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SURREY FA ANNUAL REPORT & STRATEGY UPDATE

July 2017 – June 2018

A review of the last 12 months and a look forward to
our new 2018-2021 Strategy.





CHIEF EXECUTIVE'S FOREWORD

This is the end of our third year of our Strategy, which was due to last until 2019. However in the changing climate and in order to align the FA's National Game Strategy with the FA Strategy we have been tasked to devise a new 3 year strategy which will run from 2018-2021. The details of the new strategy can be found later in this document.

The year started well with the County becoming the first in the country to achieve the Intermediate Level of the Equality Standard for Sport. This is a great achievement and one which I hope everyone associated with football in Surrey is proud of. It is testament to our desire to truly make Football for All.

The rest of the year was challenging as I spent much of my time dealing with the issues and delays caused during the construction of Meadowbank. Whilst we expected some slippage in dates nothing could have prepared us for length of time it has taken for us to be able to move in and start to operate the site.

During this time I must thank the Board for their continued support and the staff led by Andrew who despite the circumstances have continued to deliver services as usual to assist the development of football in Surrey. It was a disappointment to have to cancel our County Cup Finals at Meadowbank but I was overwhelmed by the support of our clubs in Surrey who rallied round to help host the finals. I also must thank Bob Dick and our County Members who ensured that the finals ran smoothly despite the change of dates and venues.

We have now completed the move to Meadowbank and have received great feedback on the facilities. Despite all the challenges to date we must also thank Mole Valley District Council for the investment they have made into this impressive football ground and for giving us the opportunity to manage the site on their behalf.

In preparing for our new strategy as part of the consultation process we have changed our vision to 'Creating Football Opportunities For All', which I hope you agree is a more appropriate vision for the County moving forward.

Next season will bring a new focus through our new strategy in our new home of Meadowbank and I hope whatever your role in football you will be able to see the benefits of this new era in Surrey football.

Caroline McRoyall

Chief Executive
Surrey FA

CHAIRMAN'S INTRODUCTION



The Board have had a massive challenge over the last year, due to the delays in the Meadowbank project and as you know have finally taken up occupation, albeit a year late. I can assure you that the Board through Caroline are actively involved in dealing with any financial losses caused by the delay, however I am not able to elaborate any further at this stage on this matter. We now move into a new era for Surrey FA.

The County Cup Final venue changes was disappointing but inevitable due to Health and Safety issues, however we are grateful to the Challenge Trophies Committee and staff particularly Bob for his efforts in rearranging all finals and all the volunteers for your help in the rearranged locations and schedules. Staff and Board are of the opinion that we could not run efficiently as a County without your support. Of course the Cup Finals would not have taken place without the help from our clubs around the County and my thanks to those involved.

The new Management Committee has settled in, and I hope that by this time you will have met many of them, they were requested to undertake some tasks, which they have completed and will be made known to you in the near future.

We have advertised for three new Board members due to John Young, Brian Carroll and Vic Rolland standing down, my sincere thanks to all of them for their support and for their contribution to football in Surrey.

The challenges of funding from 'The FA' are still a concern and addressed regularly by myself, Caroline and Ray at whatever meetings we attend. The news regarding the sale of Wembley has caused a mixed reaction, but personally if that money is channelled into the correct projects at genuine grassroots football and they do receive some kind of benefit then as far as I'm concerned I would say goodbye to Wembley, but there must be some firm guarantees that this will happen and Ray as our FA Representative I am sure will champion that view.

I thank all of you again for all you do, in whatever capacity you are involved in, for your contribution to Surrey football and I hope that this continues for many years to come.

Les Pharo

Chairman
Surrey FA

GOAL 1

Sustain and Increase
Participation

78 NEW MINI
SOCCER TEAMS

200 GIRLS AND 320 BOYS TAKING PART IN
THE SURREY COUNTY FUTSAL TOURNAMENTS

15 NEW
DISABILITY TEAMS

30 YOUTH LEADERS
TAKING PART IN
YOUNG LEADER
DEVELOPMENT DAYS

158
YOUTH CHARTER
STANDARD CLUBS

726
ADULT
TEAMS

3 WOMEN'S RECREATIONAL TOURNAMENTS
WITH OVER **250** PARTICIPANTS

13 TEAMS IN WALKING FOOTBALL LEAGUE

57 ADULT CHARTER STANDARD CLUBS

2,423 YOUTH AND MINI SOCCER TEAMS

Case Study - Special Schools League

The Special Schools League was established in October 2017 to provide children in Special Schools the opportunity to play regular, competitive football. We forged a link with Metropolitan Police Youth FC for funding, volunteers and a pathway into club football. The league took place at Goals Wimbledon. The league was set up with two age groups playing every half term, with three ability bandings per age group.

Forty-three mixed gender teams and over 400 players with a range of disabilities and additional learning needs have taken part. Two youth disability turn up and play centres have been developed (1 male, 1 female) and three new youth pan-disability teams have been established at Metropolitan Police Youth FC. Feedback has been 100% positive from teachers and students.



Direct investment into Clubs this year 2017-18

£73,500

FOOTBALL FOUNDATION GROW THE GAME
(20 Clubs)

£2,500

INTO DISABILITY FOOTBALL VIA DISABILITY BOOSTER PACK
(6 clubs)

£1,750

VIA SURREY FA STARTER PACK
(7 clubs)

£1,750

VIA SURREY FA TEAM RETENTION PACK
(7 CLUBS)

£3,750

VIA SURREY FA CLUB DNA SUPPORT PACK
(4 CLUBS)

GOAL 2

Coaching and Player Development

39 LEVEL 1 COACHING COURSES DELIVERED

58 SAFEGUARDING AND **62** EMERGENCY AID COURSES

10 FA LEVEL 2 COURSES IMPLEMENTED

2 NEW FA LEVEL 2 IN COACHING FUTSAL COURSES

9 CPD EVENTS DELIVERED FOR COACHES

DELIVERED **2** COACHING DISABLED FOOTBALLERS COURSES WITH A TOTAL OF **30+** CANDIDATES

£5,000 OF FA BURSARIES ISSUED THIS YEAR TO USE ON COACHING COURSES

NEW UEFA & B LICENCE DELIVERED WITH **24** CANDIDATES

COACH MENTORING AT **14** CLUBS TALLING OVER **800 HOURS** OF SUPPORT

FEMALE COACHES CLUB WITH **85** MEMBERS

NEW COURSES IN SURREY

Case Study - Inclusive Level 1 Course

Surrey FA worked with the Football for All League to determine the best times for the course and contacted clubs directly to select candidates. A grant from the Community Foundation Surrey of £2,250 and free facilities from Wandgas Sports & Social Club enabled us to reduce the cost of the course for candidates to just £50.

The course was adapted to avoid information overload and broken into seven 3 hour blocks over a series of Saturday mornings. Support for candidates included a homework club for 30 minutes before each block, online learning support and mentoring from FA Coach Mentors and the Surrey FA Football Development Officer. 12 candidates with a learning disability or mental health condition attended all blocks, 11 passed the course with 1 due to complete in the future. All candidates are volunteering in a pan-disability or mental health football environment, from five different clubs and three candidates have aspirations to progress to complete a Level 2 Course.

Funded by



**Community
Foundation
for Surrey**



GOAL 3

Better Training and
Playing Facilities

25 GRASS
PITCHES
IMPROVED

8 CLUBS /
ORGANISATIONS
BENEFITING FROM
FACILITY SMALL GRANTS
TOTTALLING **£173,650**



Meadowbank Football Ground – The new home of Surrey Football

Meadowbank opened its doors to the first public use on April 30th and since then has seen 1500 unique users of the site in a short space of time. In total, we have had close to 2000 individuals using the site (some on numerous occasions) and initial feedback has been extremely positive. Below is a small section of feedback we have had from coaches, officials, visiting clubs and regular users.



"Fantastically designed official changing rooms with some lovely touches with the lockers, the playing surface and surrounding area are impeccable and unrivalled in the National Conference Youth Alliance, I look forward to refereeing many games at Meadowbank." **Match Official**

"Great facility for young people to develop their footballing and sporting skills, everyone was very welcoming and I look forward to seeing the rise of the clubs now this facility is in place." **Bookham Colts Club Coach**

"Honoured to be the first club to play the academy at their new home, great surface and very accommodating staff that made us feel very welcome." **Luton Town Cedars**

"Thrilled with how the facility has turned out, the classroom is everything I could ask for as a tutor. The pitch and changing facility really are unrivalled and will set us apart from many other academies locally and in our league. All the staff of Surrey FA has been welcoming, polite and a real joy to work alongside day in day out. A special mention goes to Matt and his team, they are accommodating, polite and represent Surrey FA in an impeccable way. I look forward to many years of working with each other harmoniously, bringing many good times to the facility and developing football in Surrey ..." **Dorking Wanderers Academy**

We are very much looking forward to progressing with the upcoming season and we look forward to welcoming new clubs, players, coaches, officials and spectators to Meadowbank, and the opportunity to show case our fantastic facility to all in Surrey.

GOAL 4

The Football
Workforce

8 WELCOME TO
REFEREEING
EVENINGS

1 REFEREEING
DISABILITY
COURSE

8 9V9/11
REFEREE
COURSES

5 MINI SOCCER COURSES
AND **2** CONVERSION COURSES

79% OF GAMES COVERED
BY A QUALIFIED
REFEREE

8 NEW
INDEPENDENT
(NON-COUNTY MEMBER)
DISCIPLINE COMMISSION
MEMBERS RECRUITED.

12
YOUTH
FORUM
MEMBERS

150
REFEREES ATTENDED
OUR ANNUAL
REFEREE EVENT



Case Study - Young Leaders Development Day

Thirty young leaders ranging from 12-16 attended the day designed to enthuse and inspire young people about football and volunteering. The event was tied in with the FA Skills Team delivering an U8/9 World Cup tournament which allowed the young leaders an opportunity to coach, referee or film in a practical environment.

Throughout the day a number of workshops were delivered covering Coaching, Refereeing, Marketing & Journalism as well as a session on Careers in Football. These sessions were delivered using a combination of external speakers and current youth forum members.

"The 2 boys I sent on the course really enjoyed it They loved coaching the kids tournament and are both really keen to now volunteer going forward - great course and one I'd love to send more... on."



GOAL 5

Being Financially Sustainable
for Surrey Football

20% INCREASE
IN TWITTER
FOLLOWERS UP
TO 10,200 

OVER 1,500
FACEBOOK FRIENDS

specsavers sign
new 3 year deal
2018 - 2021

NEW DIGITAL PROGRAMMES TRIALLED AT 2 CUP FINALS

Partnerships secured with



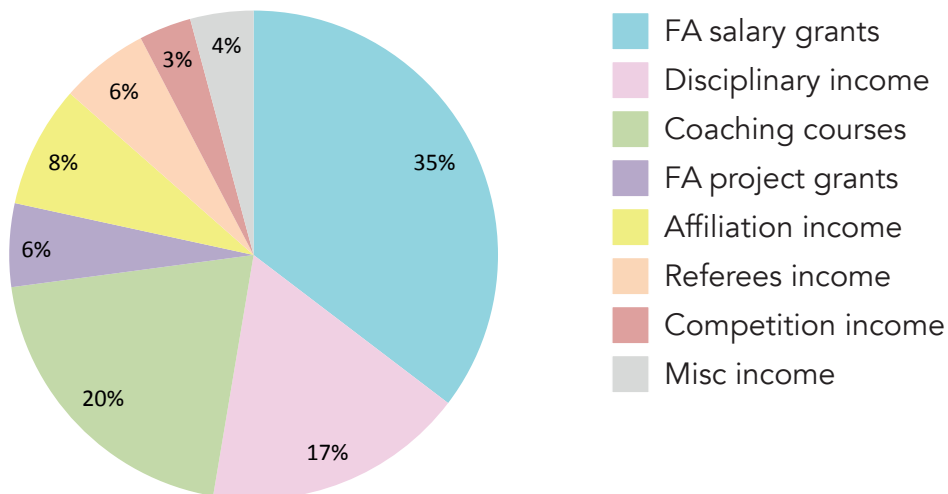
CHAWTON HILL
CHARTERED SURVEYORS

taylorcocks

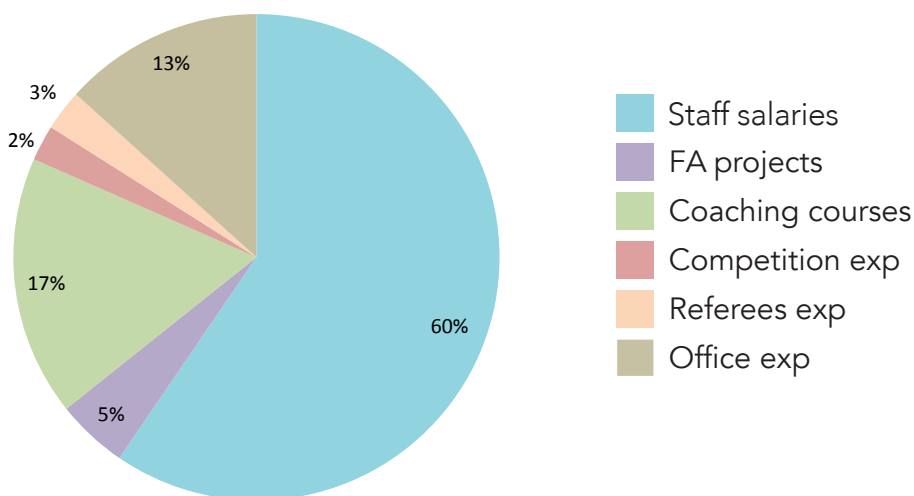
Finances

% Income and Expenditure – July 17 – May 18

Income



Expenditure



Surrey County FA New Strategy 2018-2021

New County Vision

'Creating football opportunities for all'

Strategic Priorities

- Achieve delivery of the FA National Game Strategy
- Implementation of a digital engagement strategy
- Establish our management of Meadowbank & then extend our reach across the County by identifying other 'hub' sites
- Introduce a Volunteer Coordinator role
- Expand Course & CPD delivery ensuring better qualified Coaches & Referees
- Maximise Charity benefits
- Explore opportunities for partnership working
- Increase corporate activity & sponsorship to drive charitable objectives
- Achieve Equality Standard – Advanced Level
- Develop links with Health sector





FA National Game Strategy

Strategic Pillars and KPI's

High Quality Introduction to Football

- Male affiliated & regular recreational players
- Female affiliated & regular recreational players
- Disability affiliated & regular recreational players
- Futsal affiliated & regular recreational players

Develop Clubs & League

- Youth Charter Standard
- Adult Charter Standard
- Safeguarding

Embrace All Formats, Engage All Participants

- Affiliated Player Registration coverage

Recruit, Develop and Support the Workforce

- Youth Teams with a qualified coach
- Female coaches
- BAME coaches
- Number of Referees
- Female Referees
- BAME referees

Develop Sustainable Football Facilities

- Grass pitches improved

Our organisations vision is:

Creating football opportunities for all

Our mission statement is:

Leading the development of grassroots football in Surrey ensuring participation and enjoyment of football for all.

The following key principles and values will guide our organisation

EXCELLENCE

- ➡ Approachable, knowledgeable staff and County Members delivering a proactive and professional service.

INCLUSION

- ➡ Ensuring equality is at the heart of everything we do.

INNOVATION

- ➡ Embracing new ways of working, new technologies and responding to customer feedback.



Surrey FA

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