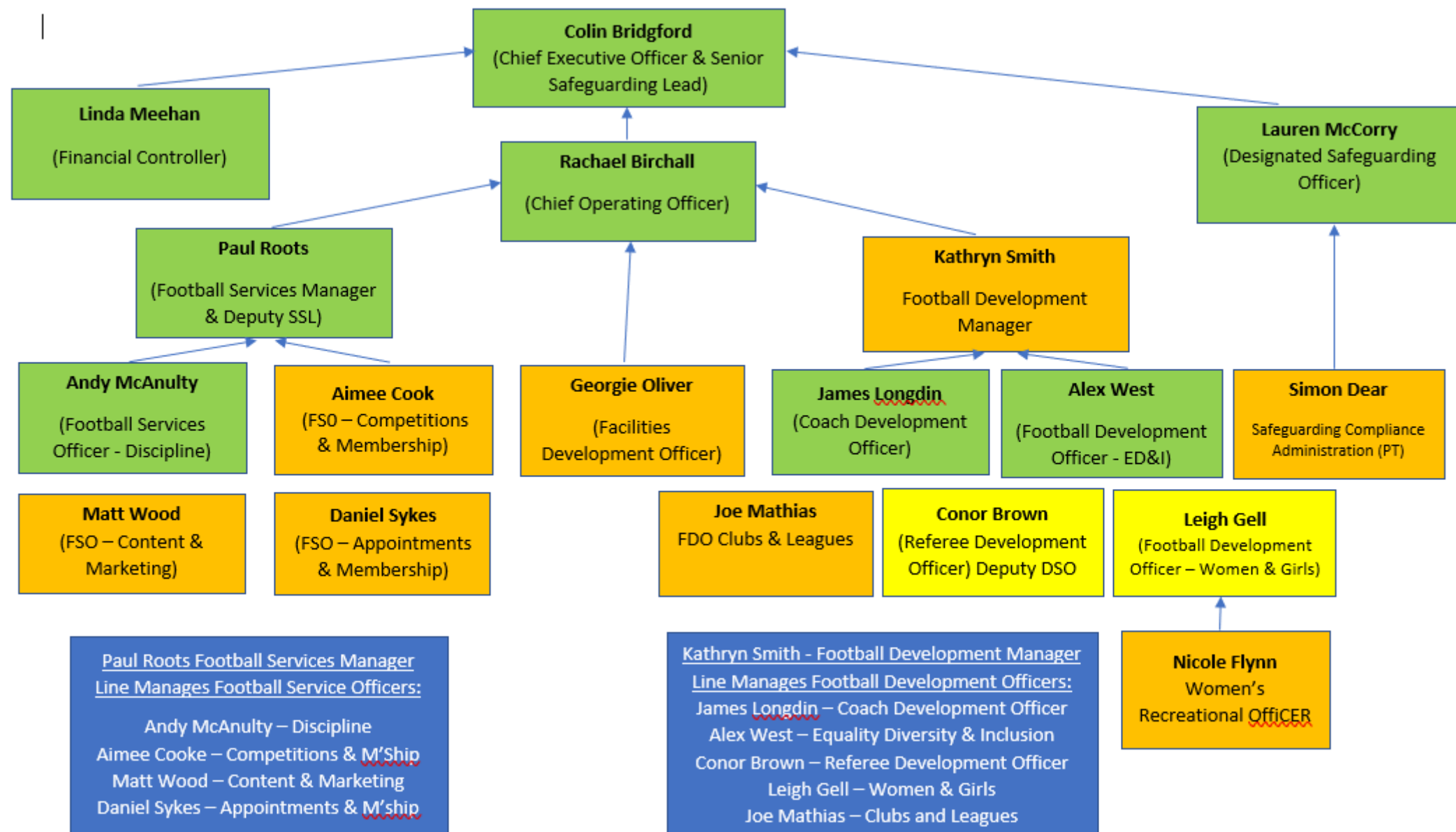
Tom Elliott

Chris Berrevoets

Sarah Cummings

Alex West





Governance Update Board of Directors



- 1.) Our Board of Directors at Manchester FA.
 - John McLellan-Grant – Chair, Chair of Salford District Youth League
 - Geraldine Ryan – Partner, CMS. Corporate Legal
 - Will Blandamer – Executive Director, Health & Adult Care in Greater Manchester
 - Rebecca Britain – Club Secretary, Manchester United
 - Elliot Ward – Head of Corporate Communications, City Football Group
 - Karen Bardsley – Former England Lionesses, Chair of Greater Manchester Women's Football Board



New Manchester FA Independent Non - Executive Directors



- Dan Jones - Finance & Risk INED
- Dan has leveraged 25 years of sports business leadership experience formally at Deloitte as a Global Lead Partner as the Head of Sports Business Group. Alongside this, Dan was a panel member for the Independent Fan Led review of Football Governance by Tracey Crouch MP.
- Anika Leslie-Walker – Inclusion INED
- Anika has worked within the football and education landscape throughout her career and has developed a specialism within sport, gender and race. As well as her current role as a Senior Lecturer in Sports Sociology at Nottingham Trent University, she has been an observer of the Manchester FA Board since September 2021 and has supported The FA's Women Leadership Programme.
- Chris Armstrong – Health & Wellbeing INED
- Chris has developed an in-depth knowledge of high-performance sport programmes. This includes working previously in sport at Birmingham City FC, Warwickshire County Cricket Club and within his current role as Wellbeing Programme Manager at Mercedes-AMG Formula One team. Chris also recently supported Sport Birmingham Working Group in a voluntary consultancy role supporting the Commonwealth games legacy programmes.

<https://www.manchesterfa.com/news/2022/aug/10/manchester-fa-welcomes-three-new-board-members>

OUR KEY AIMS & ASPIRATIONS FOR 2021-2024

1

Ensuring Safeguarding is at the Heart of Manchester FA and grassroots football in Greater Manchester.

2

A recalibration of grassroots football across Greater Manchester supporting our passionate volunteers, ensuring that we provide the best customer service from our professional and flexible Manchester FA Team, operating as the first ever fully functioning hybrid County FA.

3

Develop an innovative and inclusive football proposition to unite and inspire our local communities across Greater Manchester.

4

To ensure that Manchester FA and grassroots football across Greater Manchester plays its part in supporting the challenges faced around mental health and physical wellbeing.



- **Safeguarding**

- 1st County FA to be independently assessed by the NSPCC CPSU
- Founder CFA member of the Shared Service Safeguarding Administration Pilot
- Actively and proactively engaged the FA's Play Safe Weekend
- Board and Team Engagement for Club Visits
- Strong Independent Governance with Board Champion chairing our Safeguarding Strategy Group (SSG)



- Recalibration of Grassroots Football, Customer Service, Hybrid CFA
 - Supporting Clubs and Teams returning Post Covid, Online Events, Club Newsletter
 - Individual support from officers with specialist support
 - Freshdesk, Fresh Caller Introduction
 - New Hybrid Working Structure – New Contracts of Employment, WFH, when you want. Team Meetings, Reward and Recognition Scheme.



- Innovative and Inclusive
 - Displaced People Programme (Refugee)
 - Football Leadership Diversity Code
 - Preliminary Level of Equality Standard
 - Flexi League
 - EDI Recruitment Process – Positive Action



Your free, safe and anonymous online mental wellbeing community

Whether you are looking for advice or simply aren't feeling your best, Kooth offers a range of features and tools to support you.

Magazine	Chat with the team	Discussion boards	Daily journal and goal setting	Mini activity hub
Helpful articles, personal experiences and tips from young people and our Kooth team.	Chat to our helpful team about anything that's on your mind. Message us or have a live chat.	Start or join a conversation with our friendly Kooth community. Lots of topics to choose from!	Write in your own daily journal to track your feelings or emotions and reflect on how you're doing.	Select from a growing menu of fun, therapeutic and useful activities.

- Mental Health and Physical Wellbeing
 - AED Partnership / Greater Manchester Combined Authority / North West Ambulance Service
 - Partnership with Kooth & Qwell
 - Barnardo's Partnership
 - Mental Health First Aid Training

- **Male Participation**

- 21/22 Target: 30,066
- Current: 32,471
- Highlight – Vets League provision

- **Female Participation**

- 21/22 Target: 3,500
- Current: 4,260
- Highlight - Women's Flexi League

- **Disability Participation**

- 21/22 Target: 1,012
- Current: 593
- Highlight – partnership with Azeem Amir & Foundation 92 to provide VI football opportunities

MALE PARTICIPATION

Our 2024 Goal:

'To create an accessible, inclusive and sustainable pathway for male players across Greater Manchester to inspire a lifelong journey in football'



FEMALE PARTICIPATION

Our 2024 Goal:

'To create a dynamic and accessible recreational and affiliated offer for women and girls of all ages across Greater Manchester, ensuring we have an empowered female workforce to support the growth and development of the women and girls' game'



DISABILITY PARTICIPATION

Our 2024 Goal:

'To support grassroots disability football to return, thrive and grow, working towards a local and accessible offer of PAN and impairment specific community football and driven by an inclusive approach to developing the game'



- **Workforce - Coaches**

- Over 400 + face to face CPD attendances across the MFA programme
- 89.6% YTWQC
- Highlight – Young Female Coach Development Programme

- **Workforce - Referees**

- 737 Registered referees, with 74% retained from the 20/21 Season
- Over 300 new referees, with 69% of these converted
- Highlight – female referee course

- **Quality Pitches**

- 45 pitches marked as 'good' as of April '22
- Highlight - Tameside, Manchester & Salford all part of LA Pilot with FF resulting in 200 pitches being assessed.

WORKFORCE - COACHES

Our 2024 Goal:

'Provide a coach development programme that is relevant and rewarding to support coaches of all levels and experience across Greater Manchester'



WORKFORCE - REFEREES

Our 2024 Goal:

'To recruit, retain and develop a diverse and skilled referee workforce who can achieve their potential in football in a safe and enjoyable environment'



QUALITY PITCHES

Our 2024 Goal:

'To work with local and national partners to deliver enhanced football facilities in Greater Manchester and for this to have a positive impact on football delivery'



Summary of 21/22 Season

Disability Football KPI – Strategy, Action Plan.

Key 21/22 Operational Challenges, Capacity

Inclusive in all what we do. Diversity, Inclusion Action Plan

Safeguarding is at the Heart of what we do.

Effective Governance - Code of Governance

Staff Transition / New Manchester FA Staff for 2022/23

Women's Euro Legacy



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Thank You,

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