



Middlesex FA Season Review 2018-19





Welcome



FOR ALL

Our Story

Middlesex FA is the home of grassroots football in Middlesex.

We are the governing body for football in Middlesex providing everyone with the opportunity to participate in the game. Middlesex is the most densely populated and diverse county 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 new facility, Rectory Park, we are proud to have expanded our reach and are now delivering workshops with partners such as knife crime awareness, mental health awareness and nutrition workshops to engage with the community and use football as the driver to motivate them and help build their skill set in areas such as confidence, teamwork and respect.

Our Mission:

Inspire the community to get involved in football.

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 lives and breathes – 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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Chairman's Foreword:

Twelve months ago, as I wrote the foreword for last year's Annual Report, the Association was looking forward to moving to Rectory Park in Northolt. A year on we are fully established in our new home. The move to new premises has, as we had anticipated, greatly changed the way the Association operates and is perceived.

A great deal of energy has been directed in ensuring that we operate the centre effectively and create a hub for Middlesex football, as well as a centre for the local community. Rectory Park includes two full-size, artificial football pitches and associated facilities, social and educational space, meeting rooms and, of course, our new headquarters.

It is particularly pleasing to see the facilities being used so extensively whenever I visit Rectory Park.

We have been able to successfully stage representative matches, as well as several Adult and Youth and Capital Girls' Cup Finals at Rectory Park, which has demonstrated the versatility of the site.

It is also interesting to note that the latest FA Grassroots Survey indicated a significant increase in the perceived relevance of Middlesex FA to the football community.

Safeguarding has once again remained at the forefront of our attention this season. 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.

We have undergone a second rigorous external assessment to ensure that we conform to The FA's Safeguarding Operating Standards. I am pleased to say that we have passed this assessment and indeed the assessors have pointed to several examples of good practice by our Safeguarding Team.

This has been a collective effort by everyone involved in the Association, but I would particularly like to mention our Safeguarding Team led by Chief Executive Leigh O'Connor, Sharon Porter, Neill Fowler and our Board Safeguarding Champion, Mike Heavey.

Our Staffing structure has continued to evolve. Earlier this season, one of our longest-serving staff members, Stuart Allen, took the decision to retire. Stuart's contribution to the Association over the best part of two decades has been immense. He was very much the driving force, along with Colin Stupack who also left the MFA Board this season, in the development of the Rectory Park project. The Association owes Stuart an almost immeasurable level of gratitude for his efforts on our behalf.

We also lost Lynsey Edwards after a short but very effective tenure as our Head of Participation. Lynsey was instrumental in

relaunching our very important Inclusion Advisory Group under the Chairmanship of Shafique Govani. Inclusion remains a vital part of the Association's work.

Lynsey was also key in facilitating the first Middlesex Community Awards to be held at Rectory Park in October. This was an excellent opportunity to celebrate the achievements of our volunteers in Middlesex. It was an uplifting and at times very emotional evening.

We are delighted that George Wells has re-joined the team as our Head of Commercial and Operations. George will play a vital role in developing commercial opportunities for the Association.

It is also very gratifying to see that some of existing staff members have been able to progress, on merit, to more senior roles in the Association's staffing structure.

This season we have sought to reinvigorate our County Cup competitions. As part of this initiative we were pleased to stage our Senior Challenge Cup Final at Brentford FC's Griffin Park in April.

Women's and Girls' football continues to grow in Middlesex as our team works hard to deliver the Football Association's targets in this area. In this respect we have exceeded our goals in helping our partners to establish new Wildcats Centres to provide opportunities for young female footballers to begin their relationship with the game.

I would like to take this opportunity to thank my colleagues on the Board and Council of Middlesex FA for undertaking their demanding work and giving support during the season and to the members of Committees and Sub Committees for their efforts.

I would also like to thank all the volunteers responsible for running Leagues, Clubs and Teams in the various formats, for their challenging work in providing the means for players to enjoy our wonderful sport.

Looking forward we must continue with our plans to modernise and restructure the Association to ensure we are able to successfully perform our role as a modern County FA. This will include plans to guarantee we are inclusive and reflect the amazing diversity of our county.

Last year I closed my foreword to the Annual Report by stating that the football landscape in England was changing rapidly. That rate of change shows no indication of slowing down.

The Board, Council, Committees and Staff at Middlesex FA are all looking forward to working with all our stakeholders to meet the challenges that will present themselves in the future.

John Taylor, Chairman (Middlesex FA)

MFA BOARD OF DIRECTORS

Chairman – John Taylor

Vice Chairman – Doug Douglas

Directors – Chris Ampofo, Barbara Bivens, John Davies, Steve Grover, Mike Heavey, Nigel Hickes, Bob Elliott, Derek Mennell and Andrew Morton.

AREAS OF RESPONSIBILITY

Company Secretary – Leigh O'Connor

Director responsible for Commercial Advisory Board – Andrew Morton

Director responsible for Finance – Steve Grover

Director responsible for Human Resources – Doug Douglas

Director responsible for Inclusion Advisory Group – Derek Mennell

Director responsible for Safeguarding – Mike Heavey

Director responsible for Youth Council – Chris Ampofo

CEO's Introduction:

This year has been another year of change for the Association following our move to Rectory Park in July 2018. We are coming to the end of the 1st year of our strategic plan and below is a recap of what we will be aiming to achieve by 2021. The key areas of our strategy are:

- ⚽ **Male, Female, Disability Pathways**
- ⚽ **Developing Clubs and Leagues**
- ⚽ **Embrace all formats and engage all participants**
- ⚽ **Running the Game**
- ⚽ **Rectory Park**
- ⚽ **Marketing & Communications**
- ⚽ **Modernise and innovation**
- ⚽ **Facilities**
- ⚽ **Workforce Support and Development**
- ⚽ **Customer Engagement**

The progress of the above themes is highlighted in this document and will give you a flavour of the work ahead for the Association to ensure we meet our targets. The aim of the strategy is to engage and support participants involved in Middlesex Football as well as attracting new people to the game. We will continue to strive to deliver all of our targets set out in the plan which will involve many partners and organisations working together to develop the game.

A number of the above successes are highlighted within this review but I wanted to further expand on some specific areas.

Safeguarding young people in football continues to be a priority for the Association and we have been externally assessed on the The FA's Safeguarding Operating Standard. This was our second assessment and I'm pleased to confirm that we passed again.

We will continue to support the Football Community to ensure they have the appropriate resources to ensure football continues to be delivered in a safe environment in Middlesex. This was our second assessment and I'm pleased to confirm that we passed again. We will continue to support the Football Community to ensure they have the appropriate resources to ensure football continues to be delivered in a safe environment in Middlesex.

Linked to the assessment we have carried out a number of unannounced Safeguarding visits this year to check club compliance but more importantly to support clubs in managing safeguarding. These visits have been well received and we plan to do more next season.

The case studies contained in this document highlight the great work of the team at Middlesex FA and I would like to take this opportunity to publicly thank the Staff of Middlesex FA for all of the hard work they put in to developing the game in Middlesex.

Thank you to everyone who completed the Grassroots Survey, your feedback is important to us and it is great to see the perception of the relevance of Middlesex FA increasing. We hope the new staff structure is developing key local relationships to increase the support being offered to our Clubs and Leagues. .

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. 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 and energy you give to Football in Middlesex. I hope you enjoy reading about our achievements over the past year.

Leigh O'Connor, Chief Executive

MFA STAFF

Chief Executive – Leigh O'Connor
Management Accountant – David Long
Finance Assistant – Terry Obika

COMMERCIAL AND OPERATIONS TEAM

Head of Commercial and Operations – George Wells
Rectory Park Centre Manager – Andy Perren
Communications and Marketing Officer – Jacob Ballheimer
Middlesex Learning Manager – Paul Sharpe
Business Support Administrator – Sara Bennett

FOOTBALL SERVICES TEAM

Head of Football Services – Kayleigh Saunders
Football Services Administrator – Samantha Read
Football Services Administrator – Daniel May
Designated Safeguarding Officer – Sharon Porter
Safeguarding Administrator – Neill Fowler

PARTICIPATION AND DEVELOPMENT

Head of Participation and Development – Craig Nicholson
Football Development Officer – Kelly Hancock
Football Development Officer – Ebony Beckford
Disability Football Development Officer – Colin Williams
Workforce Officer – Katie Phillipson

Participation & Development

Our Participation and Development team are here to help anyone who wants to get involved in football. We have four Football Development Officers, a Workforce Development Officer and an apprentice working with the Head of Participation & Development. Some stand out areas from the past year includes:

- Disability Football
- Inclusion
- Capital Girls League
- Charter Standard Club of the Month
- Schools Futsal
- Recreational Sessions & Walking Football Leagues
- Wildcats



Disability Football

Disability Football, the 7th most popular team sport in the UK

MIDDLESEX FA PAN DISABILITY LEAGUE		
 6,000+ minutes of football played	 4 divisions - 20 affiliated teams	 238 matches played

Disability Cup Competitions

Rectory Park, as well as becoming instrumental in providing additional opportunities for recreational football this season, has also enabled Disability Cup competitions to flourish, with the four categories of The FA People’s Cup being hosted there the weekend of 23rd/24th February. The Regional 11v11 Disability Finals Day, which brings together teams from Middlesex, Surrey, Berkshire, Oxfordshire, Hampshire, Essex, Sussex and Kent was also held at Rectory Park Saturday 22nd June.

NORTH WEST LONDON MENTAL HEALTH LEAGUE		
 1,000+ minutes of football played	 7 affiliated teams	 75 matches played

Recreational sessions

Partnerships with Brentford Community Trust, QPR in the Community, Hendon FC, Ealing Mencap, 1 Life Academy, Positive Community Care, Mary Frances Trust, Wheelchair Football Association, Sense and Metro Blind Sport.



“We are a team that represents modern England and in England we’ve spent a bit of time being a bit lost as to what our modern identity is. Of course, first and foremost I will be judged on football results. But we have a chance to affect other things that are even bigger.”

Gareth Southgate, England Manager

INCLUSION			
20 attendees at October 2018’s Black History Month event, which included a workshop and presentations from local community groups and organisations	50 attendees at the Rainbow Laces match vs Brentford in the Community Trust in November 2018, including wider coverage from Sky Sports to support LGBT+ participants in football	15 MFA Staff attended Dementia Awareness and Mental Health First Aid workshops in March 2019	2 additional MFA Staff members have now completed the Mental Health First Aid Training qualification to support wider staff wellbeing

“Lets seize the opportunity to make a difference”

Paul Elliott CBE, Chair of The FA’s Inclusion Advisory Panel

CAPITAL GIRLS LEAGUE			
	2018/2019	2017/2018	Increase
Teams	86	75	Just over 14%
Clubs	36	31	Just over 16%
Players	1,120	1,039	Nearly 8%
Age groups	U8 to U17	U9 to U16	
Divisions	13	8	Just over 62%
Central Venue	2	1	100%

CHARTER STANDARD CLUB OF THE MONTH	
Month	Club Winner
October	Twickenham Cygnets
November	Brentham
December	Pinner United
January	Explorers FC
February	Harefield United
March	Denham United Ladies
April	Staines Lammas Youth
May	TBC

Futsal

Now into its 12th season of running, the Middlesex FA is committed in the delivery of the Middlesex Girls Futsal Schools competitions. Middlesex FA runs the finals competitions at Brunel University with the winner per borough attending the county finals. The competition year on year continues to develop with the 2018-19 season winners highlighted below

- U10s – Rhodes Avenue (Haringey)**
- U12s – Alexandra Park (Haringey)**
- U14s – Queens Park School (Brent)**
- U16s – Ashmole (Barnet)**

The 2019 Middlesex Youth Futsal Cup was run in February at Northolt High School with the winners going on to represent Middlesex at the regional finals. Representing teams were as follows

Finally, Middlesex FA obtained funding from Sport England to help to supply Futsal sessions throughout the county. Middlesex launched a start-up fund to support both leagues and sessions along with coach education around reduced course fees for FA Futsal Level 1 and FA Futsal Level 2 (to run in summer 2019). Middlesex has supported 14 sessions and two leagues to date with plans to enhance this model.



COUNTY YOUTH FUTSAL CUP WINNERS		
	Boys	Girls
U10	No competition	Ruislip Rangers
U12	Staines Lammas Youth	Hinton and Finchley Revolution
U14	Whitton Wanderers	Hinton and Finchley Revolution
U16	Brentford FCCST	London Bees Girls

RECREATIONAL SESSIONS AND WALKING FOOTBALL



8 Just Play
sessions on system



29 teams in the Middlesex FA Walking Football league launched Feb 2019



3 female only just play sessions



Middlesex FA Walking Football League Cup at Rectory Park **7th July 2019**



Walking Football referee workshop to support activity **16 participants** developed

Wildcats

Launched by The FA and SSE in 2017, SSE Wildcats was designed to inspire girls aged between 5 and 11 to be involved in the sport.

SSE Wildcats Girls' Football Centres provide girls with regular opportunities to play football and take part in organised sessions in a fun and engaging environment created exclusively for girls.

In spring 2019, we announced details of a host of new SSE Wildcats Centres set to open across the County and boost girls football even further.



SINCE APRIL 2019 WE HAVE



Launched **17 new SSE Wildcats Centres**



Provided each centre with **£900 and training equipment**



Opened centres across **9 county boroughs**



Engaged with **510 new girls** (projected numbers based on 30 players at each session)

REPRESENTATIVE FOOTBALL



WOMEN'S TEAM

Final League Position: 1st

Highlight: Remaining unbeaten across five games, scoring 17. This included beating Sussex in the final 4-1



MEN'S TEAM

Played one match, in the Preliminary Round of the Southern Counties Competition.

Lost 0-3 to the Army (at Aldershot)

UNDER 18 YOUTH

Final League Position: 3rd

FA County Youth Cup: 3rd round (Liverpool 2-1 Middlesex)

Highlight: Beating Wiltshire 14-0 at home

UNDER 16 YOUTH

Final League Position: 6th

Highlight: Beating Essex 2-3 away

We are Connected

Middlesex FA has long wanted to increase the provision for people with poor Mental Health using football as a tool to help their condition(s). This would also further support our well-established County FA League offer, allowing players to feed into this fantastic opportunity and support network.

As a county it is important for us to be connected to those we serve. One such thing we noted as we prepared to launch the sessions with Hendon FC and Brent NHS Foundation Trust was that the London Borough of Brent is identified as highly deprived and sits within the 14 most deprived areas within London. From here the London Borough of Brent became involved as they too began to work towards improving mental health for those within the borough.

The level of inactivity within London averages out at 22.2 per cent of the population who do not partake in physical activity. The rate of this within the London Borough of Brent is even higher with 27.3 per cent of the population not taking part in any physical activity. As a group we all wanted to change this to benefit all those who needed support, as physical activity is a great form of stress release as well as being a great way to connect with others with similar interests. The long-term goal of the partnership was to create an affiliated team and grow the sessions to support as many players as possible, giving the targeted group a sense of belonging and community to improve their mental health.

Having seen huge success through the project culminating in it being awarded community project of the year for 2017-18 we have continued to work in partnership, seeing the session grow and expand. The session started with just four attendees and after three months this had grown to an excellent 27. From this, Hendon FC were able to connect with enough players on a regular basis that they formed a team to compete in our monthly North West London Mental Health League at Brunel University.

As we continued to support the session through the 2018-19 season the success began to hinder the numbers as those we had connected with began to return to work or education. As such they were no longer available to attend the original session. Not wanting to lose this connection we were able to secure further funding from the Wembley National Stadium Trust to allow us to launch a second session in March 2019, accommodating a different time and day. This would allow these participants to continue with their engagement in sport, whilst also opening the project up to a new audience.

This initial project has given us a better understanding of how the landscape of mental health football is ever evolving. With this new knowledge we are looking to replicate this success across the county to ensure we connect with as many people as possible to ensure football in Middlesex is truly for all. Before rolling this out across the county in full, we have worked with both Wingate and Finchley FC and Enfield Town FC to ensure this programme is fit for purpose. We can then begin to pursue new club and NHS Trust partners in different areas of the county.



We are Collaborative

As we began to work with Kevin Coleman (FA Diversity & Inclusion Manager) we became aware of a local community group who were operating in Middlesex and looking to develop football opportunities for their members. Off the back of this we reached out to Stanmore Jafferys and were able to identify their needs and the constraints that would impact any potential programme.

To ensure that we created a suitable programme we knew we had to take their education and faith calendars into account to ensure we could provide an opportunity for all of their community. This programme started by supporting the club to become a Middlesex FA affiliated club, allowing them to start entering leagues and really becoming part of the wider footballing community. Part of this work involved working together to upskill their parent coaches by putting on bespoke Level 1 courses.

As an organisation they had no football governance experience so, working with Middlesex FA, their committee was trained to be football compliant, ensuring they would be able to offer best support to the club to keep it running and sustainable.

Off the back of this original work we have seen Stanmore Jafferys grow to 10 affiliated teams actively playing in the Chiltern Church Junior Football League. The league in question was identified as best suited to the group through our meetings as this was a Saturday morning provision, as Sunday mornings are filled with the communities' educational programmes.

Working with Middlesex FA the club has now amassed 35 qualified coaches. To achieve this they used £2,500 of funding from the Community Shield Grant with support from Middlesex FA helping the club gain this. This funding has also helped the club to continue their engagement within their community. The club continue to invest in their players and coach development as they currently have 12 coaches completing a bespoke Level 2 course with the county.

The club claimed national recognition when they were crowned The FA "For All" Award winners at the Asian Football Awards for their work within the community. Part of their community work has seen the club develop mental health sessions and, more recently, they have partnered with a food bank to run food drives for the homeless.

As their strength and stature within the community improves, the club has started to look into the options for a female football provision to further engage within their community. They have started preparations to become a SSE Wildcats Centre next year, whilst applying for Grow the Game to start a new girls' Under-9 team this forthcoming season.



Their preparations again include upskilling further female coaches and they will work closely with Middlesex FA to provide the female-only Level 1 course to fit around their faith calendar.

Whilst Middlesex FA has supported Stanmore Jafferys' growth and development from a community group to a thriving football club, our collaborative approach has seen our support returned in kind from the club as they help to share their good practice experiences with the hope we can share their inspirational story and motivate other communities in local areas and beyond to work towards their goals knowing that they can achieve similar success.

Investment/ Facilities

Middlesex FA aims to increase the quality and quantity of pitches and facilities, providing more opportunities and more enjoyment for all.

Our key role is to support facilities projects by guiding clubs, schools and organisations through the funding opportunities available. Working in partnership with local authorities, The Football Foundation, Sport England and other organisations, Middlesex FA recognises the importance of high-quality facilities for football within the county and strives to deliver this for the communities.

In addition to the funding we can help clubs/leagues access, we also have our own fund entitled The Rectory Park Football Fund. With Middlesex FA moving to Rectory

Park, in line with the launch of the new National Game Strategy, there are new opportunities to benefit the wider Middlesex Football community.

It has been highlighted that there is a need to help sustain the adult game. With this in mind we launched the The Rectory Park Football Fund.

This funding is aimed to help over 900 players stay in the game from clubs who have previously not been eligible for either Grow the Game or Retain the Game funding.

Finally, we also have a Charter Standard Club of the month award that has a prize pot of £300. This has been awarded across the 2018-19 season.

FOOTBALL FOUNDATION FUNDS				
£642,000	£196,000	£35,000	£25,000	£8,000
Facilities Fund Total	Football Stadia Improvement Fund	Grow The Game Fund	Junior Kit Scheme	Respect Funding

MFA CONTRIBUTIONS		
ST LUKE'S HOSPICE	RECTORY PARK FOOTBALL FUND	CS CLUB OF THE MONTH
£1,300	£23,000	£2,400
Money raised	Retention Fund	Funds awarded

TURF PITCHES ON THE FA 3G PITCH REGISTER IN MIDDLESEX

Allianz Park (Saracens)	Barnet
Beavers Community School	Hounslow
Bedfont Sports	Hounslow
Brunel University Sports Centre	Hillingdon
Capital City Academy	Brent
Cardinal Wiseman School	Ealing
Ealing Rectory Park - Pitch 1	Ealing
Ealing Rectory Park - Pitch 2	Ealing
Ealing Trailfinders Rugby Club	Ealing
East Barnet School	Barnet
Enfield Grammar School	Enfield
Enfield Playing Fields	Enfield
Feltham Community College	Hounslow
Hampton High	Richmond upon Thames
Harefield Academy	Hillingdon
Hayes & Yeading FC	Hillingdon
Hendon FC (Silver Jubilee Park)	Brent
Hillingdon Sport and Leisure Complex	Hillingdon
Lord Halsbury Playing Fields	Ealing
Matthew Arnold School	Spelthorne
Northolt High School	Ealing
Old Stationers recreational ground	Ealing Borough Council
Spikes Bridge Park	Ealing
Springwest Academy	Hounslow
Swift Road Outdoor Sports Centre	Ealing
The Hive (Barnet FC) - Pitch 1	Barnet
The Hive (Barnet FC) - Pitch 2	Barnet
The Park Club	Ealing
The Pavilion at Stonebridge Recreation Ground	Brent
Vale Farm Leisure Centre	Brent
Whitton Sports Centre	Richmond Upon Thames
William Perkin C of E High School	Ealing
Wingate & Finchley FC - Pitch 1	Barnet
Wingate & Finchley FC - Pitch 2	Barnet
Wingate & Finchley FC - Pitch 3	Barnet
Woodhouse College	Barnet



Football Services

Often the unsung heroes, the Football Services team work to ensure that football is delivered in a fun and safe environment. The Safeguarding team play a pivotal role in this back four to make sure everyone has access to our beautiful game but closely monitor affiliated competitions to keep it safe throughout the season.

Middlesex FA embed safeguarding into the county for children and adults at risk and ensure they have a safe and enjoyable time whilst playing grassroots football.

We are delighted to say that we passed our Safeguarding Operating Standard assessment at the beginning of the year, excelling particularly in support for youth referees and listening to children.

We have the benefit of a new site where safeguarding is at the forefront of everyone who works there.

We have improved our safeguarding web pages and have developed a new Kidzone focusing on children's ideas and support for them. Policies and procedures are improved and all staff are trained in safeguarding and have a high code of conduct to demonstrate The FA "Respect" campaign. We have also developed a new format in the way we deal with discipline and safeguarding concerns so that investigations are dealt with appropriately and in a timely manner.

The Football Services team also ensure all of our affiliated clubs, registered referees and sanctioned leagues are supported throughout the season. They manage the discipline processes with our Discipline Sub Committee, provide Whole Game System support and also work closely with our Competitions Committee to deliver 24 cup competitions throughout the season.



SAFEGUARDING			
22 validation visits	105 teams	130 coaches	179 parents/ guardians
Completed		Engaged with	

AFFILIATION DATA						
40	331	37	695	73	853	13
Adult Female Teams	Adult Male Teams	Disability Teams	Mini Soccer Teams	Youth Female Teams	Youth Male Teams	Leagues
34,900				7,000 +		
Players				Volunteers		

REFEREES		PROMOTED REFEREES	
680	25	LEVEL 5	LEVEL 6
Registered Referees	Female Referees	Sachin Patel Hitesh Jansari	Robert Alderton Ashleigh Goodall Yaacov Goldin Charley McInerney Adam Hussey Alfie Futerman Garrett Eeles

DISCIPLINE			
252	21	17	28
Investigations	Investigations relating to discrimination	Average number of days to raise a charge	Average number of days to hold a hearing

COUNTY CUPS AND PLAYER REGISTRATION				
24	620	9	474	5,928
County Cup Competitions	Teams entered	Venues hosting finals	Teams playing in WGS Player Registration League	Player Registered on the Whole Game System

We are Committed

Following a review of our qualified coaches in Middlesex, it was identified that there was a need to increase the number of qualified female coaches. In recognition of this, The Middlesex FA Women's Coaches Hub was created.

The Women's Coaches Hub is an initiative set up to create a culture with tailored support for female coaches from across Middlesex, encouraging and guiding them along the coaches pathway. This initiative set out to provide regular Continuous Professional Development and FA Coach Mentor support to assist them along their journey.

MFA specifically targeted a group of coaches and officials who don't always engage with the County FA and struggle to get the help within their own clubs.

Initially, a group was created on Hive (a coaching app) to allow female coaches to sign up and subscribe to a private group, which will enabled them to engage with each other as well as share experiences and knowledge in an environment where they felt comfortable doing so.

As the group developed, the Middlesex FA Workforce Development Officer, Katie Phillipson, set up quarterly hub events, which aimed to use CPD, networking and Q&A opportunities to build experience and support networks for our coaches. The hubs give female coaches and officials the opportunity to access CPD, bursary opportunities and support within a safe, female-orientated environment as many do not engage with the County FA through the usual male-dominated CPD events or courses.

The MFA Workforce Team has also visited clubs to deliver workshops on Licensed Coaches Club and Coaching Pathways. We have supported clubs no matter what the stage of their development and provided further support around other opportunities for people to get involved in the game, e.g., officiating, playing and volunteering.

Middlesex FA engaged with 19 new female coaches through two hub events, where 50 per cent of the coaches had a BAME background. We provided three Level 1 coaches with a £205 bursary to support them with completing their Level 2 course.

This developing initiative has enabled Middlesex FA to improve the opportunities and accessibility of progression to the female coaches' community. In turn, this will improve the development opportunities for those players these coaches directly engage with, offering more in-depth coaching experience and expertise.



We are Creative

Middlesex FA has been in partnership with Kitlocker for over a year now and the relationship is proving to be extremely beneficial to both parties. Due to not having a Marketing and Communications Officer for six months, we engaged with Kitlocker to establish how they could support us to promote Middlesex FA, Rectory Park and our Charter Standard scheme.

Middlesex FA set out with Kitlocker to use digital engagement to promote the new facility, Rectory Park, to raise awareness of the new business, Middlesex Community Football Centres and how it will work closely with MFA in the future. It was agreed that Kitlocker would provide resources to produce videos to help us create more engaging content for our website and social media channels. Another area Kitlocker agreed to support us on was producing a video with our Football Development Officers to promote the benefits of the Charter Standard scheme and encourage new clubs to apply.

Kitlocker attended Rectory Park and spent a period of time filming around the facility, promoting the pitches, community rooms and how MFA benefit from their new environment. Staff members from across the business, including the Head of Participation and Development, Football Services Administrator, Designated Safeguarding Officer, Apprentice and Rectory Park Receptionist, were identified to highlight their key areas of work as well as comment on their opinions of working for Middlesex FA or Middlesex Community Football Centres.

The video promoting Charter Standard was created using a new club to the programme, St Panteleimon. They attended Rectory Park and completed a training session where some of the coaches/players were asked what benefits the Charter Standard status had provided them.

Both videos enabled us to promote content that we hadn't used much in the past due to not having the facility to host such events and also a website that was suitable enough to display the content. Since the production of the videos below we have now produced further content and also hosted Kitlocker and other companies to produce more for their own channels.

<http://www.youtube.com/watch?v=K2I7PRMCfo0>

<http://www.youtube.com/watch?v=dE0cZ1slAh8>

This has changed the way in which we try to engage with our customers via digital marketing and shaped the way in which we will do so in the future for all areas of our work.



Commercial and Operations

Middlesex FA and Middlesex Community Football Centres are both based at our new facility, Rectory Park.

Rectory Park is a new five-million-pound facility that includes two artificial pitches, eight changing rooms, community rooms, executive rooms and a licensed bar/caf  serving hot and cold food. The facility is available for all and whilst we primarily deliver football-related activity we can also host birthday parties, executive meetings and training sessions.

The new facility at Rectory Park, Northolt, has seen us become far more relevant for our customers. It has

enabled us to deliver activity on our own site and also work closely with the community to offer support on other topics such as, Mental Health Awareness, Knife Crime Awareness, Healthy diets, etc.

A large part of our income comes from our hugely successful coach education department, Middlesex Learning. As with any of our profit we use this to continue to grow and support football within the County. We deliver the most courses in the Country compared to the other 49 County FAs and have used 25 facilities across Middlesex to do so.



RECTORY PARK 2018-19			
3,294	845	3,000 +	8,000 +
Members	Female Members	Playing hours to date on the pitches	Hot drinks sold

What do we have to offer partners/sponsors?

- Partner/Sponsor of County Cups
- Partner/Sponsor rights for Rectory Park
- Partner/Sponsor of specific football development programmes
- Partner/Sponsor of our Representative squad
- Advertising in Cup Final programmes
- Regular features through our web-site
- Awards events / Sporting Dinners / Golf Days
- Access to FA Cup Final Tickets
- Access to England International tickets
- Access to hospitality at Wembley

LEARNERS ON COURSES							
1,040	180	23	176	66	8	1	10
Level 1 learners	Level 2 learners	UEFA B learners	Learner referees	Level 1 courses	Level 2 courses	UEFA B courses	Referees courses

“Football is the national sport and every community has talented players and coaches. Making sure we recruit, develop and engage with players in an inclusive way is the only way to get the best out of them and enable them to be the best they can be.”

Joginder Chaggar, National Team Player Development

COACHING CPD			BURSARIES		
10	2	2	147	10	25
CPD events for coaches across the season	England DNA CPDs with well over 200 coaches in attendance	Coaches hubs set up to further support BAME & Female coaches	Level 1 bursaries offered to teams without a qualified FA Level One coach	Level 2 bursaries offered to teams without a qualified FA Level One coach	Venues used for courses

“I’ve gone from being a player to a coach in a time when the women’s game has gone from strength to strength. There has never been a better time for female coaches to maximise their potential.”

Mo Marley, England Women’s National Coach (U-19/U-20)

**Thank you for
your support**





Outstanding Achievements

REFEREEING LONG SERVICE AWARDS

40 YEARS

Peter Jago

Tom White

REFEREEING LONG SERVICE AWARDS

20 YEARS

Colin May

Kevin Munday

Vernon Mentor

George Allman

Robert Was

Jeff Till

Harefield United

The club, who are the oldest in Middlesex are celebrating their 150th season of football. This in itself is an achievement, which was commemorated by the county in August. However, this was matched by the performance of the club's first team on the pitch. They successfully secured promotion to Step 5 of non-league football with a standout season which saw them drop just four points all season. The club also won the Middlesex Premier Cup Final beating Cockfosters Reserves.

Hayes & Yeading United

Having returned to their long-awaited new home last season, Hayes & Yeading United were able to kick on from a promising first season at Step 4 and have recently celebrated winning the league title, seeing them promoted back to Step 3 after just two seasons away. The success has not just come for the first team, with the clubs U15s also winning the Middlesex Youth League U15 Division.

Hendon U23s

Hendon U23s were crowned the winners of the Middlesex FA U23 League at the end of its inaugural season. The team also got to the semi-final of the Middlesex FA Premier Cup. Congratulations to Hendon for taking the opportunity to create a pathway from the youth team to the first.

Hampton & Richmond Borough

Hampton & Richmond Borough had a successful FA Cup run this year, culminating in a televised appearance at the Beveree where they faced Oldham Athletic live on BT Sport. Although the outcome of the game was not the "giant killing" they had hoped for. To get that far in a hard-fought competition is an achievement in itself, so well done to all involved and let's hope they can go one better next year.

Senior Challenge Cup Final

The flagship cup of the Association made its way to Brentford FC's Griffin Park Stadium for an end-of-season spectacle. With the highest crowd seen at a Middlesex FA Cup Final for a number of years, 867 watched as Brentford B eventually ran out 4-0 winners in a game that was much closer than the scoreline suggests. The organisation and hard work of the Football Services team made this event fantastic and enjoyable for all involved.

Women's Representative Team

The Women's Rep team had a fantastic season under the steady hands of Craig Nicholson, Daniel May and Jacob Ballheimer, leading the girls to Southern Counties Women's Cup glory. With a total of five games played this year, the team were unbeaten as they claimed the silverware. A number of standout moments throughout the season were topped off by Alissa Down becoming the all-time record appearance holder for the county. This surpasses the 33 achieve by Davina Smith having reached 34 appearances since her debut in October 2008.

2018/19 COUNTY CUP COMPETITIONS

County Cup	Winners
Jeff Ritson Senior Youth Cup	North Greenford United
Geoff Harrison Junior Trophy	Pitshanger Dynamo Reserves
Sunday Junior Cup	Hanworth Sports
Under 13 Cup	Cre8tive Football U13
Under 14 Cup	Staines Town Juniors U14
Veterans Cup	Middlesex Wanderers
Under 16 Cup	Northwood Youth U16 Black
Under 12 Cup	Halliford Colts U12
Under 15 Cup	Enfield Town Youth U15
Junior Cup	Hilltop
Sunday Junior Trophy	Highgate Albion 3rds
Senior Challenge Cup	Brentford B
Sunday Intermediate Cup	Shire United
Intermediate Cup	PFC Victoria
Under 18 Cup	Teddington Athletic Panthers
Sunday Premier Cup	Old Southall Sunday
Premier Cup	Harefield United
Senior Charity Cup	Uxbridge FC



FOR ALL

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