

GRASSROOTS

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. Our values are integral to everything we do. We are committed to making the grassroots game better. Through continuous connection with our local community, we will work creatively and collaboratively to enhance your experience.

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.

INSPIRING A BRIGHTER FUTURE FOR ALL



OUR STRATEGY

Building on the success of our 3-year strategy, we were overwhelmed by the passion that our community has for providing for their members. We have developed this strategy to make sure everything we do over the next four years brings communities together to improve the health of our county.

You told us that you want more opportunities to play, improved facilities, support with growing football for women and girls, a focus on tackling poor behaviour and more support for volunteers.

This strategy outlines our commitment to delivering this and making football in Middlesex thrive.

BRINGING COMMUNITIES TOGETHER

OUR PURPOSE

INSPIRING POSITIVE CHANGE THROUGH FOOTBALL

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

STRATEGIC PRIORTIES



Improving playing
choice and
experience



Deliver equal
opportunities for
women and girls
to play



Build more and
improve existing
facilities



Tackle
poor
behaviour



Develop a valued
network of
volunteers, coaches
and referees

Create thriving community clubs

STRATEGIC DRIVERS

Connect and serve participants

Progress the games governance

TO ACHIEVE OUR PRIORITIES

WE WILL



**Improving playing
choice and
experience**

Build a comprehensive
disability football pathway

Develop more and improve
recreational football
opportunities

Support and improve team
based adult football

Evolve the youth game to
support the player journey



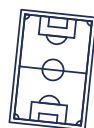
**Deliver equal
opportunities for
women and girls
to play**

Empower women and girls to
participate in all aspects of
football at clubs

Establish a full
player pathway

Ensure football is a safe and
inclusive space for women
and girls

Work with schools and
community partners to get
more women and girls playing



**Build more and
improve existing
facilities**

Improve the quality of grass
pitches across the county

Enhance club awareness of
funding programmes

Build 3G facilities in the areas
of most need

Improve the inclusivity of
accessible facilities



**Tackle
poor
behaviour**

Create a culture of positive
behaviour in clubs and leagues

Deliver proactive interventions
and targeted sanctions

Increase the understanding of
appropriate behaviour through
enhanced education



**Develop a valued
network of
volunteers, coaches
and referees**

Express appreciation to the
breadth of volunteers and
foster a culture of recognition

Create a welcoming
environment for volunteers to
attract and retain talent

Support and showcase the
volunteer workforce

Increase the diversity of those
volunteering

TO ENABLE OUR DRIVERS

WE WILL



**Progress the
games governance**

Embed the highest levels of governance
within the organisation

Make football a safe space for all

Provide shared learning for clubs
and leagues to govern themselves



**Connect and serve
participants**

Create localised solutions to enhance the
football experience

Improve our customer service and
communications

Make it easier to find information and
opportunities to play, volunteer, and learn



**Create thriving
community clubs**

Cultivate high-quality club experiences
through England Accreditation

Empower clubs to be the heart of their
community

Support clubs to achieve their potential

Help clubs grow their committee workforce

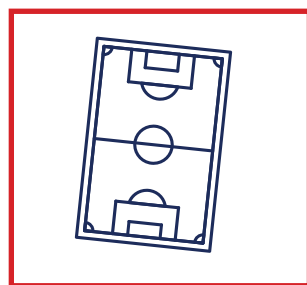
WHAT WILL OUR SUCCESS LOOK LIKE



34,426
male players

7,457
female players

639
disabled players



369
good grass pitches

6 new
3G pitches



**Improved behaviour
in grassroots
football**

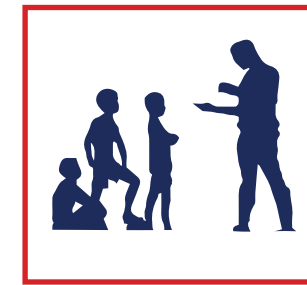


3,366
registered volunteers

527
registered referees

3,118
registered coaches

25 thriving 3-star
accredited clubs



**FA Code of
Governance
Compliant**

**Safeguarding
365 Compliant**



Rectory Park
Ruislip Road, Northolt UB5 5FA
T: 020 8515 1919
E: info@middlesexfa.com
www.middlesexfa.com



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FOOTBALL**