



<b>Title:</b> Chair's Report	<b>Meeting:</b> Annual General Meeting
<b>Author(s):</b> James Middlehurst, Chair	<b>Date:</b> 15/07/2024

2024 continues to demonstrate the resurgence in interest in London and elsewhere in the grassroots game. Every aspect is growing and, in particular, there continues to be significant growth within the Women & Girls game, where there are now 700+ teams in London. We expect this surge in Women & Girls involvement to accelerate and there is now a mission critical challenge for the London FA in making sure there are adequate facilities available to ensure all these new Women & Girls teams can find somewhere to train and play every week.

This wonderful upsurge in interest and engagement throughout the grassroots game has naturally created its own challenges in terms of creating and developing adequate facilities, not just for Women & Girls, but right across the game. Resources to support all the new activity and all the various types of necessary support that every grassroots club and league needs have been considered as part of the consultation for our new strategy.

Alongside this, London FA will be working hard to attract and retain more referees, coaches and volunteers as we continue to move forward with our strategy to make Football for All safe, inclusive and welcome for everyone in London.

Our objectives and our purpose is simple - to be as relevant as possible in supporting all of our footballing community and to help those communities themselves develop their ability to be better able to embrace football as a catalyst for bringing everyone together within the London community.

This is at the heart of our new strategy, and our CEO Paul Bickerton, will present that back to members at this AGM.

The future for grassroots football looks bright and we are very optimistic about the opportunities before all of us in London.

We'll look forward to catching up with you all again on Monday 15<sup>th</sup> July 2024.

With very Best Wishes,

James Middlehurst  
**Chair, London Football Association**

*June 2024*