

GREATER MANCHESTER FOOTBALL



ENGLAND
FOOTBALL

Manchester FA



Manchester FA

*Annual General Meeting
Business Report 22/23 season*

Monday 30th October 2023

The Team at Manchester FA





The Team
Greater Manchester



GREATER MANCHESTER FOOTBALL

OUR GAME IN MANCHESTER

PLAY > VOLUNTEER > COACH > REFEREE

Governance Update

New Independent Chair of Board Directors



Jane
Crombleholme



John
McLellan-Grant

OUR KEY AIMS & ASPIRATIONS FOR 2021-2024

1

Ensuring Safeguarding is at the Heart of Manchester FA and grassroots football in Greater Manchester.

2

A recalibration of grassroots football across Greater Manchester supporting our passionate volunteers, ensuring that we provide the best customer service from our professional and flexible Manchester FA Team, operating as the first ever fully functioning hybrid County FA.

3

Develop an innovative and inclusive football proposition to unite and inspire our local communities across Greater Manchester.

4

To ensure that Manchester FA and grassroots football across Greater Manchester plays its part in supporting the challenges faced around mental health and physical wellbeing.

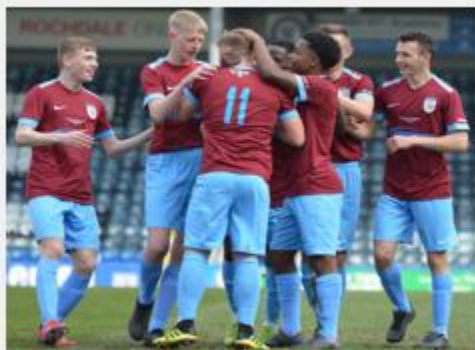


- Safeguarding

- 100% 'Meets the Standard' for the NSPCC Independent Assessment
- 'Outstanding' feedback from assessor
- Actively and proactively engaged the FA's Play Safe Weekend
- Board and Team Engagement for Club Visits
- Strong Independent Governance with Board Champion chairing our Safeguarding Strategy Group (SSG)
- Voice of Young People prominent in all that we do.



- Recalibration of Grassroots Football, Customer Service, Hybrid CFA
 - Supporting Clubs and Teams returning Post Covid, Online Events, Club Newsletter
 - Individual support from officers with specialist support
 - Freshdesk, Fresh Caller Introduction
 - New Hybrid Working Structure – New Contracts of Employment, WFH, when you want. Team Meetings, Reward and Recognition Scheme.



- Innovative and Inclusive
 - Displaced People Programme (Refugee)
 - Football Leadership Diversity Code
 - Preliminary Level of Equality Standard
 - Flexi League
 - EDI Recruitment Process – Positive Action



- Mental Health and Physical Wellbeing
 - Supporting the Team
 - Supporting Grassroots across Greater Manchester
 - Continued AED Partnership
 - Partnership with Kooth & Qwell
 - Mental Health First Aid Training



- Male Participation

- 22/23 Target: 30,066
- Current: 33,336 (+ 865 from 21/22)
- Highlight – 3 divisions in the Vets league and introduction of U23 division in the Manchester League

- Female Participation

- 22/23 Target: 3,820
- Current: 4,720 (+460 from 21/22)
- Highlight – growth in the Greater Manchester Women's League – 3xU18s and 3x Open aged division

- Disability Participation

- 22/23 Target: 1,012
- Current: 705 (+112 from 21/22)
- Highlight – 12 school to club links established creating 150+ opportunities for disabled children

MALE PARTICIPATION

Our 2024 Goal:

'To create an accessible, inclusive and sustainable pathway for male players across Greater Manchester to inspire a lifelong journey in football'



FEMALE PARTICIPATION

Our 2024 Goal:

'To create a dynamic and accessible recreational and affiliated offer for women and girls of all ages across Greater Manchester, ensuring we have an empowered female workforce to support the growth and development of the women and girls' game'



DISABILITY PARTICIPATION

Our 2024 Goal:

'To support grassroots disability football to return, thrive and grow, working towards a local and accessible offer of PAN and impairment specific community football and driven by an inclusive approach to developing the game'



- Workforce - Coaches

- 1025 CPD instances from the MFA CPD programme vs target of 716 (143%)
- 89.6% Youth Team with a Qualified Coach
- Highlight – 20+ young coaches part of our Future Coaches Programme

- Workforce - Referees

- 176 new vs target of 153 (115%)
- 595 retained vs target of 490 (121%)
- 189 converted vs target of 92 (205%)
- 72 progressed vs target of 50 (144%)
- Highlight – 72 promotions, with 2 into WSL

- Quality Pitches

- 102 pitches marked as 'good' vs target of 69 (148%)
- Highlight - £229,970 in GPMF awarded

WORKFORCE - COACHES

Our 2024 Goal:

'Provide a coach development programme that is relevant and rewarding to support coaches of all levels and experience across Greater Manchester'



WORKFORCE - REFEREES

Our 2024 Goal:

'To recruit, retain and develop a diverse and skilled referee workforce who can achieve their potential in football in a safe and enjoyable environment'



QUALITY PITCHES

Our 2024 Goal:

'To work with local and national partners to deliver enhanced football facilities in Greater Manchester and for this to have a positive impact on football delivery'



Our Inclusion Advisory Board



- Anika Leslie-Walker – Chair and INED
- Emma Foden – Independent Member
- Anne Thompson – Independent Member
- Marie Cartwright – Independent Member
- Emmanuel Allen-Bennett – Chair of Young Leaders and Board Observer
- Ben Abberstein – Independent Member
- Sarah Lowden – FA Regional Lead, Coach Developer EDI
- Colin Bridgford, Rachael Birchall, Kathryn Smith, Emily Owens, Colin Carruthers



Our Inclusion Work



Kathryn Smith



Emily Owens



Colin Carruthers

OUR GOVERNANCE

Corporate Governance – It's fundamental to our current and future success.

Our Corporate Governance continues to evolve. We have always prided our governance on being 'fit for purpose' and we now strive for it to be 'fit for the future'. Our Board of Directors are the key and ultimate decision makers and have been since April 2017, when we transitioned from the more traditional Council model and introduced a clearer governance structure and accountability. We currently have three strategic groups that report directly into the Board. These are Regulations Strategy Group, Safeguarding Strategy Group and Inclusion Advisory Board.

Reporting to our Executive Management Team (The CEO, COO, Football Development Manager and Football Services Manager) is **'Our Game in Manchester'** (OGIM). Within OGIM, we have working groups that support our strategic delivery. Each working group has an Independent Chair appointed with members recruited from our key networks and stakeholders and most importantly grassroots, adding diversity within our broader team.



Our Board

- New Appointments in 2022-23
 - Dan Jones – Former Global Lead Partner at Deloitte's / Finance and Risk Director
 - Anika Leslie Walker – Senior Lecturer, Sports Sociology, Nottingham Trent University / Inclusion Advisory Chair
 - Chris Armstrong – Wellbeing Programme Manager, Mercedes F1 Team / Health & Wellbeing Director
- Independent Chair Appointment
- Move towards a Independent Board
- Independent Governance Review & Annual Director Performance & Skills Review
- Code of Governance Progress
 - 89% Green, 11% Amber at V2.1
 - Key priority challenge – devising Sustainability Plan





In Summary 2022/23

Key Achievements

- Recruitment
 - 9 New Members of Staff
 - 2 new in role
- New Directors join the Board
- New Inclusion Advisory Board
- Successful Independent NSPCC CPSU review of Safeguarding 365 with 'Outstanding Feedback'
- Positive progress towards FA Code of Governance with a robust People Plan
- Buoyant Award-Winning Young Leaders Academy
- Youth Leadership Conference
- Euro Legacy Women and Girls programmes
- Cumulative year on year Increase of all 6 Key KPI's
- Successful implementation of Disability School to Club link with an increase of 112 players



**GREATER
MANCHESTER
FOOTBALL**

SEASON 2022-2023 IMPACT REPORT

> PLAY

33,336
+865

705
+112

19 COUNTY CUPS
750 ENTERED TEAMS

4,720
+659

102
GOOD PITCHES

12 SCHOOL TO CLUB LINKS

> VOLUNTEER

439 CLUBS
-8

28 LEAGUES

2780 TEAMS
+165

NSPCC
INDEPENDENT SAFEGUARDING

3* 16 1* 92
2* 58 ACCREDITED CLUBS

£1.4M
FF MONEY INVESTED

£7580
F4F MONEY INVESTED

48.7K
INBOUND EMAILS

15K
INBOUND CALLS

40K FOLLOWERS
ACROSS SOCIAL MEDIA PLATFORMS

91.2% SLA
AVG RESOLUTION 39 HOURS

90%
+ CUSTOMER SATISFACTION

13K VIEWS
ACROSS YOUTUBE

> COACH

1025
CPD INSTANCES

+20
FUTURE COACHES PROGRAMME

10
REGISTERED PRIVATE PROVIDERS

89.60%
YOUTH TEAMS WITH QUALIFIED COACH

+19
YOUNG FEMALE COACHES PROGRAMME

103
REGISTERED COACH MEMBERS

> REFEREE

+177
NEW RECRUITED

74
PROGRESSED

450
RETAINED

5462 CAUTIONS +299
855 DISMISSALS +4
445 MISCONDUCTS +52

191
CONVERTED

OUR 2023 NOMINEES

THANK YOU TO YOU ALL FOR THE INCREDIBLE WORK YOU DO

SHEREE FEARON JAMES WHEELDON FUZAIL DAMMA FOOTY ADDICTS
TONI CARTER PATRICK POLLOCK PAUL BILLINGHAM BEN EAST STEVE
WOODS SHANNON HOWARTH LEE EGAN ROBERT DUNBAR SUBLIME
ATHLETIC B PRO FOOTBALL COACHING DEANS YOUTH AND LADIES
MIDDLETON LADS AND GIRLS FC MANCHESTER LACES SALFORD
STORM BRIGHTMET UNITED MIGHTY DRAGONS MOORISDE
RANGERS WINTON WANDERERS FC BLUESTAR BESWICK CFC WEST
END AFC MANCHESTER AMATEUR SUNDAY FOOTBALL LEAGUE THE
MANCHESTER FOOTBALL LEAGUE LANCASHIRE AND CHESHIRE
AMATEUR FOOTBALL LEAGUE MICHAEL SOLLIS NIALl COTGRAVE
JACK CHURCHILL DEO DAMULIRA LEIGH GELL ALEC HOLLOWAY BILLY
HUNTER ERIC CALOW NELSON JOSE SUE POLLARD KEN POLLARD
JOHN PENNY CHRISTIAN O ROURKE TONY FEARON JOE NEWTON
MATTHEW EGDGE WAYNE HARLEY LEE JONES BRADLEY LONGSHAW
RYAN SMITH JAMES BRIEN LEE FORSYTH CHRIS BOOTH STUART
WRIGHT GARRY DAVIES PAUL MCGINTY DANIEL GLASCOE DANIEL
FRANCIS CHRIS RICHARDS KEVIN GWINNETT WING LIU JONNY SCOTT
CRAIG WORRALL ELLIS ALLEN WIK MORRELL GARY MCFARLANE
AARON SMITH NATHAN SNIPE RYAN PUGH LOUIS COULSTON CRAIG
BURN MATTHEW SOLLITT MARK JONES JOE MCARDLE DEAN
MCLAUGHLIN BEN EAST PATRICK MCKENNA JAY KELLY PAUL
DOWNING SAM BERRY RYAN WILLIAMS SAMUEL HARDMAN ANDREW
BRADSHAW TOMMY KELSALL SAMUEL HARDMAN MIKE BREEN
MICHAEL JULIEN JOHAN CAREW GEORGE FRITH GEORGE JONES-LACY



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EMILY ASHWORTH SIENNA MILNE STE YOUNG REDDISH NORTH END
CADISHEAD SPORTS JFC CARLONE GRINDROD DEAN O'BRIEN DYLAN
BREN-MALONE GARRY PRATT MICHAEL PORTER JAKE WILLIAMS
LORRAINE WARWICK-ELLIS MARTYN SMITH MATT CHADDERTON
SIMON CLARKE MICHAEL LATHAM MIKE CREIGHTON MIKEY STEWART
PAUL HUDSON RICHARD TWAMLEY RYAN EDWARDS STUART WRIGHT
TONI CARTER RYAN NEVITT MATT PILKINGTON JOHN GURD



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From All at Manchester FA

Thank You!

**FOR A BETTER GRASSROOTS GAME
IN GREATER MANCHESTER**

MANCHESTER FA BUSINESS STRATEGY 2021-2024



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