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SURREY FA ANNUAL REPORT & STRATEGY UPDATE

July 2016 – June 2017

**A review of the last 12 months and a look forward to
the next year's priorities.**





CHIEF EXECUTIVE'S FOREWORD

This is the end of our second year of the current Strategy and this season has seen many changes for the County.

We have had a high turnover in staff this year, many of whom have gone on to more senior roles or decided to retire, and whilst we accept this, it has caused some challenges for us between appointments. We have recruited some strong candidates and look forward to a more settled workforce next year.

We took our first step towards our new home by moving to a temporary office in Dorking last September. St Martin's House is a great temporary office and many visitors have commented positively on it and having staff all on one floor has helped improve productivity and collaboration. This move gives us the benefit of being able to regularly view progress at Meadowbank, our new home in the Autumn of 2017.

Meadowbank is the focus of a lot my time and, to enable the organisation to continue to thrive, the Board appointed an Operations Manager. Andrew started in January and has helped to ensure the smooth running of the day to day activities of the office.

We successfully submitted our application for Intermediate Level Equality Standard which is currently being assessed and would like to thank Tamsyn and Mike for driving this forward as well as the Board, County Members and staff for supporting and embracing the process. We also ran three months of action (Kick it Out, Football v Homophobia and Disability) to raise awareness across the County.

I would also like to take this opportunity to thank youth clubs and leagues across Surrey for reacting positively to the safeguarding changes that have been implemented since January. Whilst this has meant extra work, you have taken your responsibilities seriously, ensuring football remains safe and not sorry.

We have also revised our logo to give it a more modern look and will be phasing this in over the coming season. The FA launched their 'For All' brand identity and to fit with this we have recently amended our mission statement to end in 'For All' instead of 'by everyone'.

As we move into the new season, I would like to thank you for your support and hope you continue to enjoy your association with the beautiful game.

Caroline McRoyall

Chief Executive
Surrey County Football Association

CHAIRMAN'S INTRODUCTION



The Board have been busy during the year with many matters financial and otherwise as we are now get close to moving into our new venue, and we look forward to a new era in the history of Surrey FA. Caroline continues to present the updated business plans for our future, assisted by Kris and Nick, and the Board are happy that we are in a good financial position and that the Association is running effectively.

The challenges of funding from The FA continue despite the game being awash with money which, still does not seem to get its way to grassroots football. That challenge is continually being taken up by CEO's, Chairman and F.A. representatives and things do seem to be getting better.

As a business, the Board understand the pressures of staffing in today's environment, where personnel move on to other positions within football, and we are confident that Caroline along with Andrew and the Senior Management Team deal with all staffing issues appropriately. We have new staff members that are settling into their roles and we should all be patient and have more understanding of the challenges faced by them as they do so. It is so easy to criticise but we are all definitely slow to praise.

All of you, staff and volunteers, do a great job in your respective roles promoting football in Surrey and ensuring that there is "Football for all" within this County. The volunteer force is vital to ensure that this is the case, and as you will hear at the AGM there is to be a new management committee structure, and they have been tasked with many new challenges one of which is to consider how we appropriately reward the volunteer force, and the Board look forward to any ideas they may have. If you have any spare time at all and you want to help shape the future of football in Surrey then look out for future vacancies, which are advertised regularly.

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

Les Pharo

Chairman
Surrey County Football Association

GOAL 1

Sustain and Increase
Participation

2,295

YOUTH & MINI
SOCCER TEAMS

OVER 4000

INDIVIDUALS INVOLVED IN
RECREATIONAL
FOOTBALL

**7 CLUB FORUMS
DELIVERED**

27 NEW MINI SOCCER TEAMS

6 NEW DISABILITY TEAMS

10 ADULT 11V11 TEAMS

PLAYING IN THE SURREY FA FLEXI LEAGUE

**2 NEW COLLEGE LEAGUES FOR
DISABILITY & FUTSAL**

762

ADULT TEAMS
THIS SEASON

**SUPPORTED 8 DIFFERENT UNDERREPRESENTED
GROUPS TO INCREASE PARTICIPATION IN FOOTBALL**

220 GIRLS

TAKING PART IN
FUTSAL IN SCHOOLS

**18 NEW CHARTER STANDARD CLUBS
THIS SEASON WITH A TOTAL OF
168 CHARTER STANDARD CLUBS.**

Case Study - Walking Football League

This season we launched the first Walking Football League, not only in Surrey but in the South East of England.

After forming a committee of willing volunteers from the world of Walking Football, and with the support of our friends at Woking FC 'Football in the Community' and Sutton United FC the league launched in October 2016.

We decided that our league needed to be inclusive for as many players as possible, so we split our league into a 50+ League and a 60+ League. We opted for a 3 touch rule and no excessive contact, meaning that the game is more inclusive, competitive, and most importantly safe for all participants. We had a total of 8 teams and each month teams would meet at a central venue to play 2 competitive fixtures each, with the points being accumulated across the whole season.

Congratulations must go to our first ever winners of the Leagues to Sutton United, who won the 60+ League and also to Sutton & Caterham who were crowned our 50+ League winners. Surrey has 30 Walking Football sessions across the County, which this season has seen 120 new players.



Case Study - Pyrford Mums' Football Session (Woking Diamonds)



We wanted to offer football opportunities to women who may have dropped out of the game or wanted a new way to keep fit. In October 2016 we attended a Woking Primary School's football festival to run a taster session and 4 participated. From there we ran a session at a specific school and attendance grew to 11. In January Woking FC Football in the Community got involved. The numbers have increased with 19 ladies currently taking part in weekly sessions. The group are now known as the Woking Diamonds and regularly enter tournaments such as The FA Peoples Cup and those run by Surrey FA. One member will also be completing their FA Level 1 Coaching qualification next year to support the sessions.

Direct investment into Clubs this year 2016-17

£63,000 FOOTBALL FOUNDATION GROW THE GAME

(18 Clubs)

£7,200 INTO CLUBS VIA MASH UP PROGRAMME 14-16 YEAR OLD

(16 sessions)

£13,500 VIA CHARTER STANDARD GROWTH FUND

(18 Clubs)

£4,500 VIA SURREY FA CLUB DEVELOPMENT FUND

(14 Clubs)

GOAL 2

Coaching and Player Development

25 LEVEL 1 COACHING COURSES DELIVERED

3 LEVEL 1 GOALKEEPING COURSES DELIVERED

1,303 LICENSED COACHES WITH **198 (15.2%)** FROM A BAME BACKGROUND

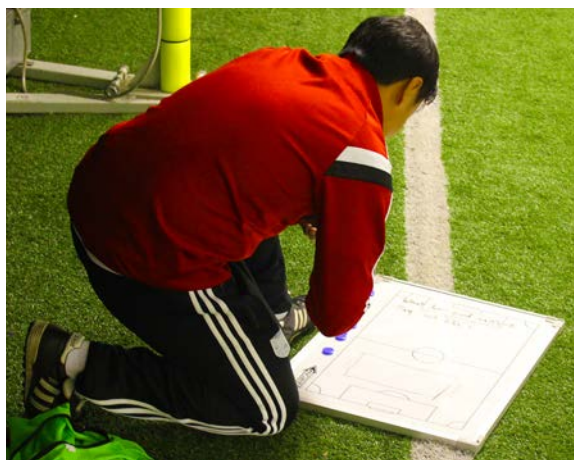
COACH MENTORING AT **14** CLUBS TOTTALLING **OVER 800** HOURS OF SUPPORT

48 SAFEGUARDING AND 69 EMERGENCY AID COURSES

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

LAUNCHED **FEMALE COACHES CLUB,** WITH **59 MEMBERS**

3 FA YOUTH AWARD MODULE 3 COURSES DELIVERED



FA LEVEL 2
NEW COURSES
IMPLEMENTED

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

GOAL 3

Better Training and
Playing Facilities

**9 CLUBS/
ORGANISATIONS**

BENEFITING FROM FACILITY
SMALL GRANTS TOTTALLING
£38,649 IN PROJECT COSTS

74

PITCH IMPROVEMENT
VISITS MADE

Case Study - Improving pitches at Warlingham Sports and Social Club

Warlingham Sports and Social club are a grassroots sports club which play host to Warlingham FC. During the 2015/16 season that the club had issues with the quality of their pitches and as a result lost over 60 games during the season to unplayable pitches. This led to the club enrolling onto Surrey FA's Pitch Improvement Programme, a dedicated support service designed to improve the quality of grass pitches, through a deal with the Institute of Groundsmanship.

As part of the initial report, it was recommended for the club to purchase a Verti-Quake machine to help them with aeration of their pitches. The club applied to the Football Foundation small grants fund and as a result obtained a 50% grant of £3,780.00 to purchase a Redexim Charterhouse Verti-Quake 2516 machine, which has enabled Warlingham F.C. and Warlingham Colts F.C. to reduce the number of postponed matches due to waterlogged matches by 60% last winter.



GOAL 4

The Football
Workforce

11 YOUTH FORUM
MEMBERS

79% OF GAMES COVERED BY A
QUALIFIED REFEREE

6 WELCOME TO
REFEREEING EVENINGS
& **14** REFEREE COURSES
DELIVERED

10
STUDENT MANAGEMENT
TEAMS DELIVERING
FOOTBALL IN COLLEGES

 **71** YOUNG LEADERS ON
FOOTBALL FUTURES
PROGRAMME
(27 FEMALE, 44 MALE)

DISCIPLINE COMMISSION MEMBER
RECRUITMENT REVIEWED AND
OPENED FOR NEW MEMBERS

96% OF CLUBS
AND **88%** OF LEAGUES AND **88%** OF REFEREES
USE THE WHOLE GAME SYSTEM
TO ADMINISTER FOOTBALL

150
REFEREES
ATTENDED
OUR ANNUAL
REFEREE EVENT

Case Study - Youth Forum

The Youth Forum currently consists of 11 members and they meet on a monthly basis at the Surrey FA office in Dorking. Aged between 16 and 24 years of age the Youth Forum has been involved in a number of projects this season, including: supporting Surrey FA with their Months of Action – Kick it Out (November), Football v Homophobia (February) and Disability (May); devising a small sided football survey to gain important insight; and meeting with the Referees Committee in order to help them engage with young people and encouraging them to become referees.

The Youth Forum was also nominated for The FA Community Awards 2017 in the category of 'Best Inclusive Project' which is a fantastic achievement and demonstrates the progress that the group have made.



GOAL 5

Being Financially Sustainable
for Surrey Football

26% INCREASE
IN TWITTER
FOLLOWERS UP
TO 8575



COUNTY CUP
ATTENDANCES
INCREASED FOR 2ND
YEAR RUNNING

(UP BY 11%)

1,512
COUNTY CUP
PROGRAMMES SOLD



REVISED
MODERN LOGO
LAUNCHED

f OVER 1,300
FACEBOOK FRIENDS

SPECSAVERS ANNOUNCED AS
NEW HEADLINE SPONSOR

BECAME A REGISTERED CHARITY

Partnerships secured with



Tweets to Surrey FA – 16/17



Good to see Clubs at lower levels being recognised for their hard work! Well done @HambledonFC and @surreyfa!

@LyneFC, 25th May 2017



Thank you to @surreyfa for the cup final today, great day out well organised great venue & grt credit to Surrey!! Thank you all! #farnhamday

@FarnhamTownYth, 19th March 2017



Massive thankyou to all @surreyfa @ActiveSurrey for running today's games we loved representing @reigatebanstead see you next year!!

Monotype FC, 17th June 2017



Thank you to @surreyfa & @wokingfc for their hospitality at #surreycupfinal last night. @DorkingWDRS Really enjoyed the evening!

@sosportsphotos, 4th May 2017



Thank you for your reply. I'm also very pleased that the County issue programmes for each cup final.

@Af_turnstile, 23rd April 2017



In reply to the Womens Recreational Tournament:

Such a brilliant day was had by all, can't wait to play again, thank you @surreyfa so many women playing and enjoying every moment.

Sandra Rees, 21st March 2017



#SurreyBAMEseries Thankyou for an insightful, thought provoking day. You all inspire me #development @surreyfa @FA #networking #wecancoach

24th October 2016





Surrey SME Business Awards Runner up in two categories 'Not For Profit Business or Organisation of the Year' and 'Best Enterprising Business'.

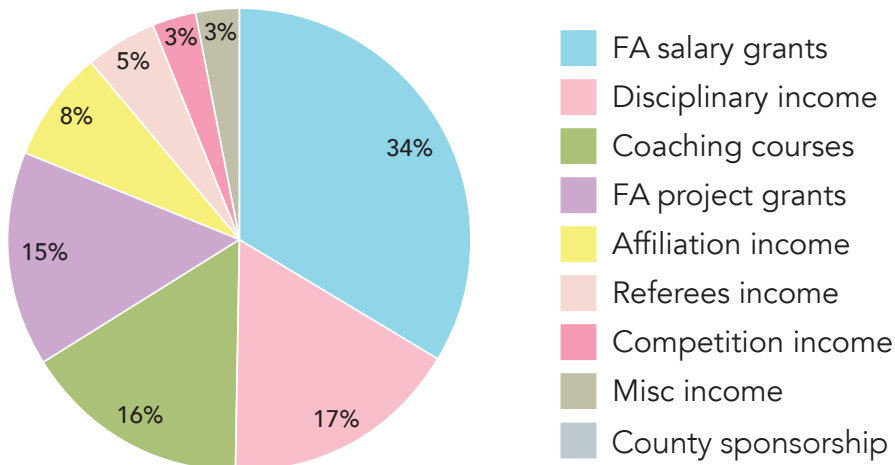


Two FA Community Awards National Winners - The Surrey Football For All League and Peter Harding

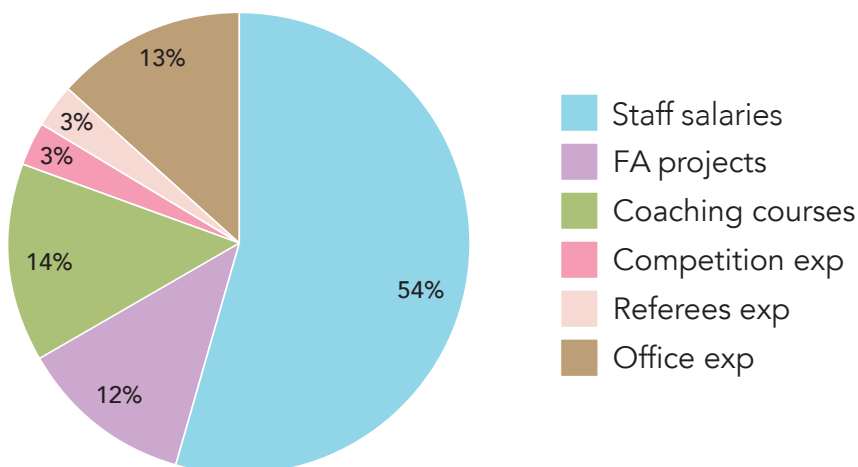
Finances

% Income and Expenditure – July 16 – May 17

Income



Expenditure



Surrey County FA

Strategy Priorities for 2015-2019

Goal 1 Sustain and Increase Participation

- Supporting clubs to increase teams
- Offering a range of competitions and leagues
- Providing opportunities to take part

Goal 2 Coaching and Player Development

- Developing the best coaches
- Supporting players to reach their potential
- Providing the best start in football

Goal 3 Better Training and Playing Facilities

- Improve and maintain football facilities
- Investing in new facilities for Surrey
- Delivering a new home for football in Surrey



Goal 4

The Football Workforce

- Identifying new and supporting current volunteers to run the game
- Providing referees for every game
- Utilising new technology

Goal 5

Being Financially Sustainable for Surrey Football

- Promoting & marketing the game
- Identifying new funding and sponsorship opportunities
- Understanding the needs of our customers



Our organisations vision is:

To be recognised as the leading County Football Association/
Governing Body.

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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