



**MIDDLESEX
FOOTBALL**

A background photograph of three young women in red football kits. The woman in the center is smiling and looking down. The woman on the left is looking towards the camera. The woman on the right is looking down. They are wearing red kits with "RUISLIP RANGERS" and a Nike logo. A large red abstract shape is overlaid on the bottom left.

Middlesex FA Season Review 2020-21





**MIDDLESEX
FOOTBALL**

Welcome

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 in Middlesex. Our Boroughs are 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, 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 achieve our mission 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 Foreword

In my foreword to last year's Seasonal Review, I reflected on the effect that the Covid-19 pandemic had on the Association. I noted, at the time of writing in late summer 2020, that football was beginning to return albeit with restrictions in place. Of course, that optimism was misplaced as we were affected by a new wave of the virus and were subjected to a second lockdown that was only partially lifted in March.

Middlesex FA acknowledges the part it must play in supporting our football community in its recovery from the pandemic. We are aware that clubs at all levels have suffered hardship because of Covid. We have been able to assist clubs in accessing funds that we hope have helped their efforts to survive. Last season we were able to offer clubs free affiliation, and this is something we have been able to continue for the 2021-22 season.

We have recently published our new strategy entitled "Leading from the Front". This strategy, which covers the period 2021 to 2024, details how we will rebuild, modernise, and grow the game in Middlesex as we emerge from the Covid-19 pandemic. There is more information about the strategic plan later in this season review.

At the time of writing this foreword, England were making great progress in the EURO2020 tournament. It is worth noting that another UEFA Tournament is taking place next year with the UEFA Women's Euro 2022. Some of the matches in this competition will take place in Middlesex at the new Brentford FC Community Stadium and at Wembley. Sian Osmond has been appointed to the Middlesex FA staff to lead on adult women's recreational football as part of our host city legacy programme.

Even during the pandemic when little football was able to be played, safeguarding remained at the forefront of the Association's priorities. During the season, we were assessed by The FA's external verifiers to ensure that we continue to conform to The FA's Safeguarding Operating Standards. I am pleased to say that the verifiers confirmed that we continue to meet these standards. It is the right of all participants to expect to remain safe when playing football in Middlesex and it is our duty to provide that safe environment.

Another area which is at the centre of the Association's plans is around equality, diversity, and inclusion. During the season we appointed Dr. Colin King as the Chair of our Inclusion Advisory Group (IAG). Colin's first task was to reinvigorate the group and he has recruited a strong membership to help him to achieve this. Now that the new IAG is in place, we look forward to several initiatives to help us place inclusion at the centre of our activities.

In March, the Prime Minister announced a partial lifting of Covid-19 lockdown restrictions, which enabled grassroots football to resume. At this time, we worked with our Leagues and Clubs throughout to find out if there was an appetite to run our own County Cup competitions. Our Youth Leagues wished to complete their own programmes and Middlesex FA was happy to cancel our Youth Competitions to assist them in this plan.

However, there was a desire for clubs to compete in a revamped Adult County Cup schedule, including all three sections of the Capital Women's Cups, starting in April, with the final matches taking place in June. The Finals were shared between Rectory Park and Bedfont Sports FC and due to Covid-19 restrictions had a vastly different look and feel to them. It was of great credit to all the participating Clubs and their Leagues, match officials, MFA Staff and Committee Members that we were able to hold the competitions and return to a semblance of normality after such a long time without grassroots football.

I mentioned that Rectory Park hosted some of the Cup Finals and it is good to see that the facility is now back in full use after a further period of closure during the pandemic. Rectory Park is maturing into a hub for Middlesex football as well as a centre for the local community.

I would like to place on record my thanks to the Middlesex FA and Rectory Park staff for their efforts and patience during the year. Some members of staff were placed on full or part-time furlough during the year, whilst a smaller core of staff was asked to work remotely. I would like to thank you all for your understanding in what was clearly an uncertain period.

I would also like to thank my colleagues on the Board and Council of Middlesex FA for their valuable work during the season. I would particularly like to show gratitude to our Chief Executive, Leigh O'Connor and Finance Director, Steve Grover, who have negotiated the Association through turbulent financial times with great success.

Also, to the members of our Committees, Sub Committees and Advisory Groups for their efforts. We have all learned to work in a different way with meetings being held remotely, with members having to quickly master technology. However, this year has taught us to work more efficiently, and I anticipate using technology more in future with a mixture of face-to-face and remote meetings.

I would like to take this opportunity to thank all the volunteers responsible for running Leagues, Clubs and Teams in the various formats of football, and to our Match Officials. All of you have played an important part in keeping our wonderful sport going for a second season that has been savagely interrupted by the pandemic. The efforts of the Middlesex Football Family during this turbulent period are greatly appreciated.

The Board, Council, Committees and Staff at Middlesex FA are looking forward to working with all our stakeholders to meet the challenges of the future. Although we may never be totally free of the virus, we are now entering a period of recovery and none of us can underestimate the efforts required to return football to where it was pre-pandemic. Please keep safe.

John Taylor Chair



CEO's Introduction

This season has been another challenging season for the Association and the game in Middlesex because of the impact of Covid-19. I would like to place on record the Association's thanks to all the key workers who supported the community in extremely difficult circumstances. I would also like to remember those who sadly died as a result of Covid-19 and give our best wishes to those who are recovering from the virus.

During the first few months of the pandemic it became clear that the game in Middlesex would need support to ensure football could return to similar levels to those of season 2019-20. Therefore, I am pleased to say that the Board, with support from additional FA Funding were able to provide:

- ⊕ Free Club and Team Affiliation
- ⊕ Free Cup Entry
- ⊕ Free Public Liability Insurance for Clubs
- ⊕ Discounted Personal Accident Insurance
- ⊕ Free League Affiliation
- ⊕ Free Personal Accident Insurance for Referees

The Football Foundation has continued to support our Clubs through a number of funding programmes to support the return to Football. This additional support has been vital to those Clubs in the National League System, Women's Pyramid or those who have their own facilities.

Despite the pandemic, all Leagues in Middlesex were able to complete their seasons and provide additional competitions for their member clubs. We were also delighted to be able to complete our Adult County Cup programme in a short period of time between April and June. Unfortunately, we were unable to complete our Youth Competitions as the Leagues needed a number of weekends to complete their seasons.

We continued to follow our strategic plan which focuses on our vision of "Inspiring our community to get involved in football". The plan focused on the key themes below and we have highlighted our successes in this document.

- ⊕ Football Foundation Pitch Preparation Fund – £99K
- ⊕ Sport England Emergency Fund – £186K
- ⊕ Football Foundation Club Preparation Fund – £26K
- ⊕ Football Foundation Match Day Support Fund – £206K

Prior to Covid-19, the season had been progressing well and this review will highlight the key achievements across the Association. We continue to follow our strategic plan which focuses on our vision of "Inspiring our community to get involved in football". The plan focuses on:

- ⊕ Safeguarding
- ⊕ Inclusion and Diversity
- ⊕ Male, Female and Disability Pathways
- ⊕ Developing Clubs and Leagues
- ⊕ Embrace and Capitalise all Formats and Engage all Participants
- ⊕ Running the Game
- ⊕ Rectory Park
- ⊕ Marketing and Communications
- ⊕ Modernise and Innovate
- ⊕ Facilities
- ⊕ Workforce Support and Development
- ⊕ Customer Engagement

Our new strategy, Leading from the front, is built on our mission to rebuild, modernise and grow the game for all as we come out of the pandemic. Our key priorities over the next three years 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 want 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 MFA Staff have worked tremendously hard in challenging times to ensure the game received support and guidance throughout the season. 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. The review will highlight and congratulate achievements of our FA Grassroots Award winners. Well done to all of our winners and to those who went on to receive national awards.

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.

Leigh O'Connor Chief Executive

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[Hear from our CEO](#)



Participation & Development

Our Participation and Development team are here to help anyone who wants to get involved in football. This could be through playing, coaching, refereeing or volunteering. The team are here to support you with opportunities no matter your background or ability.

We have four Development Officers who are responsible for developing Coaches, Participation, Inclusion and the wider workforce. The team is led by our Head of Participation & Development.

Some of our key areas include:

- ⚽ **Disability / Mental Health**
- ⚽ **Recreational Football**
- ⚽ **Charter Standard**
- ⚽ **Inclusion**
- ⚽ **Women and Girls**



Disability Football

During the 2020-21 season, Covid-19 has had huge impact on disability football within Middlesex and nationally. Due to vulnerability of players, several teams were unable to restart activity and therefore we were unable to start the PAN Disability League and SEN Schools League this season. However, during this time, we have been working with clubs to recover and restart activity following the pandemic and most importantly getting disabled people back playing. We are looking forward to welcoming players back to the PAN Disability and SEN Schools Leagues in the new season.

The North West London Mental Health League continued to grow. With eight teams participating this season. The league provides men and women with the opportunity to take part in monthly, competitive league fixtures at Brunel University Sports Park.

Two existing Turn Up and Play recreational sessions have been running since the easing of restrictions, supporting disabled people to get back to regular activity. Despite the challenges football has faced, this season has seen the creation of two new sessions; Inv3ntive Football Academy running an adult PAN disability session and Forget Me Not running a dementia friendly walking football session.

In June, the MFA Pan Disability County Cup and the North West London County Cup both took place. In all, 17 teams took part across both league cups and this was the first opportunity for many teams to take part in a competition since 2019!

PAN League Disability Cup		
		
11 Affiliated teams	2 Divisions	19 Matches played

North West London Mental Health League		
		
8 Affiliated teams	1 Division	40 Matches played

North West London Mental Health League County Cup		
		
8 Affiliated teams	18 Matches played	



Disability Recreational Provision	
	
4 Turn Up and Play	



Recreational Football

Flexileague

Our Middlesex Flexileague has continued to grow in popularity this season, with the continuation of the Rectory Park division and new division at Bannister Sports Centre. The league offers adults the chance to play 11v11 football for those unable to commit to the regularity of the traditional game.

Just Play	
	
25 Male 10 of these are Futsal	11 Female 4 of these are Futsal



Charter Standard

We have worked with clubs during the season to support them with their application to become a Charter Standard Club. Due to the impact of Covid-19 on coaches being able to complete qualifications as part of their club accreditation, we have supported clubs and coaches with interim online qualifications so that clubs can still meet the Charter Standard criteria.

Since October 2020, we approved a further 34 club applications awarding them the Charter Standard status. 40 coaches from these clubs were supported with interim online qualifications.

39% of adult clubs are Charter Standard.

83% of youth clubs are Charter Standard.

The FA are now working with the transition from Charter Standard to the new England Football Accreditation, which is in the early stages of its launch. All existing clubs have been communicated with, giving details of the change to England Accreditation. Existing Charter Standard clubs will automatically be awarded England Accreditation. Clubs will be awarded either 1*, 2* or 3* accreditation, which will be announced in line with the new season.

CHARTER STANDARD CLUB OF THE MONTH 2020/21 SEASON

SEPTEMBER
No award due to COVID

OCTOBER
Pinnstars

NOVEMBER
Minds United

DECEMBER
Actonians Ladies

JANUARY
No award due to COVID

FEBRUARY
No award due to COVID

MARCH
No award due to COVID

APRIL
Southall Athletic

MAY
Omonia Youth

Women's & Girls'

Wildcats

We were happy to be able to continue our fantastic Wildcats programme across Middlesex, with a provider in every borough. We were happy to welcome eight new providers this season, taking our total to 50. We are also very proud that three of these are disability providers, helping all girls aged 5-11 to have somewhere to play football and have fun.

Girls Unite

We are excited to be working with clubs and organisations in Middlesex to pilot the new recreational football programme for girls aged 12-14 – Unite. Eight organisations within the boroughs of Brent, Ealing and Hounslow are set to deliver the programme, providing an exit route from Wildcats for those that want to continue within the recreational pathway.

Women's & Girls' Pathway

We continue to offer a complete grassroots affiliated pathway in Middlesex through the Capital Girls' League and Greater London Women's Football League. Despite the challenges faced, both leagues were able to provide league provision following the return of football.

100FC

Like many, the 100FC programme made the transition to online delivery for the 2020-21 season. With limited opportunities for coach education courses, focus turned to supporting our existing cohorts with adapting to their return to football. We look forward to welcoming a new cohort of women to the award-winning programme in 2021-22 and further growing the number of female coaches across the capital.

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[News article for 100f win](#)



UEFA Women's EURO 2022 Legacy Programme

Middlesex FA is excited to lead on the UEFA Women's EURO 2022 Legacy programme for the host city of London. Our work will be focused on developing and growing female football in the boroughs of Brent, Ealing and Hounslow.

To maximise the power of UEFA Women's EURO 2022 the legacy programme focuses on five key areas;

- ⚽ Early Years (5-11)
- ⚽ Development Years (12-17)
- ⚽ Adults
- ⚽ Coaching
- ⚽ Refereeing

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[Legacy programme](#)



Women' & Girls' Data

- ⚽ **50 Wildcats** providers across the county
- ⚽ **8** pilot providers for the new FA **Unite** Programme
- ⚽ **24** attendees at the **Female Friendly Clubs Online Training**
- ⚽ **214** affiliated teams across the female pathway
- ⚽ **100 FC** - Winners of the County FA Recognition Award (Football Development Category)



Inclusion

Campaigns and Events

Four equality, diversity & inclusion Online Events and Campaigns

- 🏆 Launch of "Let's Get Inclusive" – an annual event comprising of eight disability focused workshops to raise awareness and give attendees the confidence to grow disability football. 170 learners joined throughout the day.
- 🏆 Mental Health Awareness Day partnered with North West London Mental Health League team to showcase the importance of football on Mental Health.
- 🏆 LGBT History Month / Football v Homophobia panel discussion hosted by MFA and Pride Sport.
- 🏆 International Women's Day take over by London Bees with interactive challenges to engage and raise awareness of women in football.

MeFit Football Programme to launch June 2021 in partnership with Orange Ball and Hanwell Town – to use football as a tool to improve mental wellbeing.

Partnership with Afghanistan and Central Asian Association to deliver football sessions for Afghan and Muslim women as well as upskill women involved in the programme to become qualified coaches.



Coach Education



During the 2020-21 season, Covid has had a major impact on the delivery of Coach Education courses through Middlesex FA. With the decision being made by FA Education to take control of all Coach Education courses from 2021, we have focused on supporting existing learners with completing the remaining aspects of their course.

Course delivery was only permitted between October and December and no delivery permitted with the exception of Level Two – Block Two from May - July 2021. In-situ visits at Level Two and UEFA B were permitted around the national lockdowns under strict Covid protocols.

Many of these learners had begun courses that were postponed midway through due to the impact of Covid. We have worked with these learners where possible to complete the remaining aspects of their course in a face-to-face environment (Level One completions, Level Two Block Two & Three). Where this has not been possible, learners have been signposted to a digital format provided by FA Education.

Learners who were unable to continue with their postponed course or that did not start/transfer to a course prior to December 2020 were provided with refunds for their original booking.

A number of First Aid & Safeguarding Children stand-alone workshops were planned around the national lockdowns to work through the backlog of learners who had courses postponed.

	
102	9
In-situ visits complete around national lockdowns	Stand-alone First Aid Courses delivered (131 learners)
3	1
Stand-alone Safeguarding Children workshops delivered (55 learners)	CPD event delivered in a remote format (61 learners)
1	2
UEFA B support session remotely delivered to legacy learners (22 learners)	Level Two Block Twos delivered (35 learners)
2	4
Level Two Block Threes delivered (38 learners)	Level One Courses delivered to support in-flight learners (69 learners)

Programmes that were unable to run due to Covid-19

- 🏆 SEN Schools League
- 🏆 PAN Disability League
- 🏆 Walking Football Leagues
- 🏆 Pokemon Futsal Cup
- 🏆 Schools Futsal Cup



Middlesex FA Strategic Plan 2021 - 24

Strategy Summary

Provide a safe, fun and compliant environment for all

- i. Ensuring Middlesex Football meets The FA's Safeguarding Operating Standard (SOS).
- ii. Work in collaboration with volunteers, and key safeguarding partners to ensure the welfare of adults at risk and youth players.
- iii. Create a safe, enjoyable and inclusive environment for youth players and adults at risk to enjoy the game.
- iv. Provide clubs, leagues and volunteers with the resources to implement an environment for all.

For the good of our community

- i. We are committed to delivering excellent customer service across all of our work areas.
- ii. We will connect with the community through Rectory Park, providing a facility to be proud of.
- iii. We want to collaborate with all of our stakeholders to improve and grow the game.
- iv. Creative and engaging marketing to showcase the game.

To be relevant, fit for purpose and to make equality a reality

- i. Develop a dynamic Corporate Governance Structure for success.
- ii. Committed to supporting all stakeholders and volunteers across the game.
- iii. Create and develop a diverse and high-performing workforce.
- iv. Committed to embedding Equality across the organisation.
- v. Collaborate with the wider community to feel a sense of belonging to Middlesex Football.

Provide a customer-centred approach to administration and deliver a high-quality service for all

- i. Assist all stakeholders with The FA's transition to a digital first organisation.
- ii. Ensure a fair process that upholds the integrity of the game.
- iii. Support a positive matchday experience with proficient administration.
- iv. Offer high-quality administrative support across the game.

Provide inclusive and accessible opportunities for all

- i. Provide clear playing opportunities across the affiliated and recreational game to meet the needs of the Middlesex community.
- ii. Provide a flexible programme that supports the needs of all coaches within the county.
- iii. Provide relevant support and development opportunities for referees at each stage of their officiating journey.
- iv. Enhanced access to good-quality football facilities across all Middlesex Boroughs.

By 2024 we will have

- ⚽ Ensured that **Safeguarding and Equality** are fully embedded across the organisation
- ⚽ Developed a **Corporate Governance structure** that will meet the needs of the current and future game
- ⚽ Female provision in **75%** of our youth clubs
- ⚽ Achieved the **Intermediate Equality Standard** award
- ⚽ Created a **Coach Development programme** that supports all coaches at all levels in Middlesex
- ⚽ Increased our registered referees by **25%** and create a **positive** match day environment for all

In order to deliver this strategy we have ensured we have a workforce structure that will enable us to meet the needs of the game and to deliver this strategy. We will continue to focus on people's Health & Wellbeing and provide opportunities for the workforce to access support through an annual programme of initiatives.

Customer service continues to be a priority and we will use our values, Committed, Creative, Connected and Collaborative to provide a service suited to the game's needs.



Facilities & Investment

Football Recovery Investment

With the whole football community impacted by Covid-19 throughout the past year, investment to support the recovery of the game was imperative. Details of the funds that were available throughout the 2020-21 season through the Sport England and The Football Foundation are detailed below.

Community Emergency Fund: helping community sport and physical activity organisations who are experiencing short-term financial hardship or the ceasing of operations due to the ongoing Coronavirus crisis.

Matchday Support Fund: range of grants for eligible National League System (Step 1 to 6) and FA Women's Pyramid (Tier 1 to 5) clubs to prepare for the safe return of football and supporters to their stadia.

Winter Survival Package: a government-funded scheme to help National League System Clubs (Step 3-6) severely impacted by Covid-19 restrictions to protect their immediate future.

Return to Football Fund: grants of up to £2,500 to help clubs and organisations most in need to restart or deliver new football activity.

Football Survival Package: a government-funded scheme to further support National League System clubs (Step 3-6) severely impacted by Covid-19 restrictions to protect their immediate future.

Facility Development & Investment

Alongside application development for large-scale investment aligned to the Local Football Facility Plans, many clubs across the county have benefited from Football Foundation funds to improve their existing facilities through the funds below.

Grass Pitch Maintenance Fund: six-year tapered grants to help clubs enhance or sustain the quality of their grass pitches.

Small Grants: Football Foundation grants of up to £25,000 available for improvements such as:

- ⊕ Improving the quality of playing surfaces, both natural and artificial
- ⊕ Installing fencing
- ⊕ Purchasing pitch maintenance machinery
- ⊕ Replacing or buying new goalposts
- ⊕ Refurbishing or carrying out essential works to changing rooms/clubhouse

Middlesex FA Investment

The 2020-21 season saw a further 16 adult male and five adult female teams retained and benefit from the Rectory Park Football Fund, which is now in its third year of retaining adult teams.

The Charter Standard Club of the Month Award continues to reward and recognise those clubs that continue to work hard to maintain their accreditation and make an impact in their communities.

FOOTBALL FOUNDATION INVESTMENT

Community Emergency Fund	Matchday Support Fund	Winter Survival Fund	Return to Football Fund	Football Survival Package
44 clubs within Middlesex, investment of £187,869	40 successful applications, £178,000 men's NLS, £28,000 women's pyramid	22 grants awarded, totalling £244,944	68 grants awarded, totalling £64,981	20 grants totalling £151,640 worth of investment

FACILITY INVESTMENT

Small Grants **£44,059**

MIDDLESEX FA INVESTMENT

Rectory Park Football Fund	Charter Standard Club of the Month	Free affiliation for all clubs totalling
£10,500	£1,500	£35,000

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[Local Football Facility Plans](#)



Rectory Park

Rectory Park has now been open for three years and we are proud to host 80,000 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 Wifi
- ⊕ Broadcasting of all live Sky Sports events

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

The Pitches

We offer,

- ⊕ 2 full-size floodlit 3G pitches
- ⊕ All of our artificial pitches have been constructed to FIFA One Star standard.
- ⊕ We can offer all types of football
- ⊕ Our facility offers 2 x 11v11 Pitches, 4 x 9v9 Pitches, 4 x 7v7 Pitches and 8 x 5v5 Pitches.
- ⊕ Viewing enrichment
- ⊕ To enhance 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 delivery of a range of events. Users of the facility will have access to the The Clubhouse, free Wi-Fi, 75" TV screens and free parking.

Our 120 square metre community space can be adapted to meet your every need.

The Clubhouse/Café

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

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[Hire our facility today](#)



Commercial & Operations

The Commercial and Operations Team is made up of a Communications and Marketing Officer, Business Support Administrator, Management Accountant, Centre Manager and Facility Staff. The team is overseen by the Head of Commercial and Operations and is responsible for developing and managing the commercial, sponsorship, marketing and communications strategies as well as overseeing the facility business plan at Rectory Park.

Partnerships:

Here at Middlesex FA one of our core values is collaboration.

Therefore, we are constantly on the lookout for local, national or multinational business (both for profit and non-profit) that we can partner with to help in our mission of rebuilding, modernising and growing the game for all.

What separates us from many other local businesses is that any money we receive from financial partnerships is put straight back into grassroots football, helping us to develop new programmes and initiatives, engage new groups of people in the game and grow our dedicated workforce to serve the football community.

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[Become a Partner of the Middlesex FA](#)



Who are our partners?



Charity Partner



Printing Partner



Analysis Partner



Nike Retail Supplier



First Aid Supplier



Insurance Partner

What do we have to offer partners/sponsors?

- ⊕ Partner/Sponsor of County Cups
- ⊕ Partner/Sponsor rights for Rectory Park
- ⊕ Partner/Sponsor of specific football development programmes
- ⊕ Advertising in Cup Final programmes
- ⊕ Regular features through our web-site
- ⊕ Awards events / Sporting Dinners / Golf Days
- ⊕ Access to FA Cup Final Tickets
- ⊕ Access to England International tickets
- ⊕ Access to hospitality at Wembley



Football Services

The Football Services Team provide a customer-centred approach to administration and deliver a high-quality service for all. The Safeguarding team ensure that football is delivered in a fun and safe environment, embedding safeguarding across Middlesex FA.

Some stand out areas from the past year include:

- Passed the Independent Safeguarding Assessment
- Supported 77% of our leagues to complete the season during COVID and return to football
- Completed Adult County Cup Programme

SAFEGUARDING			
29 Validation visits	407 Teams checked	100% Training Compliance across CFA Workforce	 Independent Safeguarding Assessment Pass

AFFILIATION DATA							
2,171 Male Team	36,855 Male Players	214 Female Teams	3,452 Female Players	34 Disability Teams	340 Disability Players	18 Futsal Teams	180 Futsal Players

REFEREES		PROMOTIONS	
533 Registered referees	28 Female referees	Level 5 Andrew Tooley Brett Miller Shaun Wills	Level 6 Ricky Ansher, Vlad Chitescu, Rohan Chotai, Daniel Harvey, Mark Jolley, Daniel Maragh, Alexander Molloy, Luke Partington, Arminas Vaiciunas

DISCIPLINE			
260 Investigations	26 Discrimination cases	10 Average number of days to charge	25 Average number of days to hear cases

COUNTY CUPS AND PLAYERS REGISTRATION			
13 Adult Competitions	349 Adult Entries	91% Player Registration Coverage	16 Retained Leagues

Outstanding Achievement

Middlesex FA announce their Grassroots Football Awards winners for 2021.

This season there were 10 categories:

- ⚽ Grassroots Coach of the Year Youth
- ⚽ Grassroots Coach of the Year Adult
- ⚽ Grassroots Match Official of the Year
- ⚽ Grassroots Club of the Year
- ⚽ Grassroots Project of the Year
- ⚽ Grassroots League of the Year
- ⚽ Grounds Team of the Year
- ⚽ Volunteer of the Year
- ⚽ Rising Star of the Year
- ⚽ The Spirit of Grassroots Football Award

We had nominations in each category and all of the nominees are grassroots heroes in their own right and deserve to be recognised for their hard work, but unfortunately we could only have 1 winner in each category.

Your Grassroots Football Award Winners for 2021 are as follows:

Grassroots Coach of the Year, Youth Football

Chey Thompson of Northwood Youth. Chey stands out within Grassroots Football due to his dedication, passion and enthusiasm for youth football, the players and parents. He takes kids who would usually be underdogs and gives them the confidence and self-belief to help nurture their skills and love of the game. Chey has overcome his own obstacles and now uses these experiences, passion and love of football to help his players overcome their obstacles, helping them to thrive and blossom.

Grassroots Coach of the Year, Adult Football

Danny Harrigan of Actonians Ladies, Danny joined Actonians Ladies in 2019 and in two short Covid ravaged seasons Danny has worked hard to raise the standards and expectations of the players and team as a whole. He is hugely respected around the club, due to the time and effort he puts in to preparing his team for each match, each session and also getting stuck in wherever he can to help, including washing kits, supporting the other teams within the club and much more. Danny's work has helped provide a welcoming environment to help promote players from the youth teams into the senior setup.

Grassroots Match Official of the Year

Andrew Tooley, Andy took up refereeing during the 2017-18 season and hasn't looked back since. He has worked his way up to a Level 5 Match Official, and has taken on control of referee development and coordination at his Grassroots Club Northwood Youth. Whilst being busy coaching at Northwood Youth, working and officiating he still finds time to further himself through his attendance and proactivity at regular CPD events. Andy has officiated on the Middlesex FA Flexi-Leagues since their inception, his experience and friendly attitude has helped the league to succeed in it's targets of getting people back involved in football, as shown by this quote from one of the clubs – "Andy has been a great referee for us since we formed as a club. [It's] Safe to say [that our] Monday Flexi [League] games wouldn't be the same without him!"



Grassroots Club of the Year

Omonia Youth, Omonia Youth have been at the forefront of good work across Middlesex over the past few years, going from strength to strength. During this difficult year they have ensured their players, coaches and volunteers have stayed engaged with football when they could quite easily have been lost to the distractions, they found to replace the game during the lockdowns. They created clear and easy return to football guidance for players, coaches and parents alike ensuring they could feel comfortable as the game restarted last summer. They continue to push their boundaries and look to be more inclusive and always ensure they have safeguarding at the forefront of their minds. They have provided their members with a "Recovery Curriculum", easing them back into the game, guest speakers to help inspire their players, along with online sessions, get-togethers and more!

Grassroots Project of the Year

Barnet Walking Football Club, they are true community team, they work hard to engage with their community and even more so over the last 16 months. They welcome an inclusive ethos within their group, working with players from 50-86 years of age, they also started working with nearby Northwick Park Hospital to provide their mental health side with access to a footballing environment on a regular basis. They focused on their players' own mental health starting up new cycling and walking sessions to provide their players with a chance to socialise, stay active and engaged during the breaks in football. Alongside this they have fundraising at their heart, raising over £2,500 for Mind, OneStoneGrove and Harrow Bereavement Care, and also helped restock a local food bank and hand deliver meals to children in need.

Grassroots League of the Year

Capital Girls League, The Capital Girls League has grown to include nine age groups providing girls across the Capital the chance to play football between the ages of 7 and 17. This season the League took the chance to step away from full-time County FA support, with a new League Committee being formed made up entirely of volunteers. Whilst taking independence, the team of volunteers has managed to continue to grow this league, whilst offering fair, fun and competitive football for the ever growing demand for the female game across London, all whilst we have been through the toughest 16 months we could have imagined.

Grounds Team of the Year

Justin Goodman, volunteer groundsman Justin dedicates tens of hours a week to ensuring the pitches at Denham United Ladies are playable for 12 Women's & Girls' teams, along with a Weetabix Wildcats session and also Middlesex FA's first female only Walking Football team. Working with a limited budget and machinery, Justin goes about his job with no fuss, and full understanding of the constraints and still manages to provide a surface that on occasion has hosted as many as six matches on the 11v11 pitch in the same day, something that is unheard of on an undrained pitch such as this. Justin's dedication and hard work allows more than 100 women and girls to play football on a well-maintained pitch.

Volunteer of the Year

Linda Fox, Linda helped form Actonians Ladies all the way back in 1998 and has been an active member of the club ever since. Without Linda, there would be no Actonians Ladies FC as she is the glue that holds the club together. Her hard work ensures that every team within the club has qualified coaches, good equipment and facilities, all while keeping the costs down by applying for grants, funding and sponsorships to help give as many women and girls playing football as possible.

Rising Star of the Year

Devon-Jay Baxter, Devon is a long serving member of Hampton Rangers, and he uses football as his release and has thrown himself all in on it. Devon has started to support the club's coaches, assisting across three of the teams within the club, alongside being an active match official and player. Devon is having an instant impact on the players he works with, providing them with engaging sessions, creating a fun and inclusive environment that gives all of the players the confidence to play the game they love.

The Spirit of Grassroots Football Award

Gareth Chendlik, Gareth gives his heart and soul to Hanwell Town FC, giving up his time to both play on the pitch and help around the club. During the pandemic, like many, Gareth found himself with more free time and chose to use this to go to Hanwell and help build the new board room. He also helped painting fences and decorating the changing rooms. Gareth was challenged to complete the Sir Bobby Robson Football Run, a 10km run to raise funds for their fantastic charity. However, Gareth being the Grassroots Hero he is, decided to do this 10 times over, running 100km and raising over £800 in the process.

ELCO Group Special Recognition Award

Daniel Harvey, Minds United & Peter Proverbs

Congratulations to Daniel, Peter & Minds United, whose hard work over the past year has been recognised with this new award in partnership with ELCO Group. They have stood out with their actions across their differing paths in football, covering inclusion and disability football, referees, and club volunteers.

Men's County Cups	
Senior Challenge Cup	Hanwell Town FC
Premier Cup	St Panteleimon
Intermediate Cup	Spartans Youth Adult
Junior Cup	Kulture Klub Athletic
Geoff Harrison Junior Trophy	Old Hat FC
Sunday Premier Cup	Takers FC
Sunday Intermediate Cup	The Vine
Sunday Junior Cup	Larkspur Rovers Sunday Reserves
Sunday Junior Trophy	Hampton Terriers
Veterans Cup	Middlesex Wanderers
Capital Women's Cups	
Senior Section	QPR Women
Intermediate Section	New London Lionesses
Junior Section	Sport London e Benfica Ladies

MFA Board & Staff

Middlesex FA Staff

Leigh O'Connor *Chief Executive*

Commercial & Operations Team

George Wells *Head of Commercial and Operations*

Jacob Ballheimer *Communications and Marketing Officer*

Sean Rudd *Business Operations Administrator*

Andrew Perren *Centre Manager*

Dheeraj Pinjala *Management Accountant*

Football Services Team

Kayleigh Saunders *Head of Football Services*

Samantha Read *Football Services Officer (Clubs & Leagues)*

Daniel May *Workforce Development Officer (Referees & Volunteers)*

Spencer Stone *Football Services Administrator*

Duncan Phillips *Designated Safeguarding Officer*

Participation & Development Team

Katie Phillipson *Head of Football Participation and Development*

Chris Abel *Participation Development Officer*

Lauren Mawdsley *Inclusion Development Officer*

Paul Sharpe *Coach Development Officer*

Sian Osmond *Women's Recreational Football Development Officer*

Rectory Park Team

Peter Kakouris *Centre Duty Manager*

Gemma Day *Centre Duty Manager*

Jacqueline Luckhurst *Centre Duty Manager*

MFA Board of Directors

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Steve Grover *(Finance Director)*

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Derek Mennell *(Inclusion)*

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Nigel Hickes

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Andrew Morton

Middlesex FA Official Charity Partner 2020/21



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Can you help us this year?

Donate

Set up a regular gift or make a one off donation to help maintain our services.

Fundraise

Hold a coffee morning, walk, run or even skydive.
Fundraise your way!

Volunteer

Spare a few hours each week and give something back to your community.

www.stlukes-hospice.org

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