

















WELCOME

MIDDLESEX FA

Our Story

Our role is to develop and support the grassroots game in the geographical County of Middlesex. We are a charitable organisation providing everyone with the opportunity to participate in the game across Middlesex. Our boroughs are some of the most densely populated and diverse 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 by working with our partners to deliver on and off the pitch.

Our Mission

Rebuild, modernise and grow the game for all.

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 live and breathe – 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.





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CHAIR'S INTRODUCTION

JOHN TAYLOR



It has been a year of change for Middlesex FA as we welcomed Kayleigh Saunders as our new CEO, along with several new members of our Association Staff. The result has been another strong performance for Middlesex FA in the last 12 months.

There have also been changes at Board level. Middlesex FA appointed its first independent non-executive directors, Poonam Majithia and Badri Narasimhan, whilst the Chair of our Inclusion and Advisory Group, Dr Colin King and CEO, Kayleigh Saunders also joined the Board.

One former director, Mike Heavey took the decision to step away from the Association after many years. Mike played a pivotal role in recent years as the Board's Safeguarding Lead, a role in which he excelled and contributed to the Association's exemplary performance in this area. Leigh O'Connor, our Chief Executive for the last six years left the Association for a new position as a Regional Manager at The Football Association. Middlesex FA is grateful to Mike and Leigh for their outstanding service to Middlesex Football.

Middlesex FA is committed to providing a safe environment for all participants. During the season we were assessed by The FA's external verifiers who confirmed that we continue to meet The FA's Safeguarding Operating Standards. Indeed, the assessors congratulated us on our exemplary good practice in several areas of safeguarding.

It was a memorable summer for football with the Lionesses winning the 2022 Women's Euros. With two of the tournament venues, Wembley Stadium, and the Brentford Community Stadium, being in Middlesex, MFA was selected to deliver some outstanding legacy work. As a result, we were nominated for an award at the FA County FA Recognition Awards at Wembley Stadium in November.

Rectory Park has really established itself as a centre of the community during the year. Under the leadership of Centre Manager Natasha Cameron, the centre is operating at near to capacity in terms of pitch and facility bookings, as well as being a real community hub.

The Middlesex FA Inclusion Advisory Group, under the leadership of Dr Colin King, has continued to share its expertise to enable Middlesex FA to fulfil its commitment to be representative of its community and meet its equality, diversity, and inclusion objectives. The MFA Youth Council has a new Chair in Oliver Ellery and they have continued to lead on many events and to provide the younger members of our football community with a voice within the Association.

In September we staged our Grassroots Awards Evening at Brent Civic Centre. We were delighted to formally recognise the winners of the awards and record notable anniversaries achieved by Hampton & Richmond Borough and the Greater London Women's Football League, who had reached 100 and 50 years, respectively. During the evening we also presented several FA and Middlesex FA Long Service Awards. We were also honoured to present our former Chair and President Jim Taylor with the Fellowship of the Association.

I would like to place on record my thanks to the Middlesex FA and Rectory Park Staff for their efforts during the season. I would also like to thank my colleagues on the Board and Council of Middlesex FA and all the members of our committees, sub committees, and advisory groups for their valuable work during the season.

Finally, I would like to take this opportunity to thank all the volunteers responsible for running leagues, clubs, and teams in the various formats of the game and to our players and match officials. Without you there would be no game and we are extremely grateful for all your efforts. Everyone involved with Middlesex FA is looking forward to continuing to work with all our stakeholders to meet the challenges we will all face during the coming season.

CHIEF EXECUTIVE'S FOREWORD

KAYLEIGH SAUNDERS



This season has seen a number of staff choose to take the next steps in their careers and whilst we never want to see any of our team go, it has been rewarding to see them push themselves onto new challenges. It is also important to remember that with change comes the chance to grow and develop. As such, we were excited to see our team grow with a number of new roles being created at the same time as replacing outgoing colleagues.

I have been delighted to take on the role of Chief Executive Officer at Middlesex FA following working in a range of roles across the organisation. I have had the opportunity to work closely with our staff and also with the majority of our clubs, a wide range of partners, volunteers and members of the workforce. I have enjoyed this new challenge and have taken the organisation through a period of change this season, demonstrating passion to drive the organisation forward, seeing Middlesex Football continue to grow and ensure that Middlesex FA is truly representative of our community.

This review highlights the successes and achievements of the season and will highlight the impact we are making in our local community whilst ensuring the game is accessible to all.

This review will highlight the progress we are making against our targets in our Strategy, *Leading From The Front*, which is built on our mission to Rebuild, Modernise and Grow The Game For All. As a reminder our key priorities in the strategy are:

- To be relevant, fit for purpose and to make equality a reality
- Provide a safe, fun and compliant environment for all
- Provide a customer-centred approach to administration and deliver a high-quality service to all
- Provide inclusive and accessible opportunities for all
- For the good of our community

We continue to ensure Middlesex FA is at the heart of our community and we will continue to ensure our facilities at Rectory Park are available to all by offering a wide range of activities on site. We will work with and support our network of clubs, leagues, volunteers, players, referees, coaches and administrators to deliver this strategy and to make everyone feel a part of Middlesex Football.

The Middlesex Staff team has worked tremendously hard to ensure the game received support and guidance throughout the season. We have increased our focus on health and wellbeing and training and development to ensure we continue to develop and support our workforce. I would like to thank them for their hard work and dedication to Middlesex Football.

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.

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 you give to Middlesex Football.

SAFEGUARDING





NSPCC ASSESSMENT PASS



100%

Youth Team Officials

DBS Compliance



100%

Youth Club Welfare Officers Safeguarding Course Compliance



Middlesex FA are committed to ensuring that Inclusion is a part of everything we do. We have celebrated the diversity of our county, through various campaigns. Firstly, the Black History Month CPD Workshop organised by Paul Sharpe.

In November, the Rainbow Laces Campaign saw a commemorative fixture take place between Hanwell Town FC and Harrow Borough in the Middlesex Senior Challenge Cup. To mark the occasion, both sets of players wore rainbow laces and presented a rainbow flag in a pre-match presentation. Flags and banners were presented around the stadium, and there were additional messages of support for the campaign shown in the matchday programme, as well as on social media.



In December, we collaborated with QPR in the Community to mark the International Day of Persons with Disabilities. Members of MFA Staff visited QPR's joint Tiger Cubs and Para teams training session, to interview players and coaches on their experiences in football.

SCAN CODE OR CLICK BELOW

Disability Football Video with QPR



In February, Middlesex FA showed their support for the Level Playing Field Campaign, to highlight the importance of accessible facilities for disabled supporters.



To mark International Women's Day in March, Middlesex FA were proud to announce the launch of the 'Support our Future' campaign. The campaign will see clubs sign up to a pledge to meet criteria which makes the game more inclusive for all. Clubs will be able to achieve bronze, silver or gold status once the relevant criteria are met.

Middlesex FA is committed to ensuring that everyone feels welcome in football, no matter their background or beliefs.

FOOTBALL SERVICES

The Football Services Team continue to provide a customer-centred approach to administration and deliver a high quality of service to all its stakeholders. The team has undergone significant staffing changes during the season, with four new members of staff in place. All new staff members have transitioned seamlessly into the organisation to continue the strong work set by existing staff and we hope the support they offer in their respective roles is felt by all.

Particular team highlights include the delivery of another hugely successful County Cup final programme, where the team are in the process of delivering 25 finals to an extremely high standard. The Team would like to place on record its thanks to its Cup Final venues this season for being wonderful hosts. These are: Bedfont Sports, CB Hounslow United, North Greenford United, Hanwell Town, Rectory Park, Northwood FC, Uxbridge FC and Silver Jubilee Park.

In addition, the team, led by the DSO, oversaw the passing of a Safeguarding Assessment from the NSPCC, which continues to demonstrate its ongoing commitment to ensuring football in Middlesex is a safe place to play. Further to this, the Safeguarding Team also surpassed its target of club visits during the season, providing further support to its member clubs to ensure Safeguarding standards are maintained throughout the County.

A final highlight would be the implementation of the new Referee Progression Pathway for Match Officials that are willing to progress through the pathway. This has resulted in 44 promotions throughout the season, which provides a significant increase on the previous season. It's hoped that the new scheme will continue to prove beneficial to our Referees, Clubs and Leagues in the seasons to come.

TEAM HIGHLIGHTS

Senior Challenge Cup Final Attendance = 504 attendees

	AFFILIATION DATA						
2,367	2,367 34,031 281 4,656 40 459 13 180						
Male	Male	Female	Female	Disability	Disability	Futsal	Futsal
Teams	Players	Teams	Players	Teams	Players	Teams	Players

REFEREES		ACHIEVED PROMOTION (by 30/04/23)			ON PROMOTION (as of 05/05/23)			
536	131	61	Level	Level	Level	Level	Level	Level
Registered	Trainee	Female	5-4	6-5	7-6/Y1-Y2/4W-3W	5	6	7/Y1/4W
Referees	referees	Referees	9	18	17	14	18	15





FOOTBALL SERVICES

DISCIPLINE*

264	73	16	18
Investigations	Serious cases	Average Number of Days	Average Number of Days
		to Charge Offenders	to Hear Cases

^{*} Discipline data true as of the 17th April 2023

COUNTY CUPS & LEAGUES

25	892	8	13
Сир	Сир	Cup Final	Retained
Competitions	Entries	Venues	Leagues





SCAN CODE OR CLICK BELOW Relive the Senior Challenge Cup Final



YEAR TWO STRATEGY REVIEW

SAFEGUARDING

Validation Visits

100%

Youth Team Officials

DBS Compliance

100%

Youth Club Welfare
Officers Safeguarding
Course Compliance

FOOTBALL SERVICES



504

Senior Cup Attendance



34,031

Male Players



4,656

Female Players

16

Referee CPD Events



405

Fully Qualified Registered Referee



18 DAYS

Average Number of Days to Hear Cases



892

Cup Entries

INCLUSION

OrangeBall



Mental Fitness Programmes Delivered to North West London

Mental Health League

PARTICIPATION



£439,251

Football Foundation Investment*

*July 2022 to April 2023

92.8%

of Youth Teams With a Qualified Coach



34

Walking Football Teams playing in Middlesex FA Walking Football Leagues

SOCIAL MEDIA



11,636
Twitter Followers

3,034 Instagram Followers

RECTORY PARK



150,000

Visits to Rectory Park This Season

Over 6 events held in our community rooms

FACILITIES & INVESTMENT

Middlesex FA continues to engage with clubs, councils and other organisations to get them access to Football Foundation Grants and Funding. As we move into phase 2 of the FA and Football Foundation's goal to reach 20,000 good quality pitches by 2030, the 2022 – 23 season saw the introduction of different funds and widening of others that clubs across the county have and continue to benefit from:

- Grass Pitch Maintenance Fund eligibility now includes Town, Parish Councils and Education Establishments supporting community football clubs.
- Pitch Machinery
- Local Authority Equipment Bank
- Energy & Floodlight Fund
- Howdens Kitchens Game Changer Programme
- ⊙ Small Grants (up to £25,000)
 - Storage Containers
 - Portable Floodlights
 - Fencing
 - Changing Room/Pavilion refurbishments
 - Goalposts
 - 3G Pitch Machinery

Underpinning the access to grass pitch related grants is Pitchpower. MFA has assisted clubs with gathering the raw data required for these reports to be completed. This software has proven to be invaluable to clubs in terms of having bespoke advice and guidance from the Grounds Management Association. Most notably, an estimated maintenance budget and recommendations for the frequency that works on site should take place. Recognised as an essential part of the game, substantial investment from the Football Foundation will now enable a greater variety of organisations to confidently invest in their grass surfaces.

Middlesex FA has appointed a Facilities and Investment Officer to be a direct avenue of support for those seeking to regenerate their sites and build on the investment into the county this season:

		INVESTMENT		
Grass Pitch Investment	Goalposts	Machinery	Floodlights	Carpet Replacement
£234,536	£30,027	£33,335	£41,530	£99,823

TOTAL INVESTMENT

£439,251

RECTORY PARK

Rectory Park has now been open for five years and we are proud to host 150,000 visitors a year. 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 Wi-fi
- Broadcasting of all live Sky Sports events

The facility is available for all and whilst we primarily deliver football-related activities we can also host parties, community events, exercise classes, executive meetings and corporate training sessions.

The Pitches:

We offer:

- ② 2 full-size floodlit 3G pitches
- All of our artificial pitches have been constructed to FIFA One Star standard
- Our facility offers 2 x 11v11 Pitches, 4 x 9v9 Pitches, 4 x 7v7 Pitches and 8 x 5v5 Pitches
- Viewing enrichment
- To enhance the 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 the delivery of a range of events. Users of the facility have access to 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:

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

150,000 visits a year	Over 60 events held in our community rooms
Home of Queens Park Rangers College Academy for Boys and Girls	Engaging with Kumon Institute Education and Ealing Borough Council Youth Group



DEVELOPMENT

Weetabix Wildcats

Nine new providers joined the programme for this season taking the total of active providers delivering Weetabix Wildcats sessions to 40 for the current season.

Although there has been a decline in the number of active centres, a number of the old centres have set up Girls teams and now playing in affiliated leagues.

Squad Girls

The new Squad Girls recreation programme aimed at engaging 12-14-year-olds into football reaches it first year anniversary and there continues to be growth in Middlesex with 23 providers actively delivering.

Women's & Girls' Clubs and Leagues

The number of affiliated teams continues to grow across the women's and girls' pathway, with an increase of 54% on last season.

The Greater London Women's Football League with 46 teams competing across the year in five different divisions went from strength to strength. With the Capital Girls League offering outstanding footballing opportunities for 118 girls teams. Both Leagues continue to play a pivotal part in the growth of the female game across London.

Our small sided offering has been put on pause this season but we will be relaunching the small sided offering in the new season.

40 Weetabix Wildcats Providers across the countu

23 Squad Girls Football providers across the county

281 affiliated teams across the female pathway

Walking Football Leagues

2022-23 saw an increase in the number of players and teams registered in the 5 Divisions of Middlesex FA Walking Football Leagues for over 50s and 60s.

The league currently has 34 registered teams with 528 players registered.

This season the County have launched daytime midweek over 65s Festival dates, with 12 new teams playing on a monthly basis.

Since Middlesex FA launched Walking Football in 2014, we now run over 25 sessions on a weekly basis with just under 500 players taking part every week

Flexi-Leagues

This season saw the continuation of the Flexi-League programme at Bannisters Sports Centre and Rectory Park 15 teams competing across the two leagues.

The league provides adults with the opportunity to play 11v11 football for those unable to commit to the regularity of the traditional game.

34 Walking Football Teams playing in Middlesex FA Walking Football Leagues

2 Flexi-League Divisions with

15 Teams participating

2,367 affiliated teams across the male pathway



PARTICIPATION

(Q)7

DEVELOPMENT

FA Pokémon Futsal Cup

50 teams from across the county took part in the County FA Qualifiers of the Pokémon Futsal Cup across weekends in February and March at Brunel University. Congratulations to all the winners who move onto the regional heats

FA Pokémon Futsal Cup – Middlesex Qualifiers		
Boys:	Girls:	
U10 – Elite Magic	U10 – Ruislip Rangers	
U12-Youngs	U12 – Alexandra Park	
U14 – Hayes & Yeading	U14 – Haringey Girls	
U16 – London Elite	U16 – Haringey Girls	

Disability Football Overview

The Middlesex FA PAN Disability League made it's return for the 22-23 season. We saw the return of clubs and teams from previous seasons, as well as welcoming new clubs such as Basing Hill FC and FC Adaptaball. Ruislip Rangers were selected to represent Middlesex FA in the South East 11v11 regional competition, competing against clubs from other counties across the South East – for many, in their first experience of 11 a side football.

The North West London Mental Health League has once again shown the impact football has on it's participants. Middlesex FA continued its partnership with Orange Ball, to deliver workshops to teams in the league on match days. Our Women's division (which had been set up as a pilot with support from Minds United) has been running with great success, with three teams battling it out for the trophy. The addition of In Tune FC has increased the level of competition across both divisions of the league.

Both leagues were successful this season in achieving England Football Accreditation, which will support the sustainability and development of the league moving forward – with really exciting plans to develop the PAN Disability Youth Division, as well as adding further playing opportunities for those participating in the North West London Mental Health League.

The SEN Schools league has been running weekly at Rectory Park. We have worked with 17 teams from 5 different schools.

Engaged with 457 Disabled Players this Season	40 Affiliated Disability Teams this Season		
Both Disability Leagues Achieving England Football Accreditation	5 New Disability Recreational Sessions		
2 New Comets Programme Pilots			

England Football Accreditation

Accredited Club of the Month continues to be a success, recognising and celebrating the hard work of its England Football Accredited Clubs in Middlesex.

England Football Accreditation renewal launched on 1st November 2022 until 30th April 2023. To date 120 clubs have completed the process and renewed their England Football Accreditation status, meeting the highest standards set by The FA & County FA.

32 clubs have become newly England Football Accredited in the season.

481 nominations for Accredited Club of the Month

England Accredited Club of the Month

Oct - Sandgate Youth

Nov – Uxbridge Amblers

Dec - SH Football Club

Jan - FC Adaptaball

Feb - Bedfont Sports Club/Bedfont Eagles

Mar – Pitshanger

Apr - Belsize Park



PARTICIPATION

& DEVELOPMENT

Coach Development

Coach Development Events have been delivered throughout the season utilising FA approved events and bespoke CPD events based on coach feedback. 12 face to face Coach Development Events delivered by the end of the season.

Middlesex FA Coach Development Events Delivered:

- Benefits of Small Sided Games
- Black History Month 2022
- Club Respect Briefing
- Developing Decision Makers (Online)
- Developing on the Pitch
- Developing Skilful Players
- Effective Feedback (Online)
- Individualised Coaching (Online)
- Promoting Positive Health & Mental Fitness in your Players
- Stepping over the Sidelines
- The Matchday Experience
- The Practice Spectrum (Online)
- Thriving on the Pitch

Coach Development Events to be delivered before the end of the season:

- Supporting Players through Different Game Formats
- Coaching Xchange Conference Pro Day
- Coaching Xchange Conference Grassroots Day

100FC programme running in partnership with London FA & the AFA, enabling female coaches to be linked with a host club or organisation to support their coaching journey. Coaches receive access to bespoke CPD support and bursary for completion of the FA Introduction to Coaching Football Course.

825 coaches completed CPD (online & face to face)

377 coaches attended face to face CPD events

208 Coaches signed up to Coach Development mailing list

150 coaches completed EE Playmaker Course

92.8% youth teams with a qualified coach

UEFA Women's EURO 2022

In the aftermath of the Lionesses successful campaign last summer at the UEFA Women's EURO 2022 tournament, the roll out of the Legacy Programme as excelled, providing a whole host of new opportunities for women and girls to play, coach and referee.

A key focus of the programme has been on the growth of recreational opportunities open to women from historically underrepresented groups. We are pleased to be working with several Clubs and organisations to deliver recreational football for women aged 16+ below:

- Acton Ealing Whistlers
- Afghan & Central Asian Association
- Age UK Hounslow
- Brentford Community Sports Trust
- Central Mosque of Brent
- Neasden Temple
- QPR Community Sports Trust
- UCFB
- University of West London

Contributing to the future success of the WEURO Legacy Programme, it was recently announced that Nike has provided delivery funds towards the EDI work of the Women's Recreation Officers in each host county. Each officer has been awarded with 20k to deliver their individual projects which will be tied in with Level the Playing Field – Nike's campaign about breaking barriers to participation and making sure all under-represented groups have a fair chance to play football.

Middlesex FA will be delivering an inclusion project in the borough of Brent, working with Refugee/Asylum Seeking women and bringing football into Temples and Mosques.

Female Referee Course

31women and girls supported through FA Referee Course Sport England WEURO
Age UK seated football
session with 30 Nepalese and

West African women

Snickers Starting XI

12 Introduction to Coaching Football Bursaries and mentor support

UEFA WOMEN'S

EURO 2022 LEGACY

Based on participants' experience of engaging with the UEFA Women's EURO 2022 Legacy programme activity/activities...



93%

Are likely to play football in the future



90%

Find sport more enjoyable and satisfying



Reported improved confidence and self-esteem

INTRODUCTING

MIDDLESEX FA STAFF

Middlesex FA Staff

Kayleigh Saunders Chief Executive

Sharon Porter Management Administrator

Rectory Park Team

Natasha Cameron Centre Manager

Peter Kakouris Centre Duty Manager

Helen Collett Centre Duty Manager

Jacqueline Luckhurst Centre Duty Manager

Football Services Team

Daniel May Head of Football Services

Nick Phipps Football Services Officer (Clubs & Leagues)

Oliver Ellery Football Services Officer (Discipline)

Rebecca Chapman Designated Safeguarding Officer

Sophie Dennington Football Services Officer (Referees)

Jacob Ballheimer Communications and Marketing Officer

Participation & Development Team

Neal Hickey Head of Football Participation and Development

Andrew Perren Participation Development Officer

Daniel Perkins Inclusion Development Officer

Paul Sharpe Coach Development Officer

Kate Wells Women's Recreational Football & Volunteering Officer

Lawrence Picking Facilities and Investment Officer

Nauim Ahmed Volunteer Development Officer

MFA Board of Directors

John Taylor (Chair)
Doug Douglas (Vice Chair)
Steve Grover (Finance Director)

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John Davies (Interim Board Safeguarding Lead)

Kayleigh Saunders (Chief Executive)

Barbara Bivens Nigel Hickes

Dr Colin King

Badri Narasimhan (Independent Non-Executive Director)
Poonam Majithia (Independent Non-Executive Director)







DISCOVER THE ITEMS WE NEED AND HOW TO DONATE TO US

ealing.foodbank.org.uk

Middlesex FA Official Charity Partner







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