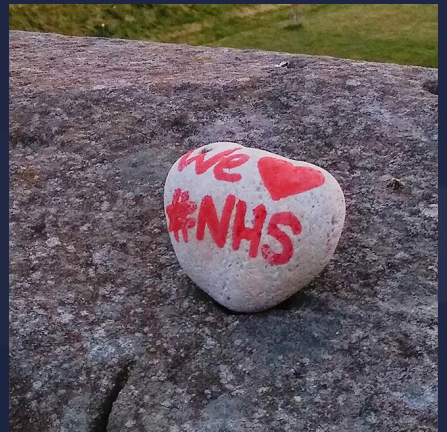




Middlesex FA Season Review 2019-20





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 facility, Rectory Park, we are proud to have expanded our reach working with other bodies to also deliver of the pitch. We have facilitated the delivery of things like English classes, 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.

Contents:

Chairman's Foreword	4	Commercial & Operations	14
CEO's Introduction	5	Football Services	15
Participation & Development	6 - 9	We Are Committed	16
We Are Connected	10	We Are Creative	17
We Are Collaborative	11	Outstanding Achievement Awards	18 - 20
Investment & Facilities	12	Thank You	21
Rectory Park	13	MFA Board & Staff	22

Chairman's Foreword

If I had been writing this introduction in February of this year then I am sure that it would have looked very different. At this time, we were approaching the end of another successful season and looking forward to our usual end-of-season activities. We were also looking ahead to a summer of outstanding sporting events not least the final stages of EURO2020, which were to be staged at Wembley Stadium.

At the end of 2019, we were aware of a health crisis in Asia, which had spread to Europe in the early months of 2020. We had no understanding of the extent that the COVID-19 pandemic would have on all of our lives. By the end of March, we were in a national lockdown and all football activity had ceased to operate.

Unfortunately, we have lost many friends and great servants of football during this dreadful pandemic. Everyone involved with Middlesex FA sends its condolences to the families and friends of those who have fallen victim to the virus. We also extend our sincere gratitude and admiration to those in the NHS and other front-line services who have borne the brunt of the battle against COVID-19.

Football, like every other part of life, has had to adjust to life during the COVID pandemic. Once grassroots football was able to recommence in September, all clubs and participants were required to adopt new measures to ensure matches can take place in a safe environment.

During the pandemic, we are aware that many clubs have suffered great hardship. Clubs in the National League System have had to survive without or with reduced spectators or income. We have been able to assist clubs in accessing funds that we hope have helped clubs survive during difficult times. We have also been able to assist clubs with free affiliation and cup entry fees.

The Association has had to adapt and make many difficult decisions in the face of the pandemic and its consequences. A large amount of our income comes as a result Football Association funding. Unfortunately, that organisation has suffered financially as a result of the loss of income from matches at Wembley Stadium and as a result the grants payable to all County FAs have been cut. As a result, we have had to reshape our budget.

I mentioned that the Association has had to make some difficult decisions. These involved the termination of our County Cup competitions and the discontinuation of our youth and adult representative teams. Neither decision was taken lightly and was only made after a great deal of consideration.

Several members of the Association staff were placed on furlough at the start of the pandemic. Subsequently, a reorganisation has meant that some valued members of staff have unfortunately had to leave our employment. I would like to place on record our thanks to those staff members who are leaving us for their outstanding contribution to the Association. When we can resume face-to-face meetings, we hope to formally recognise this contribution.

For a period, a smaller core of staff was required to work remotely and we thank them for their efforts in working in

difficult circumstances and for those members of staff placed on furlough for their patience and understanding in uncertain times.

Prior to lockdown, a great deal of energy was directed in ensuring that Rectory Park was operating effectively and had become a hub for Middlesex football, as well as a centre for the local community. We were beginning to reap the benefits of these efforts and it was pleasing to see the facilities were being used so extensively prior to lockdown. In March, the facility was forced to close but re-opened in the late summer and at the time of writing is returning to former capacity, albeit with COVID-19 restrictions in place.

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 are expecting a further external assessment to ensure that we conform to The FA's Safeguarding Operating Standards. Our Safeguarding Team has continued to be pro-active in ensuring the standards are met, despite the challenges presented by the COVID-19 pandemic.

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. At the time of writing, we are in the process of interviewing for a new Chairman of our Inclusion Advisory Group. Once this appointment has been made, we look forward to reinvigorating our commitment to place inclusion at the centre of our activities.

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. There have been many meetings and conversations that have enabled the Association to navigate an extremely difficult end to the season. All meetings have been held remotely and members have had to be able to master IT technology.

It is at times such as the COVID-19 pandemic that Board and Council Members have had to step up to the mark. Our Chief Executive, Leigh O'Connor and Finance Director, Steve Grover, deserve great credit for helping to steer the Association through turbulent times.

I would also like to especially thank all the volunteers responsible for running Leagues, Clubs and Teams in the various formats, and to match officials for their challenging work in providing the means for players to enjoy our wonderful sport. It has been a very difficult year for the Middlesex football family and your efforts are greatly appreciated.

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, post-COVID world. Please keep safe.

John Taylor Chairman (Middlesex FA)

CEO's Introduction

The 2019-20 Season came to a very challenging conclusion for not only the Association, but also across the game in Middlesex following the impact of Covid-19. I would like to place on record the Association's thanks to all the key workers who supported the community in these extremely difficult circumstances. I would also like to remember those who sadly died as a result of Covid-19 and send best wishes to those who are still recovering from the virus.

We were pleased to be able to support the Emergency Services in Ealing with some food and drink parcels during the height of the pandemic. We were delighted to see how the wider Middlesex football family came together to create so many great initiatives across the County aimed at supporting the Local Community.

Like other Businesses, the pandemic has had a big impact on the Association's finances as well as our operations at Rectory Park. We effectively had no income from football between March and the end of June. In addition to this we have received a reduction in funding from The Football Association. This has meant we have had to look at all areas of the business and make some tough decisions that will enable the Association and the game in Middlesex to recover.

Some of these decisions will be covered in the other sections of this review, but we have sadly had to make a number of staff redundant during this time and I would like to place on record my thanks to them for their dedication to football in Middlesex and the Association during their time with us.

In March we decided to close Rectory Park and work remotely, with many staff being on Furlough. A core group of staff remained throughout to support the game and ensure we were able to react to changes in Government advice at short notice. I am pleased to say that all staff have now returned in some capacity on a phased return to work. I would like to thank them for their hard work during these challenging times.

During the first few months of the pandemic, it became clear that the game in Middlesex would need support to ensure football could return to similar levels as the 2019-20 season. Therefore, I am pleased to say that the Middlesex FA Board, with support from some additional FA Funding, were able to provide:

- ⊕ Free Club & Team Affiliation
- ⊕ Free Cup Entry
- ⊕ Free Public Liability Insurance for clubs
- ⊕ Discounted Personal Accident Insurance
- ⊕ Free League affiliation
- ⊕ Free Personal Accident Insurance for Referees

In addition to this, Local Authorities have supported Clubs with rent holidays, deferrals, grants and credits, which I know have been greatly received locally.

The Football Foundation and Sport England have also run several funding programmes to support the return of football. This additional support has been vital to those clubs in the National League System, Women's Pyramid or those who have their own facilities. A summary of the investment received across Middlesex through the various funding programmes is below, totalling £517k of support.

- ⊕ Football Foundation Pitch Preparation fund – £99K
- ⊕ Sport England Emergency Fund - £186K
- ⊕ Football Foundation Club Preparation Fund - £26K
- ⊕ Football Foundation Match Day Support Fund - £206K

Prior to Covid-19, the season had been progressing well and this review will highlight the key achievements across the Association. We continue to follow our strategic plan which focuses on our vision of "Inspiring our Community to get involved in football". The plan focuses on:

- ⊕ Safeguarding
- ⊕ Inclusion & Diversity
- ⊕ Male, Female, Disability Pathways
- ⊕ Developing Clubs and Leagues
- ⊕ Embrace all formats and engage all participants
- ⊕ Running the Game
- ⊕ Rectory Park
- ⊕ Marketing & Communications
- ⊕ Modernise and innovate
- ⊕ Facilities
- ⊕ Workforce Support and Development
- ⊕ Customer Engagement

The progress of the above themes are highlighted within 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, whilst ensuring everyone can access football in Middlesex.

Football in Middlesex wouldn't happen without the thousands of volunteers who run leagues, clubs and teams. We really appreciate the time and commitment you give to the game. Thank you. This review will highlight and congratulate the achievements of our FA 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 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



Leigh O'Connor



John Taylor

Participation & Development

Our Participation and Development team are here to help anyone who wants to get involved in football. This could be through playing, coaching, refereeing or volunteering. The team are here to support you with opportunities no matter your background or ability.

We have four Development Officers who are responsible for developing Coaches, Participation, Inclusion and the wider workforce. The team is led by our Head of Participation & Development.

Some stand-out areas from the past year include:

- ⚽ **Disability / Mental Health**
- ⚽ **Recreational Football**
- ⚽ **Charter Standard**
- ⚽ **Inclusion**
- ⚽ **Women and Girls**
- ⚽ **Referees**



Disability Football



We are proud to continue to provide competitive playing opportunities for those with disabilities and/or mental health issues within Middlesex and surrounding areas.

PAN League

The PAN Disability League continued to grow, with four ability based divisions taking place each month at Goals (Ruislip) and the North West London Mental Health League hosting seven teams on a monthly basis at Brunel University.

Pan League		
 19 Affiliated teams	 4 Divisions	 79 Matches played

North West London Mental Health League		
 7 Affiliated teams	 1 Division	 39 Matches played

Disability Recreational Provision	
 6 Turn Up and Play	 Across 4 boroughs

SEN Schools League			
 29 Affiliated teams	 203 Players	 78 Matches played	2 Youth Council Volunteers supporting the league

SEN League

The SEN Schools League continues to provide the opportunity for students with special educational needs from across the county to take part in competitive matches. The 2019-20 season saw the league co-ordinated by two of our Youth Council volunteers giving them first-hand experience in running a league as well as working with players with additional needs.

Hendon FC, Hounslow Hawkes, Ealing Mencap, 1Life Academy and Mary Frances Trust all delivered recreational football activities for disabled people and/or those with a mental health problem through Middlesex FA Turn Up & Play funding.

Recreational Football

Flexileague

We were excited to start our new Flexileague, which gives adults the chance to play 11 a side football on a less regular basis for those who can't commit to every weekend due to personal/work commitments. We had 12 teams, which is a great start and saw Southall Athletic transition into the Middlesex Saturday League following participation in the Flexileague.

Walking Football

We are proud to continue with our five Walking Football Leagues around the county. This season they grew to new heights as we now have 31 teams competing in our leagues. We also funded and supported eight walking football Just Play sessions, including our first female walking football session at Denham.



WALKING FOOTBALL WINNERS

OVER 50'S

West League
Uxbridge Amblers Blues

North League
Cheshunt

Central League
Bounds Green

OVER 60'S

Cove

-

Middlesex Exiles

INCLUSION

Black History Month Coaches Event; 15 attendees, delivered by an FA Coach Mentor with discussions around key black role models in football, when/where the first BAME England (Men's) Manager will come from and how everyone can support the BAME community in football.

FA Coach Mentor Programme; We are proud of the diverse workforce of **FA Coach Mentors** we have working out on the ground in the County with one third of the workforce from the BAME community and one third female.

Rainbow Laces Game with QPR in the Community Trust; 35 members of staff from both organisations involved.

5 MFA Staff Members have now completed the **Mental Health First Aid Training 2-day qualification** to support wider staff wellbeing.

Women's & Girls'

Wildcats

The Wildcats programme continued to grow across the county providing girls aged 5-11 the opportunity to have fun, make friends and play football. Unfortunately, due to the break in football, centres were unable to start delivery in March 2020 but will be supported to run their centres in the 2020-21 season.

Pathway

Middlesex FA continued to support young, talented players in grassroots football through the Arsenal Player Development Programme at Rectory Park. And with an open-age women's team competing in each tier from tier seven through to tier two, there are opportunities for women and girls in Middlesex to reach their full potential within the female pathway.

Female Friendly Clubs

Working with the FA, Rectory Park hosted 22 volunteers across a number of Middlesex clubs to host the Female Friendly Club Workshop. The workshop provided practical advice for clubs to help develop an environment that encourages women and girls to get involved in football.

100FC

Working in partnership with our colleagues at the Amateur FA and London FA, 100FC offered women across London the opportunity to access a fully funded coaching pathway. In line with The FA's Game plan For Growth to double women's and girls' football by 2020, the programme strives to develop more female coaches to support the game and develop role models for the next generation of female footballers. Recognising the importance of practice, the programme partners with grassroots clubs and FA Coach Mentors worked to provide introduction workshops, placement opportunities and mentoring throughout their journeys. Through the programme, Middlesex FA has delivered a Female Only FA Level 1 Course and have 11 grassroots clubs benefitting from the programme.

Futsal

Schools Cup

We were thrilled to nominate three teams into the regional qualifiers after winning their competitions at Brunel University. Sadly, the competition was cut short for them due to COVID but we are very proud of their progress.

Pokemon Cup

This was the first year of having Pokemon involved, which inspired nine male teams and 12 female teams to enter our County qualifying competitions at St Marys (male) and Ark Elvin (female). We were also proud to have our U16 male team come from the Middlesex Junior Futsal League in its first year.

WINNERS

SCHOOLS

U11 Girls Rhodes Avenue

U13 Girls Alexandra Park

U15 Girls Queens Park

CLUBS

GIRLS

U10 Girls Ruislip Rangers

U12 Girls London Bees

U14 Girls Hinton and Finchley Revolution

BOYS

U10 Boys Elite Magic FC

U12 Boys Hinton and Finchley

U14 Boys Hinton and Finchley


U16 Boys London Escolla

**FUTSAL
JUST PLAY
CENTRES**

Male 7
Female 2

Women's and Girls' Data


46 Wildcats Centres
across the county


21 New Wildcats
Centres for 2020
within all nine
Middlesex Boroughs


22 Attendees at
**Female Friendly
Clubs Workshop**

SCAN QR CODE

To set up a club



Coach Education

A full coach education programme was delivered between July 2019 and March 2020 at which point the programme was paused due to Coronavirus. Plans were in place to deliver further courses through to June 2020 which, unfortunately, had to be postponed. A variety of courses across all disciplines were delivered across a number of venues throughout the County including:

- ⊕ FA Level One
- ⊕ FA Level Two
- ⊕ FA Introduction to First Aid in Football Level One
- ⊕ FA Safeguarding Children workshop
- ⊕ FA Welfare Officers Workshop
- ⊕ FA Futsal Level One
- ⊕ FA Goalkeeping Level One
- ⊕ FA Mentoring Adults
- ⊕ FA Coaching Disabled Footballers Course
- ⊕ FA Referees Course
- ⊕ FA Mini Soccer Referees Course
- ⊕ Junior Football Leaders Award

Our UEFA B application process was stopped due to Coronavirus at the shortlisting stage, having received a total of 132 applications.

	
39	4
FA Level One Courses (627 learners)	FA Level Two Courses (79 learners)
38	13
Standalone First Aid Courses	Standalone Safeguarding Children workshops
3	1
Welfare Officers Workshops	Futsal Level One Course
1	3
Goalkeeping Level One Course	Mentoring Adults Courses
1	2
Coaching Disabled Footballers Course	Junior Football Leader Award Courses
1	6
Mini Soccer Referees Course	Referee Courses

Charter Standard

Each month, Middlesex FA recognise and celebrate the hard work of its Charter Standard clubs. Whether they are a one-team club or a 50-team club, it's the little things that count.

In the 2019/20 season our award winners included the below.

CHARTER STANDARD CLUB OF THE MONTH 2019/20 SEASON

SEPTEMBER

Bessingby Park Rangers

OCTOBER

Hayes & Yeading

NOVEMBER

Escolla Futsal

DECEMBER

Whitewebbs Eagles

JANUARY

Ickenham Youth

FEBRUARY

Headstone Manor Ladies

MARCH

Hanwell Town



Referees

Despite a season curtailed by COVID-19, Middlesex FA were able to have a successful year regarding its Referee Workforce. This was best shown through the State of Play Survey – Referee Satisfaction numbers to show positive work being done with referees.

Further courses, as well as Assistant Referee Workshops and Youth to Adult conversion sessions were planned during the Summer, which will now be rearranged for the 2020-21 season.

A key area of work during the season was to increase support to our younger referees, which includes the introduction of our Under 18 Referee Armbands. These will be widely seen throughout the 2020-21 season, the purpose, to signify to players, coaches and spectators that these individuals are still children and should be safeguarded as such.

	
Grassroots Match Official of The Year Andy Kowalski	Registered Referees at season end 641 (Level 3-Trainee)
	
Number of promoted referees from Levels 7-6 & 6-5 9	Number of registered Female referees 26
	
Number of new referees trained 109	1 Mini-Soccer Referee Course



We are Connected

Having close links to the charity, who are based near our old offices in Harrow, we developed a primary objective to raise £5,000 across the season to support the fantastic care St Luke's Hospice provides for people whose illnesses are no longer curable, enabling them to achieve the best quality of life. In return, we hoped this would help emphasise the social impact of Middlesex FA as well as improve the staff cohesion/culture by having a common purpose.

The priority for us as a business was to raise as much money as possible for a worthy cause by maximising the reach we have as a business and by raising awareness of the fantastic work that is being done by the charity. The return on our efforts wasn't monetary, it was a new area of focus which saw the creation of a Health and Wellbeing Group, which may not have been started without the link to the hospice and the shift in our usual day-to-day focus of increasing participation in football.

Having moved offices and having had a large turnover of staff, the staff team identified the need to collaborate in different areas and also have a common focus that would support their mental fitness to improve productivity and overall wellbeing. The partnership with St Luke's Hospice has proved a real inspiration for all staff, giving them the opportunity to work with colleagues they wouldn't usually engage with and coincidentally led to an increase in the amount of clubs in Middlesex linking with their own charity partner.

Middlesex FA started to tackle the challenge by introducing a Health and Wellbeing Group in line with our partnership with St Luke's and our main objective was to deliver events and fundraisers to help achieve the £5,000 target. As a result of monthly meetings and close discussions with the Tim Ridgewell, Events Manager at St Luke's Hospice, the following events/fundraisers have been delivered in the last year:

- ⊕ Northolt to Nice (943 Mile Charity bike ride linked with Women's World Cup in France)
- ⊕ MFA Annual Awards Night
- ⊕ Official Opening of Rectory Park
- ⊕ Purple Day (St Luke's Hospice colours)
- ⊕ 27 Cup Finals (Scheduled)
- ⊕ Book sales
- ⊕ Christmas Jumper Day
- ⊕ Strictly Come Dancing Hillingdon (Ebony Beckford)
- ⊕ Help The Hospice (688 mile exercise challenge during lockdown)

These events have helped improve the connection between staff and Council members as they have worked collaboratively to achieve a common goal. It has also provided us with an opportunity to encourage and highlight use of our values; to be creative, connected, collaborative and committed.

One of the best examples of this was the fundraiser that lasted five days where staff, old and new from Middlesex FA and Rectory Park along with some of our members, contributed towards our 943-mile bike ride the distance between the home of Middlesex FA in Northolt to the location of the Lionesses' first World Cup match in Nice.

To date we have achieved,

- ⊕ Over £8,000 raised over one and a half seasons for St Luke's Hospice
- ⊕ Over 35 events/fundraisers scheduled for the 19/20 season
- ⊕ Introduction of a Health and Wellbeing Group
- ⊕ Increased awareness of St Luke's Hospice and the work they deliver

Colleagues have come together across all of the events resulting in a positive environment and a happier workplace. To achieve a target such as this for such a fantastic cause was one to be proud of but what was more inspiring was understanding the benefits this had for St Luke's Hospice.

- ⊕ Paying for a nurse to deliver a whole week of expert care
- ⊕ 2 full days of St Luke's 24/7 helpline for patients, their families and healthcare professionals. Ensuring they receive the expert advice and support whenever they need it.
- ⊕ A full day of care for a patient at a St Luke's Hospice In-Patient Unit.
- ⊕ 88 Physiotherapy sessions enabling patients to remain safe, mobile and independent in their own homes

Middlesex FA are proud to be associated with St Luke's Hospice and whilst we have been linked with charities in the past this has now become a key objective for the business and one we look forward to continuing in the coming years.



We are Collaborative

In 2019, the London County FAs made a pledge through the Women in Football campaign #WhatIf. #WhatIf with significant backing from Wembley National Stadium Trust (WNST), the London FA, Middlesex FA and Amateur FA launched a funded coaching programme for 100 new female coaches. Throughout the 2019/20 season, we have been delivering our pledge and it's making a huge impact across grassroots football in the capital – the programme is, 100FC.

In line with The FA's national strategy for women and girls' football, we are leading the drive regionally, with a three-year project to recruit, develop and support 100 new female coaches annually through a fully funded coaching pathway (up to and including FA Level Two). The programme aims to address the shortage of female coaches across the capital and support the rapidly increasing player participation numbers with a ready, willing and able workforce who have been given the opportunity to flourish in a safe and developing coaching environment.

Whilst upskilling women through coach education, particularly through FA Level 1 Courses, is often achievable, the need for an active female coaching workforce can become more of a challenge. Whether it's through lack of confidence, lack of support or simply not knowing where to access opportunities, female coaches in grassroots clubs are still a significant minority. In order to address this, we recognised that the programme needs to do more than just upskill through coach education. 100FC offers introduction workshops, grassroots placements and access to mentors throughout their time on the programme.

The programme aims to engage with a new audience of women that we wouldn't traditionally engage with; working with partners, we accessed wider networks to share the programme and promote that this is a programme for all women, regardless of background and experience.

We recognised that for the programme to have a meaningful, lasting impact, the women involved require the opportunity to put their skills into practice and develop a love for the game through practical experiences in a safe environment. That's why all coaches carry out coaching placements within FA Charter Standard Clubs or approved Wildcats Centres.

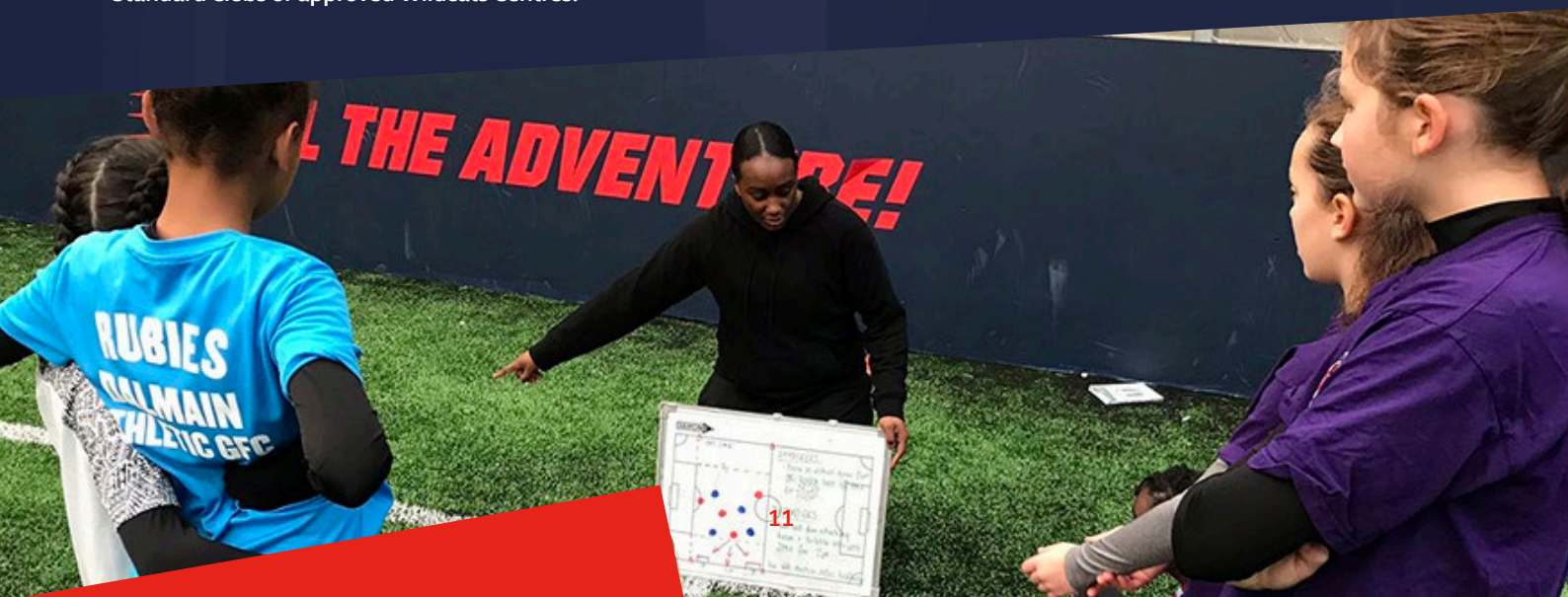
To date, the programme has engaged with 180 women across London.

In year one of the project, we upskilled 71 women through the Introduction to Level 1 Workshops, 40 of which went on to attend 100FC specific FA Level 1 courses with 30% of those from BAME backgrounds. All the women involved in the programme received FA DBS checks and have been linked with grassroots clubs in London Boroughs. These clubs have benefited from an additional coach to support one of their teams and for some, now have the first female coach within their clubs.

Cohort 2 consists of an additional 80 women who have started their 100FC journeys in 2020. We are providing more clubs from across the capital the opportunity to host 100FC placements and help support a female coach on the programme.

In order to create a lasting legacy in London, the programme couldn't be delivered in isolation. As counties, we have not only collaborated with one another, but with grassroots clubs, the FA Coach Mentor Programme, UCFB Wembley and the FA Women's High-Performance Football Centre at St Mary's University.

100FC has had an extremely positive responses from clubs and organisations across London as well as all women actively involved in the programme. Our Women in Football #WhatIf pledge has come to fruition and through their promotion in additions to CFA efforts, the programme has reached a dynamic and diverse demographic of women from ex-players, to teachers, to mums.



Investment & Facilities

Local Football Facility Plans

The year 2019 saw the creation of Local Football Facility Plans (LFFPs) for each Local Authority area in Middlesex. Working collaboratively with Local Authorities and key football stakeholders in each borough, the plans enabled investment in community facilities to be accurately targeted by need, over the next 10 years. The LFFPs will be the catalyst for local action, local partnerships and local support; funding improvements to grass pitches and new artificial pitches, buying better equipment, renovating changing rooms, creating new clubhouses and creating small-sided spaces.

LFFP activation meetings have been held with a number of our Local Authorities to start to deliver a pipeline of projects for investment across the county.

The improvement of grass pitches is a priority across the country. A priority where Middlesex FA has been working closely with clubs and local authorities to increase the quality of surfaces for grassroots football. The Pitch Improvement Programme and Enhanced Grass Pitch Maintenance Fund from the Football Foundation has benefited clubs across the county with recommended maintenance plans and funding to support clubs to implement.

Football Foundation Investment

For many clubs and organisations across the County, the return of football following lockdown also included the return of activity to their facilities. Preparation of pitches following many months of inactivity and preparation of clubhouses/buildings to implement necessary modifications to mitigate the transmission risk of COVID-19 was a high priority to enable football to return safely. Recognising this, the Football Foundation was able to provide significant investment for clubs and organisations in Middlesex to help implement appropriate measures to support our facilities.

Further investment opportunity was also provided for eligible National League System (Step 1 to 6) and FA Women's Pyramid (Tier 1 to 5) clubs to prepare for the safe return of football and supporters to their stadia. All 40 eligible clubs in the County submitted successful applications resulting in significant investment within the County.

Middlesex FA Investment

The 2019-20 season saw 16 adult male and four adult female teams retained and benefitting from the Rectory Park Football Fund, which is now in its second year of existence.

The Charter Standard Club of the Month Award continues to reward and recognise those clubs that continue to work hard to maintain their accreditation and make an impact in their communities.

FOOTBALL FOUNDATION INVESTMENT

Pitch Preparation Fund	Club Preparation Fund	Matchday Support Fund	Grass Pitch Investment	Changing Room/Pavillion Investment	Goalposts
47 Grants awarded, £99,000 investment, 154 pitches improved, 836 teams benefitting	52 Grants awarded, £26,500 investment, 768 teams benefitting	40 Eligible clubs, 40 successful applications, 33 men's NLS, 7 women's pyramid, £206,000 investment awarded	£68,124	£25,000	£11,615
					TOTAL £436,239

MIDDLESEX FA INVESTMENT

Rectory Park Football Fund	Charter Standard Club of the Month	Just Play Centre Support
£10,000	£2,100	£5,200
		TOTAL £17,300

Rectory Park

Middlesex FA and Middlesex Community Football Centres are both based at Rectory Park. Rectory Park is now two years old and truly unique. 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 Wifi
- ⊕ Broadcasting of all live Sky Sports events

The facility is available for all and whilst we primarily deliver football-related activity 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.

Community Space

The community rooms at Rectory Park are flexible, aiming to support delivery of a range of events. Users of the facility will have access to the 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 Clubhouse/Café

This area 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 a team meeting, staff training or interviews. You have access to the large screen and we can cater for the meetings on request.

Community Impact

Over 80,000 visits since opening in 2018	30% of attendees are female	Only 2 days of activity cancelled due to snow in two years
Pitches maintained twice a week	Both pitches full over 90% of the time Monday – Sunday	Walking, Disabled, Youth, Adult & Flexi Football all taking place





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**Find out
how to book**



Commercial & Operations

The Commercial and Operations Team is made up of a Communications and Marketing Officer, Business Support Administrator, Management Accountant, 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.

Communications		
 10,521 Twitter followers	 1,635 Instagram followers	10,500 emails resolved in Freshdesk
22 Tailored e-newsletters – 60% open rate	Tripled engagements through Instagram in the last year	86% - Positive Customer Feedback received



Partnerships:

Here at Middlesex FA one of our core values is collaboration.

Therefore, we are constantly on the lookout for local, national or multinational business (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, engage new groups of people in the game and grow our dedicated workforce to serve the football community.

Who are our partners?

 Charity Partner	 Performance Analysis	 First Aid
 Printing	 Nike Retail Partner	

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
- 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

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For more
information



Football Services

The Football Services Team work to ensure that football is delivered in a fun and safe environment. The Safeguarding team play a pivotal role to make sure everyone has access to our beautiful game but closely monitor affiliated competitions to keep them 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.

Some stand out areas from the past year include,

- ⚽ Increasing the number of County Cup Competitions to 27 as we introduced trophy competitions
- ⚽ Connecting more with leagues by hosting sin bin workshops and quarterly meetings to encourage closer working.
- ⚽ Continuing to embed Safeguarding across the County FA.

SAFEGUARDING

14 Validation visits	89 Teams checked	74 Coaches validated	60 Parents/guardians consulted
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AFFILIATION DATA

40 Adult female teams	378 Adult male teams	37 Disability teams	795 Mini-soccer teams	102 Youth female teams	948 Youth male teams	13 Leagues
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REFEREES

641 Registered referees	31 Female referees	Level 5 Adam Hussey Ali Matour Robert Alderton	Level 6 Andrew Robinson Andrew Tooley Brett Miller David Tsentis Shaun Wills	Level 3W (Women's Pathway) Sarah Day
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DISCIPLINE

250 Investigations	22 Discrimination cases	12 days Average number of days to charge	31 days Average number of days to hear
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COUNTY CUPS AND PLAYERS REGISTRATION

27 Competitions	878 Teams entered	456 Teams playing in a league using online player registration	7,175 Players registered on Whole Game System
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We are Committed

We are committed to the health and wellbeing of our staff. To back this up, within the last year we decided to introduce a new Health & Wellbeing Group. This group is made up of one senior manager and a member of staff from each of the four teams to ensure we are getting a balanced view and they were asked to initially consider the following:

- What is MFA already doing to support staff health and wellbeing to enable us to add this to job adverts and the staff handbook
- What could we introduce as staff benefits that would add to making MFA a more desirable employer
- What staff could do together to improve their health and wellbeing whilst at work and working remotely
- How the group can support our charity partner, St Luke's Hospice
- What training/support staff would benefit from to support their health and wellbeing

The introduction of the group provided the opportunity for any member of staff to get involved and gain the responsibility to lead on an area instead of the Senior Management Team. Our 2018 move to Rectory Park led to staff commenting on the relative lack of things to do on lunch breaks due to the location of our new home. This also made it difficult for new staff to integrate within the group, so the 2019 introduction of this group set out to address both issues.

The group would meet twice a month with a consistent list of items on the agenda at each meeting. We felt this would allow us to ensure that we had a clear plan to cover the key areas our staff needed support on. These items included, staff benefits, lunch break activities, staff socials, fundraising events, volunteering opportunities, staff feedback and staff training.

The introduction of the group and these core aims has seen an increase in staff morale, productivity and cohesion, also helping to strengthen the relationship of the Senior Management Team and the staff. Due to the nature of the group it acts as a good "you said, we did" operation. The group has firmly cemented its clear commitment to the MFA staff, proving that as an employer we hold our staff's wellbeing and professional support needs as vitally important.

To further the development, support and ideas the group were producing, Middlesex FA has since set up a new cross-business Health and Wellbeing group, working in partnership with companies across a range of businesses to provide a similar group sharing ideas, allowing our own group to progress and provide new ideas and suggestions. This ensures that we are always progressing and always working to be more relevant to our staff in what is an ever-changing world.



We are Creative

In 2018 the Middlesex FA Development Team were tasked with exploring the different ways to improve our package for existing and potential Charter Standard clubs. We were given our yearly budget for this and started our journey to where we are today.

We looked at a number of different possibilities; kit, balls, course bursaries, just a sum of money for gaining or retaining Charter Standard status. This led us nowhere. The funding would not stretch far enough to create a sustainable and worthwhile incentive when shared across all of our clubs.

We wanted to improve on our offering as the Charter Standard “package” offered by The FA had been scaled back with impending changes to the award. With this change we found that clubs were starting to question whether becoming or retaining Charter Standard was worth it and we knew we had to address this issue.

Once we had ruled out kit, bursaries and other monetary incentives as the budget wasn't there, we went back to one of our earliest ideas, selecting a club at each of the three levels of

Charter Standard accreditation each month and reward them for the great work they were doing day in, day out. We started to look at our budget and work out the split across each award and hit a stumbling block. The funding wouldn't cover what we were looking for, but we had a starting point.

We started to expand on the idea and streamlined it down to just one award, the Charter Standard Club of the Month (#CSCotM), a chance for us to celebrate the great work they do and reward them for this. We began to identify clubs that we thought would already be suitable to win this accolade and began to design the website page, nomination questions and process.

We piloted this for some of the 2018-19 season and saw reasonable success with the clubs being proud to receive the recognition as it helps them to highlight their club to new coaches, players and volunteers. From this we have now really pushed on into the award's first full season, seeing more clubs interact with the nominations form and our content around the award.

With every award we try to send a Football Development Officer to a club's match or training session to present them with a certificate and a big cheque to commemorate the good work they had put in to be presented the award.

At the time of writing, we have now seen 15 different winners of the award, ranging from single-team adult clubs to multi-team community and development clubs, allowing us to showcase a wide variety of different initiatives across the County. This helps us to provide good practice for other clubs, ideas on ways they can interact and engage with their community to help them grow. It also gives us a chance to share all of the different programmes and funding opportunities that our clubs can get involved with.

The award was also picked up by Tom Lee (National Leagues and Clubs Operations Manager) who shared it as good practice across the County FA network. We have already seen a number of local County FAs (AFA and Surrey) pick up on this initiative and make it work for them. We are proud that we have been able to impact not only our clubs but also clubs across the country.

We have recently announced the winner for our March award and we have now seen the most interaction with the announcement from other clubs within the County and hope this will be a turning point where clubs really begin to click and fully buy into the award and see it as something to not only aim for but also something that is highly attainable.

As part of the award the clubs are nominated by us for the Grassroots Awards and receive £300 funding that they can spend on anything they like. For some it helps buy new equipment, for others it gives them the opportunity to buy an essential such as winners Harefield United, who used the funding to purchase an external housing for their defibrillator, ensuring it is now always easily accessible.



Outstanding Achievements

The full list of winners of The FA and McDonald's Grassroots Football Awards for 2020 was announced in May, with worthy volunteers from across the country receiving recognition in 12 categories for their inspirational efforts in the local community.

Middlesex FA were extremely proud to hear that Elsa Jones, Harefield United Youth and Tony Pratt from Middlesex were some of the well-deserved winners, receiving the 2020 Rising Star of the Year, We Only Do Positive Respect and Volunteer of the Year awards respectively.

VOLUNTEER OF THE YEAR Tony Pratt

At Tithe Farm, home to Rayners Lane FC, it could be argued that Tony Pratt IS Rayners Lane FC. The club is in his blood. His involvement with it stretches back over half a century to 1968, and he's served them in an impressive variety of voluntary roles since then, including club secretary in the early 1970s.

Across five incredible decades he has worked tirelessly to help run the club to an exceptional level. As if the busy role of Club Secretary wasn't enough, he's also been responsible for running the tea hut, collecting spectators' entrance fees, sweeping the dressing rooms and ensuring the match officials are looked after on Saturdays, Sundays and in midweek.

Not only that, but his hard work tending the pitch was the stuff of legends, before the grass was replaced with a 3G surface in 2018.



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For more information about
Tony Pratt



RISING STAR OF THE YEAR

Elsa Jones

To say that Elsa Jones has taken Hanwell Town FC by storm is an understatement.

She's the U18s matchday physio but also runs the gate at every home game, a gate that has got steadily busier thanks to her impressively hard work. Thanks to a half-price season ticket offer, which was her idea, attendances have shot up by an incredible 22 per cent this season. She is also responsible for organising the charities present at each game and has helped them to raise a fantastic £2,500 during 2019-20.

When the season ended abruptly due to the pandemic, Elsa even took the time to pen personalised messages to elderly fans so that they wouldn't feel lonely during lockdown, a lovely touch that is just so typical of her.



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For more information about
Elsa Jones



WE ONLY DO POSITIVE RESPECT PARENTS AWARD 2020 Harefield United U16

There are those rare and tragic occasions in football that can shake players to the core. Events that could, potentially, put them off the game for life.

In December 2018, one such event occurred during a regular home fixture for Harefield United U15s and the shockingly sad scenes their players and families witnessed unfolding before them were unprecedented.

When events like this transcend football it can, at first, be difficult to see a way forward. However, the parents of the Harefield players rallied around their sons in a powerfully heartfelt show of love and support. They've helped them through the tough and difficult 18 months since, continually turning out to support the team both home and away and through thick and thin.

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For more information about
Harefield United



Grassroots Coach of the Year, Youth Football

Ben Payne of Harefield United Youth. Alongside shift work at Heathrow Airport as an engineer for British Airways, Ben leads the way for the youth section of Harefield United, the oldest club in the County. Ben takes time to coach two teams along with the newly formed "Mini Hares" Saturday morning sessions. He provides a supportive and positive environment that is key to helping his players develop.

Grassroots Coach of the Year, Adult Football

Tarik Kaidi of Minds United FC. Tarik founded, runs and coaches the team operating in West London. The club provides a key service to those who need support. Tarik encourages confidence and respite from the struggles his players face. His team play in the Middlesex FA North West London Mental Health Football League, playing their games at Brunel University once a month and spending their time with regular training outside of this.

Grassroots Match Official of the Year

Andy Kowalski He has been a Middlesex FA referee for over 10 years. He is a very active referee popping up all over the place and is just as likely to be found officiating a charity match as he is walking football, a women's game or a youth game. He is a strong voice of support for our 2019 Grassroots Project of the Year winners, KickOff@3 and whilst he continues to support their work, he has also linked up with his friends at Uxbridge Amblers, supporting their new and now award winning "Forget Me Not FC" project.

Grassroots Club of the Year

Hanwell Town FC The club has gone from strength to strength during the 2019-20 season, with key works around their ground to make the club more accessible to their elderly supporters. They have also made strides in the work they do within their community and for local charities. This season they have provided a match-day collection for Ealing Foodbank, written to their elderly supporters during lockdown to ensure they retain contact and support their mental health. They also put the importance of talking about mental health in football at the forefront of what they do, with a fantastic piece on one of their players along with full support for many of The FA's charities and mental health campaigns.

Grassroots Project of the Year

Forget Me Not FC A new project for the 2019-20 season run by Mick Geraghty and his team at Uxbridge Amblers Walking Football Club. The project looked to use the power of football to provide a release and opportunity for those with Dementia and those who care for them. The project brings together a group of people who may never meet in normal circumstances and through the power of football gives them a way to connect with days gone by and also be around people in a similar position to them and their families. Having witnessed this on site at Rectory Park, the smiles we saw around the room throughout the session were proof enough just how effective the sessions are.

Grassroots League of the Year

Middlesex Youth Football League This season sees two of the league's long-standing committee members, Dave Chana and Lawrence Cummings, step aside from league duties. Even with this being their last season at the helm, they were still keen to innovate and progress the league that they were leaving behind. They worked closely with Kelly Hancock to implement monthly RESPECT awards across the league and to become our pilot RESPECT league within Middlesex. Working hard to improve the environment all of their players experience no matter where or who they play.

Grounds Team of the Year

Tom Duffy & Glyn Jones This duo is the key force behind the ground works around Hanwell Town's Powerday Stadium. Whilst Tom cares for the pitch, keeping it in shape as one of the best natural grass surfaces in the County, Glyn can be found hard at work improving the walkways, building ramps, repairing the surface in the car park and much more. They often go above and beyond the call of duty and share a "nothing is impossible" attitude that really makes them and the club tick.



Thank You For Your Support



MFA Board & Staff

Middlesex FA Staff

Leigh O'Connor *Chief Executive*

Commercial & Operations Team

George Wells *Head of Commercial and Operations*

Jacob Ballheimer *Communications and Marketing Officer*

Sean Rudd *Business Operations Administrator*

Andrew Perren *Centre Manager*

Rectory Park Team

Peter Kakouris *Centre Duty Manager*

Gemma Day *Centre Duty Manager*

Jacqueline Luckhurst *Centre Duty Manager*

Football Services Team

Kayleigh Saunders *Head of Football Services*

Samantha Read *Football Services Officer (Clubs & Leagues)*

Matthew Murgett *Football Services Officer (Compliance and Investigations)*

Sharon Porter *Designated Safeguarding Officer*

Participation & Development Team

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Chris Abel *Participation Development Officer*

Lauren Mawdsley *Inclusion Development Officer*

Paul Sharpe *Coach Development Officer*

Daniel May *Workforce Development Officer*

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Get in
touch



Middlesex FA Official Charity Partner 2019/20



St Luke's Hospice provides free end of life care to people in Harrow and Brent. It's thanks to you that specialist care and support is made possible for local people in need. We rely on your generosity.

Can you help us this year?

Donate

Set up a regular gift or make a one off donation to help maintain our services.

Fundraise

Hold a coffee morning, walk, run or even skydive.
Fundraise your way!

Volunteer

Spare a few hours each week and give something back to your community.

www.stlukes-hospice.org

Call St Luke's on 020 8382 8000

Registered Charity Number 298555





FOR ALL

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