



**MIDDLESEX
FOOTBALL**

Middlesex FA Season Review 2021-22





**MIDDLESEX
FOOTBALL**

Welcome

Our Story

Our role is to develop and support the grassroots game in the geographical County of Middlesex. We are a charitable organisation providing everyone with the opportunity to participate in the game across Middlesex. Our boroughs are the most densely populated and diverse in the country and we are committed to connecting and collaborating with everyone who would like to be involved.

Our primary focus when anyone chooses to participate in the game is to make sure safeguards are in place to ensure they have fun in a safe environment, creating pathways for them to stay in the nation's favourite game for as long as they wish. At Middlesex FA our staff and volunteers work tirelessly to share their passion for football. At our facility, Rectory Park, we are proud to have expanded our reach by working with our partners to deliver on and off the pitch.

Our Mission

Rebuild, modernise and grow the game for all.

Our Values

We are **Committed**

We are **Creative**

We are **Collaborative**

We are **Connected**

Our Purpose

To ensure each and every person in Middlesex has the opportunity to get involved in football. To achieve this vision, we have four simple values that staff, Council and Committee members here at the Association live and breathe – to be committed, to be creative, to be collaborative and to be connected. With these values, we'll continue to move football forwards, creating an environment where regardless of age, ability, faith, gender, sexuality or background, people in Middlesex are able to enjoy the beautiful game.

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Chair's Introduction

My introduction to the last two Middlesex FA Annual Reviews had been written against a backdrop of successive football seasons severely impacted by the effects of the COVID-19 pandemic. Following a partial lifting of restrictions, we returned to football in March 2021 with an extended season that was not completed until deep into the summer. Even then it was uncertain that football would be able to return to normal in time for the 2021-22 season. Thankfully, we have been able to enjoy an uninterrupted and completed season.

Middlesex FA has always been aware of its responsibility to support our football community in its recovery from the pandemic. Clubs at all levels have suffered hardship due to COVID. Middlesex FA was able to assist them in accessing funds and offering free affiliation to help them navigate their way through the crisis.

The Middlesex FA Strategic Plan 2021-24, "Leading from The Front", which was formally launched in September, contained several measures designed to facilitate the recovery. Specifically, the strategy sought to rebuild, modernise and grow the game in Middlesex as we emerged from the pandemic.

The strategy commits that by 2024, Middlesex FA will have developed a structure that will meet the needs of the current and future game in our County. The first stage of the process is now close to completion with several Article changes being presented for approval at the Association's AGM in June 2022.

Amongst the proposals is a revised board structure to provide the skills, experience, independence and knowledge required for Middlesex FA to be a modern, relevant and fit-for-purpose organisation. For the first time, MFA has recruited two independent non-executive directors and has demonstrated a strong and public commitment to achieving greater diversity throughout the Association.

Middlesex FA is committed to providing a safe environment for all participants. During the season we were assessed by The FA's external verifiers who confirmed that we continue to meet The FA's Safeguarding Operating Standards. In the light of the publication of Clive Sheldon QC's independent report into allegations of non-recent child sexual abuse in football, published in March 2021, The FA launched its new Safeguarding 365 strategy in September. It is the right of all participants to expect to remain safe when playing football in Middlesex and it is our duty to provide that safe environment.

Rectory Park returned to full operation when the lifting of COVID restrictions allowed. The facility has enjoyed high occupancy across its two pitches, whilst 100 young people use the site each day as part of the college schemes in residence.

Andrew Perren stepped down from his post as the Centre Manager this year to take up another role in Middlesex FA. He was our first Centre Manager and I would like to thank him for his excellent contribution in establishing Rectory Park as a first-class venue, often in difficult circumstances.

A visitor to Rectory Park in February was the new FA Chair, Debbie Hewitt. She chose Middlesex FA as the venue to meet County FA Chairs and CEOs from the south region in one of her first engagements in her new role.

This summer sees England host the finals of the Women's Euro 2022. Middlesex is home to two of the venues staging fixtures in the competition, at the new Brentford FC Community Stadium and at Wembley Stadium. Middlesex FA has been given the opportunity to lead the legacy programme in the host Boroughs of Brent, Ealing, and Hounslow. Sian Osmond joined the Middlesex FA team to manage a wide-reaching programme of initiatives to increase participation in the female game amongst a diverse group of communities.

The Middlesex FA Inclusion Advisory Group has continued to introduce several initiatives that will be vital to enable the Association to become more representative of its community and meet its equality, diversity, and inclusion objectives. A Black History Month event was held in October 2021 to raise awareness and provide education for the game in Middlesex.

The MFA Youth Council has continued to lead many events including the Middlesex FA Charity Weekend which took place in March 2022. Several Clubs had signed up to raise money for our charity partner, St Luke's Hospice.

In September 2021 we staged our Grassroots Awards evening at Brent Civic Centre. We were delighted to formally recognise the Middlesex winners of The England Football & McDonalds Grassroots Football Awards for 2020 and 2021. This included some recipients who went on to receive national awards. During the evening we also presented several FA and Middlesex FA Long Service Awards. We were honoured to present our former Chair and President Derek Mennell with the first Fellowship of the Association, after 50 years of service.

I would like to place on record my thanks to the Middlesex FA and Rectory Park staff for their efforts during the season. I would particularly like to thank Sharon Porter for her valuable work as our Designated Safeguarding Officer prior to her retirement in June. Middlesex FA owes a great debt of gratitude to Sharon for her dedicated work in ensuring a safe environment for participants in our county.

I would also like to thank my colleagues on the Board and Council of Middlesex FA for their valuable work during the season. One of our Directors, Bobby Elliott, stepped down from his role in September and I would like to thank him for his valuable contribution over several seasons. I would also like to thank our Chief Executive, Leigh O'Connor, and Finance Director, Steve Grover, who have continued to negotiate The Association through turbulent operational and financial times.

Thank you also to the members of our Committees, Sub Committees and Advisory Groups. Whilst COVID restrictions were in place we learned to meet remotely. Although we have now returned to face-to-face meetings in some cases, some of our committees have continued to meet using technology. This has enabled us to work efficiently, with members able to manage their time to ensure greater attendance at and contribution to meetings.

I would also like to take this opportunity to thank all the volunteers responsible for running Leagues, Clubs and Teams in the various formats of the game, and to our match officials. You have all played a vital role in keeping football going during the two seasons most effected by the pandemic. You are now playing an important part in football's recovery from COVID, for which we are very grateful.

Everyone involved with Middlesex FA is looking forward to working with all our stakeholders to meet the challenges of the future.

John Taylor Chair



Chief Executive's Foreword

This season saw the game return following a challenging couple of years and it has been great to see Middlesex Football bounce back so well.

This review highlights the successes and achievements of the season and will highlight the impact we are making in our local community whilst ensuring the game is accessible to all.

It also highlights the progress we are making against our targets in our Strategy, Leading From The Front, which is built on our mission to Rebuild, Modernise and Grow The Game For All. As a reminder our key priorities in the strategy are:

- ⊕ To be relevant, fit for purpose and to make equality a reality
- ⊕ Provide a safe, fun and compliant environment for all
- ⊕ Provide a customer-centred approach to administration and deliver a high-quality service to all
- ⊕ Provide inclusive and accessible opportunities for all
- ⊕ For the good of our community

We continue to ensure Middlesex FA is at the heart of our community and we will continue to ensure our facilities at Rectory Park are available to all by offering a wide range of activities on site. We will work with and support our network of Clubs, Leagues, volunteers, players, referees, coaches and administrators to deliver this strategy and to make everyone feel a part of Middlesex Football.

The Middlesex Staff team have worked tremendously hard to ensure the game received support and guidance throughout the season. We have increased our focus on health and wellbeing and training and development to ensure we continue to develop and support our workforce. I would like to thank them for their hard work and dedication to Middlesex Football.

Football in Middlesex wouldn't happen without the 1000s of volunteers who run Leagues, Clubs and teams. We really appreciate the time and commitment you give to the game. Thank you. The review will highlight and congratulate the achievements of our England Football Grassroots Award winners. Well done to all of our winners and to those who went on to receive national awards.

I would also like to thank our match officials who support and manage the vast majority of our games week in, week out.

I wish you well and thank you once again for the support you give to Middlesex Football.

Leigh O'Connor Chief Executive

"We continue to ensure Middlesex FA is at the heart of our community and we will continue to ensure our facilities at Rectory Park are available to all by offering a wide range of activities on site".



SCAN CODE OR CLICK BELOW

[Chief Executive's Foreword](#)



Football Services

The Football Services Team provide a customer-centred approach to administration and deliver a high-quality service for all. The Safeguarding team ensure that football is delivered in a fun and safe environment, embedding safeguarding across Middlesex FA.

Some stand out areas from the past year include:

- ⚽ Senior Challenge Cup Final attendance = 751 attendees
- ⚽ Ran the first ever Under 18 Girls' Cup
- ⚽ Crowned the first ever Under 12, 13 and U14 Trophy winners

SCAN CODE OR CLICK BELOW

Senior Cup Final



AFFILIATION DATA							
2,304 Male Teams	33,978 Male Players	180 Female Teams	4,297 Female Players	36 Disability Teams	386 Disability Players	18 Futsal Teams	180 Futsal Players

REFEREES		PROMOTIONS	
592 Registered Referees	45 Female Referees	Level 5 13 Candidates	Level 6 14 Candidates

DISCIPLINE			
468 Investigations	57 Serious cases	13 Average Number of Days to Charge	26 Average Number of Days to Hear Cases

COUNTY CUPS AND PLAYERS REGISTRATION			
25 Cup Competitions	853 Cup Entries	91% Player Registration Coverage	15 Retained Leagues



Year One Strategy Review

SAFEGUARDING



27
Validation Visits

100%

Training Compliance
Across CFA Workforce



361
Teams Checked

FOOTBALL SERVICES



853
Cup Entries



33,978
Male Players



4,297
Female Players



751
Senior Cup
Attendances



592
Registered
Referees

91%

Player Registration
Coverage



26 DAYS
Average Number
of Days to Hear
Cases

INCLUSION

7 OrangeBall

Mental Fitness Programmes Delivered



10 Disabled Coaches

Provided Introduction to Coaching Football Bursaries & CPD Support

PARTICIPATION & DEVELOPMENT



£559,963

Football Foundation Investment*

* July 2021 to April 2022

92%

of Youth Teams With
a Qualified Coach



31

Walking Football Teams
Playing in Middlesex FA
Walking Football Leagues



74 Recreational Girls Football Providers

57 Weetabix Wildcats Providers

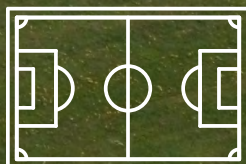
17 Squad Girls Football Providers

Engagement



11,351

Twitter Followers



150,000

Visits to Rectory Park
This Season



2,574

Instagram Followers

Participation and Development

Weetabix Wildcats

Our Wildcats programme continues to grow, with an additional seven new providers delivering the programme this year, taking our total to 57 across the county.

Squad Girls Football

Following on from the pilot phase in August 2021, May 2022 saw the full programme launch of Squad Girls Football (formerly Unite) – a recreational football programme for girls aged 12-14. We are pleased to have 17 Squad Girls Football providers across the county – the second-highest number of providers across the County FA network.

Women's & Girls' Clubs and Leagues

The number of affiliated teams continues to grow across the women's and girls' pathway, with an increase of 18% on last season.

This season, we celebrate two milestones across our Women's and Girls' Leagues – the Greater London Women's Football League celebrate their 50th anniversary and the Capital Girls' League their 10th. Both Leagues continue to play a pivotal part in the growth of the female game across London.

This season we welcomed the growth of the Women's Super 5 League, which launched a new North-West Division at Capital City Academy, Brent. The small-sided, beginners' League has seen 10 teams compete across two phases.

	57 Weetabix Wildcats Providers Across The County		252 Affiliated Teams Across The Female Pathway
	17 Squad Girls Football Providers across the county		

Walking Football Leagues

2021-22 saw the return of all three Middlesex Walking Football Leagues since the disruption of the 2019-20 season. The Leagues provide regular, competitive playing opportunities for over 50s and over 60s.

	31 Walking Football Teams Playing in Middlesex FA Walking Football Leagues
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Flexi-Leagues

This season saw the expansion of the Flexi-League to three divisions across Rectory Park and Bannister Sports Centre. The league provides adults with the opportunity to play 11v11 football for those unable to commit to the regularity of the traditional game.

3 Flexi-League Divisions With 19 Teams Participating	2,341 Affiliated Teams Across The Male Pathway
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FA Pokémon Futsal Cup

35 teams from across the county took part in the County FA Qualifiers of the Pokémon Futsal Cup across weekends in February and March at Brunel University and Gunnersbury Park. Congratulations to all the winners who move onto the regional heats.

FA Pokémon Futsal Cup – Middlesex Qualifiers	
Boys: U10 – Magic FA U12 – SH Football U14 – Northwood Youth U16 – NPL Youth	Girls: U12 – Ruislip Rangers U14 – Hinton & Finchley Revolution U16 – Hinton & Finchley Revolution





Disability Leagues

The 2021-22 season saw the return of all three disability Leagues following the impact of Covid.

The Middlesex FA PAN Disability League restarted this year, welcoming clubs and teams from previous seasons and new teams including Elfrida FC and Hertford Town Inclusive. During the season, the League trialled a new youth division inviting players aged 12-15 to take part in monthly friendly competitions with the aim to roll this out as an accredited division for the 2022-23 season

The North West London Mental Health League came back for another year and currently has 122 players involved. With an increase in popularity amongst women, Middlesex FA with support from Minds United FC, launched a new female division with great success.

16 teams from 7 SEN schools joined us at Rectory Park weekly to take part in the SEN Schools' League.

			
10 teams Participating in NWL Mental Health League	22 teams Participating in PAN Disability League	7 schools Participating in SEN Schools League	8 Disability Recreational Centres

England Accreditation

Application for Accreditation launched in February 2022 to replace Charter Standard applications. Since the launch, 11 Middlesex clubs have been awarded accreditation.

Accredited Club of the Month re-launched in December 2021 with new benefits for winning clubs.

We have worked with Wembley National Stadium Trust to secure funding aimed at supporting our Accredited Clubs in Brent to cover the cost of coaching qualifications, helping them to retain their Accredited status.

England Accredited Club of the Month
Dec - Indian Gymkhana
Jan - Parkfield Youth
Feb - Harrow United
Mar - Northfields United
Apr - Townmead Youth

Coach Education & Development

Coach Development Events have been delivered throughout the season utilising FA approved events and bespoke CPD events based on coach feedback. 10 CPD events delivered by the end of the season.

CPD roadshow to be delivered at the end of June to cover three events in one day. Introduction to Futsal to be delivered in June.

CPD Events Delivered in the 2021/22 Season:

Integrating Goalkeepers into your Matchday Practices
 Knowing the Basics
 The Matchday Experience
 Winning vs Development
 An Evening with Tony Carr MBE
 Understanding Your Players
 Introduction to Futsal
 Benefits of Small-Sided Games (as part of CPD roadshow)
 The Role of Others (as part of CPD roadshow)
 Why our Players Play (as part of CPD roadshow)

100FC programme running in partnership with London FA and the AFA, engaging with 75 female coaches enabling them to be linked with a host club or organisation to support their coaching journey. Coaches receive access to bespoke CPD support and bursary for completion of the Introduction to Coaching Football Course.

 335 coaches Completed CPD (Online & Face to Face)	 159 coaches Attended Face to Face CPD Events	 93 Coaches signed up to Coach Development mailing list
 232 coaches completed BT Playmaker Course	 148 coaches Completed I2CF	 90.2% youth teams With Qualified Coach

UEFA Women's Euro 2020

As we eagerly await the arrival of UEFA Women's EURO 2022 in England, activation of the London Legacy Programme is well underway. As a Host City, the programme sets out to grow the female game across Brent, Ealing and Hounslow, providing more opportunities for women and girls to play, coach and referee.

A key focus of the programme has been on the growth of recreational opportunities for women within the three host boroughs. We are pleased to be working with several Clubs and organisations to deliver recreational football for women aged 16-plus. Listed below are the Clubs currently offering these opportunities:

- Actonians Ladies FC
- Afghan & Central Asian Association
- Brentford Community Sports Trust
- Indian Gymkhana
- Kinja
- Larkspur Rovers
- Street Soccer
- Super 5 League

SCAN CODE OR CLICK BELOW
 Women's Euro 2020



Below are just some of the additional pre-tournament highlights we've launched this season, with plenty more activation planned for during and post-tournament, all with the aim of using the tournament as a catalyst to inspire positive change.

Female Referee Course 20 Women and Girls Supported Through Discounted Fa Referee Course	Sport England WEURO New Team Grants 11 Grants Totalling £11,000	Starting XI with Miss Kick Foundation 11 WEURO Ambassadors Recruited
Snickers Starting XI 12 Introduction to Coaching Football Bursaries and Mentor Support	Wildcats Workforce Retention 10 Introduction to Coaching Football Bursaries	



Facilities & Investment

Middlesex FA continues to work closely with the Football Foundation, local authorities, Clubs and the wider grassroots community to support and enhance football facilities across the county through:

- ⊕ Project activation
- ⊕ Application development
- ⊕ Grass pitch programme
- ⊕ Equal access for girls
- ⊕ Planning and protection
- ⊕ Post-award support

Local Authority Grass Pitch Programme

With club activation already underway, the Football Foundation's long-term plan to achieve 20,000 good-quality pitches by 2030 provides a solution for local authority grass pitch sites.

This season, local authorities across the country were invited to apply for the initial pilot phase of a new Local Authority Grass Pitch Programme. Six of the nine local authorities in Middlesex expressed an interest in the programme (third highest uptake across all County FAs) and they are now being supported in preparation for the full programme rollout.

Football Foundation Investment

Clubs and organisations continue to benefit from Football Foundation investment to improve existing facilities across the game.

Grass Pitch Maintenance Fund: six-year tapered grants to help clubs enhance or sustain the quality of grass pitches.

Small Grants: Football Foundation grants of up to £25,000 available for improvements such as:

- ⊕ Improving the quality of playing surfaces, both natural and artificial
- ⊕ Installing fencing
- ⊕ Purchasing pitch maintenance machinery
- ⊕ Replacing or buying new goalposts
- ⊕ Refurbishing or carrying out essential works to changing rooms/clubhouse

Premier League Stadium Fund: stadium improvements for Clubs within the National League System (Steps 1 to 6) and the Women's Football Pyramid (Tiers 1 to 4).

FOOTBALL FOUNDATION INVESTMENT (July 2021 to April 2022)				
Grass Pitch Investment £105,879	Goalposts £216,742	Changing Rooms & Pavilions £250,000	Premier League Stadium Fund £187,342	Total £559,963

MIDDLESEX FA INVESTMENT
Free Affiliation For All Clubs Totalling £30,000

SCAN CODE OR CLICK BELOW
Facilities & Investments



Rectory Park:

Rectory Park has now been open for four years and we are proud to host 150,000 visitors a year. The facility includes:

- ⊕ 2 first class floodlit 3G football pitches
- ⊕ 120 square metres of community space available for function bookings
- ⊕ Executive meeting rooms
- ⊕ A Cafe / Bar area
- ⊕ Free Parking
- ⊕ Free Wi-Fi
- ⊕ Broadcasting of all live Sky Sports events

The facility is available for all and whilst we primarily deliver football-related activities we can also host parties, community events, exercise classes, executive meetings and corporate training sessions.

The Pitches

We offer,

- ⊕ 2 full-size floodlit 3G pitches
- ⊕ All of our artificial pitches have been constructed to FIFA One Star standard.
- ⊕ We can offer all types of football
- ⊕ Our facility offers 2 x 11v11 Pitches, 4 x 9v9 Pitches, 4 x 7v7 Pitches and 8 x 5v5 Pitches.
- ⊕ Viewing enrichment
- ⊕ To enhance spectator experience, one pitch has covered seats for up to 140 people.

USAGE		
150,000 Visits a Year	OVER 50 Events Held in our Community Rooms	HOME of Queens Park Rangers College Academy for Boys and Girls

SCAN CODE OR CLICK BELOW

Rectory Park



Community Space

The community rooms at Rectory Park are flexible, aiming to support the delivery of a range of events. Users of the facility have access to The Clubhouse, free Wi-Fi, 75" TV screens and free parking.

Our 120 sq m community space can be adapted to meet your every need.

The Café

The cafe is known as the Clubhouse and is ideal for people who wish to relax whilst activities are taking place in either the community rooms or on the pitches.

Come in and try some food or indulge in a drink whilst benefiting from free Wi-Fi, Sky Sports and comfortable seating.

The bar is fully licensed, so perfect for all occasions!

Boardroom

We have a large Boardroom, seating 16 comfortably, available for hire.

The rooms are perfect for team meetings, staff training or interviews. You have access to the large screen and we can cater for the meetings on request.



Commercial and Operations

The Commercial and Operations Team is made up of a Communications and Marketing Officer, Business Support Administrator, Centre Manager and Facility Staff. The team is overseen by the Head of Commercial and Operations and is responsible for developing and managing the commercial, sponsorship, marketing and communications strategies as well as overseeing the facility business plan at Rectory Park.

Partnerships:

Here at Middlesex FA, one of our core values is collaboration. Therefore, we are constantly on the lookout for local, national or multinational businesses (both for-profit and non-profit) that we can partner with to help in our mission of inspiring our community to get involved in football.

What separates us from many other local businesses is that any money we receive from financial partnerships is put straight back into grassroots football, helping us to develop new programmes and initiatives, engaging new groups of people in the game and to grow our dedicated workforce to serve the football community.

Who are our partners?

 Charity Partner	 Analysis Partner & Adult Cups	 First Aid Supplier
 Youth Cups		 Adult Cups

What do we have to offer partners/sponsors?

- ⊕ Partner/Sponsor rights for Rectory Park
- ⊕ Partner/Sponsor of specific football development programmes
- ⊕ Advertising in Cup Final programmes
- ⊕ Regular features through our website
- ⊕ Perimeter Boards at Rectory Park
- ⊕ Awards events / Sporting Dinners / Golf Days
- ⊕ Access to FA Cup Final Tickets
- ⊕ Access to England International tickets
- ⊕ Access to hospitality at Wembley

"As always, we are looking for partnerships that add value to our customers and benefit football. We are not only excited to be able to improve our customer experience at our cup finals but thrilled to be able to offer a significant discount for clubs to purchase a VEO camera whilst also benefiting from the support of TeamFeePay. We hope this collaboration continues to show a desire from all of us to lead from the front and modernise the game for all."

George Wells

For further information please contact
George Wells
Head of Commercial and Operations
george.wells@middlesexfa.com

Middlesex FA Staff

Leigh O'Connor *Chief Executive*

Commercial & Operations Team

George Wells *Head of Commercial and Operations*
Jacob Ballheimer *Communications and Marketing Officer*
Josh Harnet *Business Operations Administrator*
Natasha Cameron *Centre Manager*

Rectory Park Team

Peter Kakouris *Centre Duty Manager*
Jacqueline Luckhurst *Centre Duty Manager*
Sam Drake *Centre Duty Manager*

Football Services Team

Kayleigh Saunders *Head of Football Services*
Samantha Read *Football Services Officer (Clubs & Leagues)*
Spencer Stone *Football Services Administrator*
Rebecca Chapman *Designated Safeguarding Officer*
Daniel May *Workforce Development Officer*

Participation & Development Team

Katie Phillipson *Head of Football Participation and Development*
Andrew Perren *Participation Development Officer*
Lauren Mawdsley *Inclusion Development Officer*
Paul Sharpe *Coach Development Officer*
Sian Osmond *Women's Recreational Football Development Officer*

MFA Board of Directors

John Taylor *(Chair)*
Doug Douglas *(Vice Chair)*
Steve Grover *(Finance Director)*
John Davies *(President)*
Mike Heavey *(Safeguarding)*
Derek Mennell *(Inclusion)*
Chris Ampofo
Barbara Bivens
Nigel Hickes
Andrew Morton



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FOOTBALL**

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