



# MIDDLESEX COMMUNITY FOOTBALL CENTRES

Strategy 2024-28



**MIDDLESEX  
FOOTBALL**





## OUR PURPOSE AND VALUES

**We want to ignite positive change through the power of football. The purpose of everything we do is to unite communities, tackle inequalities, and promote health across our county. We are committed, connected, creative, and collaborative. We nurture the grassroots game, fostering a love for the sport that extends far beyond the pitch.**

By building strong relationships with our community, we will understand your needs and will develop solutions together, to ensure everyone has the chance to participate. With unwavering dedication and a spirit of innovation, we are building a Middlesex where football flourishes, inspiring a brighter future for all.

## NURTURING THE GRASSROOTS GAME OF FOOTBALL





## OUR STRATEGY

**Our strategic plan over the next four years is to evolve and build on much of the great work that has been done over the last 3 years.**

**We have heard from so many members of our community since we formed just over 5 years ago that want Rectory Park to be put at the heart of the community whilst supporting young people to access the facility.**

We will look to further our partnerships with local organisations and make sure Middlesex Community Football Centres delivers its key outcomes for our community. We also want to use the power of football to provide opportunities for everyone regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, pregnancy and maternity.

## EVOLVE AND BUILD



# OUR PURPOSE

## INSPIRING POSITIVE CHANGE THROUGH FOOTBALL

by uniting communities, tackling inequalities and improving the health of the Middlesex Football community

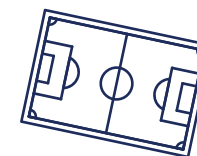
### STRATEGIC PRIORITIES



**Maximise revenue through  
diverse income streams**



**Develop and implement a  
sustainable pricing strategy**



**Enhance facility accessibility  
and inclusivity.**

### STRATEGIC DRIVERS



**Support Middlesex  
Community Football Centres  
to thrive**



**Connect and serve  
our community**



# TO ACHIEVE OUR PRIORITIES

## WE WILL



**Maximise revenue through  
diverse income streams**

Utilise space at Rectory Park to advertise  
partners and organisations.

Engage with commercial partners  
to utilise the facility.

Deliver and host events throughout  
the off season.

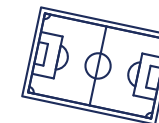


**Develop and implement a  
sustainable pricing strategy**

Maximise the potential of  
Rectory Park's Café.

Optimise pitch space at Rectory Park.

Attract and retain clients for room bookings.



**Enhance facility accessibility  
and inclusivity.**

Ensure Rectory Park is a safe space for the  
local community.

Collaborate with partners to maximise  
the use of the facility.

Become a more environmentally  
sustainable facility.



# TO ENABLE OUR DRIVERS

## WE WILL



**Support Middlesex Community Football Centres to thrive**

Ensure our facilities are managed to the highest standards.

Explore opportunities to grow the facilities portfolio.

Embed the highest levels of governance internally.



**Connect and serve our community**

Create localised solutions to enhance the facility experience.

Improve our customer service.

Make it easier to find information and opportunities at Rectory Park.



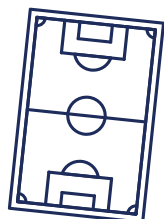
# WHAT WILL OUR SUCCESS LOOK LIKE



**Maintain full pitch  
usage**

**Increase room usage**

**150,000 Site Visits**



**Environmental, Social  
and Governance Strategy**



**Increase financial  
contribution from Café**



**Regular community  
days**

**Representative  
workforce**

**Increased partner  
portfolio**



**Code compliant**

**Safeguarding compliant**





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