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SURREY FA ANNUAL REPORT & STRATEGY UPDATE

July 2018 – June 2019

A review of the first 12 months of the new three
year strategy we introduced last year.



CHIEF EXECUTIVE'S FOREWORD



This has been a year of change for Surrey FA. We have just completed the first year of our new 2018-21 strategy, aligning the FA's National Game Strategy with Surrey FA initiatives.

Progress against strategy targets will be illustrated in this document and will offer a sense of the work ahead for staff and volunteers, for the benefit of grassroots football in Surrey. The aim of the strategy is to engage and support participants as well as attracting new people to the game. We will continue to strive to deliver against targets in partnership with clubs, leagues and organisations. A number of successes are included within this review and I would like to take this opportunity to commend the great work that Surrey FA has continued to engage with in developing women's and girls' football and creating football opportunities for people with disabilities, where we have exceeded our targets.

I would like to thank Caroline McRoyall, the former Chief Executive, for her contribution to football in Surrey over many years. I would also like to thank the Board for their continued support of staff, who have delivered services to the usual high standard in the period prior to my arrival.

2018-19 was the first full year of operations in our new home of Meadowbank stadium, Dorking. It has been a delight to see the diverse range of participants using the site and yet another example of Surrey FA's desire to make football accessible to all. Despite some minor teething problems, the venue is proving to be a great success as a community asset and highlights our strong partnership with Mole Valley District Council.

This year Meadowbank played host to Surrey FA County Cup Finals for the first time. I would like to thank Bob Dick, Surrey FA staff and our valued County Members, who ensured that the finals ran smoothly. We have learned a huge amount from the experience of the 23 finals held at Meadowbank and we will be in an even better place to deliver memorable football occasions in the future.

Safeguarding people in football continues to be a priority for Surrey FA and we have been externally assessed against the FA's Safeguarding Operating Standard. This was our second assessment and I am pleased to confirm that we achieved the standard once again. We will continue to work in partnership with clubs, supporting the football community and allocating resources to ensure football continues to be delivered in a safe environment.

I have been fortunate to have worked in football for a number of years and arrived at Surrey FA in June. I regard this role as a hugely exciting opportunity to lead the charity and work with staff and volunteers to support the development and sustainability of grassroots football in the county.

We appreciate all the volunteers that football in Surrey depend on for its continued success. I would like to thank the match officials who support the vast majority of matches week in week out.

I would also like to take this opportunity to thank commercial partners such as Specsavers and Champion Timber. We view these as a platform to develop other, new partnerships for the benefit of players, clubs and leagues in Surrey.

I wish you well and thank you for the support and energy you offer.

Steve Bradshaw

Chief Executive
Surrey FA

CHAIRMAN'S INTRODUCTION



We come to the end of our first year at Meadowbank, which for the first time saw us host our finals at our own ground, a new experience that brought its own challenges, which I am sure will be addressed for next year. My thanks to the volunteers who assisted at those matches. I would hope that we can attract more support from the volunteer workforce next year. Caroline McRoyall and Kris Westbrook have left the company and we welcome Steve Bradshaw as our new CEO and Helen Ross as our new finance manager, both of whom bring a wealth of experience to their respective roles. You will also be aware that Mathew Walsh the facility manager and Jon Burr are moving on to pastures new and I thank them for all they have done for the Association and wish them well in their new careers.

During the recruitment process the Senior Management Team and the staff continued to run the business efficiently, my particular thanks to Andrew for his efforts during this time.

This year Ray stands down as FA representative and Nick Drew has taken up the challenge to fill that position, which I hope you will agree to as I am sure he will vigorously represent Surrey in his dealings at the FA. We will face challenges over the coming years regarding funding from the FA, but we are now finally in a position to lessen the effect of any losses.

I am aware that since the formulation of working groups there may be a feeling amongst you that volunteers are not valued, this is being addressed and Steve Bradshaw is looking at the structure that we are working since the implementation and in consultation with myself and others and you will be updated as soon as that process is complete. My sincere thanks to all of you within football in Surrey for all you do to ensure that those who want to play have that opportunity.

Les Pharo

Chairman
Surrey FA

Surrey County FA

Case Studies 2018-2019

Football For All Award

In February 2019, Surrey FA was invited to attend the London Football Awards at Battersea Evolution, alongside London footballing legends such as Roy Hodgson. Independently judged by leaders from football administration and the football media, the London Football Awards celebrates the best off London football, with previous winners such as Frank Lampard and Glenn Hoddle.

Surrey FA's Inclusive Schools League was shortlisted for an FA 'For All' Award, a new category aimed at recognising a project that supports inclusion and diversity for under-represented groups in football. The league caters for over 500 children with a disability or mental health issue from schools in Surrey and South London, and finished in the top three inclusion related projects in London.

"We are delighted that the Inclusive Schools League has been recognised by the London Football Awards. The league has been a huge success thanks to partners such as Metropolitan Police Youth FC, the Surrey Special Schools Sports Association and Goals Wimbledon. We are always looking at ways to help create football opportunities for all and we are immensely proud to be nominated for such a prestigious award." **Surrey FA's Football Development Officer for Disability, Tamsyn Woodman.**

Chertsey Town

May saw Surrey side Chertsey Town take over 6,000 supporters to Wembley to see their team lift the Buildbase FA Vase. Their run to the final saw them represent the county across the country, playing 11 games en route to glory. The Curfews ran out 3-1 winners after extra-time and it was a fitting way to end a fantastic season for the Town, who were also crowned champions of the Combined Counties Premier Division. The day was a fantastic demonstration of the passion for the grassroots game in Surrey, and a truly memorable occasion for the thousands who travelled to Wembley.



Byfleet Village

In March, grassroots clubs Byfleet Village F.C. and Woking Tigers were recognised for their work in the community on behalf of the Football Association, with a visit from FA Chairman Greg Clarke. The visit highlighted the dedication and hard work that has gone into the clubs from their committees of volunteers, and parent coaches.

Byfleet Village Club Chairman Paul Robinson commented on the visit, 'It is a great honour for the club to receive a visit from Greg Clarke and really highlights the hard work that all the volunteers bring to the club, from committee members to parent coaches. We are dedicated to offering a great football experience for all our club players and bringing new players, boys and girls, into the game. The visit from Greg Clarke will be a highlight for the club's season and will lift the spirits of all its players and volunteers as we continue in our mission to grow the club'.

Disability Booster Pack

This season saw the second year of the Surrey FA Disability Booster Pack, a funding pot designed to help disability clubs, teams and organisations with the costs of starting a new disability team, or to aid with essential running costs.

Ten clubs have benefitted from the funding, with over £3000 being invested directly into grassroots clubs and disability charities. The funding was all in-kind, so Surrey FA have directly paid for costs such as league fees, affiliation and insurance, first aid kits, footballs and blind footballs for players with a visual impairment.

Form this funding, clubs will have the capacity to grow a total of seven new disability teams, from U12 through to adult female teams, and sustaining a further four teams.



Surrey County FA

Case Studies 2018-2019

Inclusive Schools League Case

Now in its second season, the Surrey FA Inclusive Schools League has grown from 43 teams across six divisions to 65 teams across nine divisions and two age groups, including 6 girls' teams playing in a female only division, due to high demand from the schools involved.

Run in partnership with Metropolitan Police Youth FC and Goals Wimbledon, the league provides regular competition for children with a disability or mental health issue, with over 500 players from 21 schools involved.

The league continues to grow and be recognised for its success, being shortlisted for the FA 'For All' Award at the London Football Awards in February 2019.





Surrey FA Club & League Roadshows 2019

We wanted to provide clubs, leagues and the football workforce with more opportunities to engage with Surrey FA. As a result we decided to run three roadshows across the county in Croydon, Elmbridge and Guildford. The aim was to engage with our key grassroots stakeholders; predominantly clubs, leagues and administrators of the game and to offer them the chance to engage with Surrey FA through content which directly benefits them.

On the night of the events the Surrey FA team delivered presentations on Facilities & Funding, Sin Bins and Club Development. These were followed by the opportunity for attendees to ask questions to the team. The Roadshows were planned and delivered by staff from across both the Football Development and Football Services departments, to both support better inter-department work and to avoid duplication of effort in engaging stakeholders against department objectives.

Overall we had some fantastic feedback and will be looking to roll out something very similar in 2019-20. Across the 3 dates we had 70 attendees registered to attend the evenings and 97% of attendees reflected that their overall experience was either good or excellent.

“Thank you for the continued support of “smaller” clubs. We really appreciate it and need the help that you provide us to keep going”

“Interesting and informative evening - always excellent service from Surrey FA”

GOAL 1

Sustain and Increase
Participation

41 SEE
WILDCATS
CENTRES

210 GIRLS AND 370 BOYS TAKING PART IN
THE SURREY COUNTY FUTSAL TOURNAMENTS

813
ADULT
TEAMS

20 NEW
DISABILITY TEAMS

153
YOUTH CHARTER
STANDARD CLUBS

2,579
YOUTH AND MINI
SOCCER TEAMS

9 TEAMS IN NEW WOMEN'S
FLEXIBLE LEAGUE

17 TEAMS IN WALKING FOOTBALL LEAGUE
53 ADULT CHARTER STANDARD CLUBS

Case Study - Women's Flexible League

The Surrey FA Women's Flexible League provides a local playing option for recreational sides to move into more established organised football. With the Surrey County Women and Girls League losing its ladies division due to low numbers in season 2016-17 there was a void in adult ladies league football options in Surrey. This season saw nine new teams become affiliated before the league kicked off in November 2019, adding significant numbers to our county target of affiliated female players. Many of the teams were ad-hoc ladies groups, and over 40s.

A number of the sides have also been involved in our recreational festivals, which have continued this season having been introduced two years ago. These allow football opportunities for all those with an appetite to play more competitive, organised football.



Kingswood TFC @KingswoodTFC · Jan 13

Congratulations to our ladies for their first ever league victory! Thank you to the lovely Lyne Ladies @lyne_fc for a fantastic match, so easily could have gone either way. @FootballGrf @surreyfa @JonBSCFA #WeOnlyDoPositive



Direct investment into Clubs this year 2018-19

£67,500

FOOTBALL FOUNDATION GROW THE GAME
(17 Clubs)

£8,250

FOOTBALL FOUNDATION RETAIN THE GAME
(6 clubs)

£3,114

VIA SURREY FA DISABILITY BOOSTER PACK
(10 clubs)

£9,900

VIA SURREY FA CHARTER STANDARD BOOSTER PACK
(22 CLUBS)

£4,000

VIA SURREY FA ADULT BOOSTER PACK
(10 CLUBS)

GOAL 2

Coaching and Player Development

42 SAFEGUARDING
AND **64** LEVEL 1
FIRST AID COURSES

15 FA LEVEL
2 BLOCKS
IMPLEMENTED

14 CPD EVENTS
DELIVERED
FOR COACHES

£52,000 OF FA BURSARIES
ISSUED THIS YEAR TO USE
ON COACHING COURSES

COACH MENTORING AT **13** CLUBS
TOTTALLING OVER **950** HOURS OF SUPPORT

NEW COURSES IN SURREY

42 LEVEL 1 COACHING
COURSES DELIVERED

3 NEW FA LEVEL 1
IN COACHING
FUTSAL COURSES

DELIVERED **3**
GOALKEEPING LEVEL 1
COACHING COURSES
WITH A TOTAL OF
40 CANDIDATES

NEW UEFA LICENCE
DELIVERED WITH
24 CANDIDATES

Case Study.

Football v Homophobia Month of Action

During February, Surrey FA supported Football V Homophobia's annual Month of Action, tying in with LGBT History Month. This season saw the highest engagement across Surrey to date, with seven clubs running dedicated games to raise awareness of the campaign, including Chelsea Women and Woking FC.



Surrey FA also ran weekly 'Office Olympics' for staff at lunch time to raise money for Football V Homophobia. The Surrey FA Youth Forum also ran a charity football tournament to help raise awareness and unite young people from across the county. In total over £120 was raised for the charity to help towards their valuable work to tackle homophobia, biphobia and transphobia in football.



GOAL 3

Better Training and
Playing Facilities

25 GRASS
PITCHES
IMPROVED

18 CLUBS /
ORGANISATIONS
BENEFITING FROM FACILITY
GRANTS TOTTALLING **£1.7M**



Meadowbank Football Ground – The new home of Surrey Football

This was the first full year of operations for Meadowbank and the venue continues to be a great success and an asset to the community, highlighting our strong partnership with Mole Valley District Council.

Over 7,000 unique users from a total of 40,000 individuals used the site over the year and feedback continues to be extremely positive. We hosted all 23 cup finals over a three month period and it was great to see such a wealth of talent across all ages and abilities.

We are very much looking forward to moving onto the upcoming season and are excited to welcome back clubs, both existing and new, players, coaches, officials and spectators.

Case Study.

Surrey FA Support New Football Facilities in at King's College School, Guildford

Thanks to support from Surrey FA, Guildford Borough Council, The FA, the Premier League and The Football Foundation, King's College School in Guildford opened their refurbished full-size pitch in May.

After netting a £346,736 grant from the Football Foundation, work began on the site in January 2019. Guildford Borough Council also contributed £120,000 and the Kings College Trust a further £80,000 to make the project possible. The project is part of Guildford Borough Council's long-term commitment to improve the health and wellbeing of their residents through project Aspire.



The original sand-based facility at the site was installed over 25 years ago and had not been used to full capacity since 2015 due to the repairs required to make it safe and playable. The restricted use of the pitch since 2015 meant partner clubs Guildford Saints FC and Worplesdon Rangers FC had to move sites for matches and training. With the refurbishment of the pitch, both clubs can now return, providing them with a facility to train, play matches on and support their growth in youth, Mini-Soccer and open-age players, with an emphasis on mixed and girls' football.

Surrey FA identified the site as a priority location to provide improved football provision and it is anticipated that through the growth in the partner clubs and College that 73 teams will be operating from the site in five years' time. The development of 17 girls' teams would also see over 300 females participating in affiliated football by year five.

"We are excited to be able to offer our students such excellent facilities within the school. With so many enthusiastic and talented footballers, we look forward to being able to support their future sporting development."

Alastair McKenzie, Principal of Kings College

GOAL 4

The Football
Workforce

9 WELCOME TO
REFEREEING
EVENINGS

1 JOINT FEMALE
ONLY MINI SOCCER
COURSE WITH
MIDDLESEX FA

7 9V9/11
REFEREE
COURSES

8 MINI SOCCER COURSES
AND **2** CONVERSION COURSES

12
YOUTH
FORUM
MEMBERS

150 REFEREES
ATTENDED
OUR ANNUAL
REFEREE EVENT



1 REFEREEING
WALKING
FOOTBALL
COURSE

Case Study.

Young Leaders Development Day

Overseen by our Children and Young People Football Development Officer, and organised by our Surrey FA Youth Forum of 16-24 year olds, our Young Leaders Development Programme has so far engaged 60 young leaders between the ages of 12-16 during the 2018/19 season, with a further 15 to be recruited into the programme by the beginning of the 2019/20 season.

These 75 young people enrol onto the programme through signing up to one (or more) of our Coaching, Refereeing, or Careers in Football workshops. These are delivered by FA, County FA and/or our external delivery partners in partnership with our Surrey FA Youth Forum.

The goal of these workshops is to inspire our young, often players, to take up an interest in becoming part of the future football workforce and better support our game.

These individuals are encouraged to begin their volunteering journey back in their club environment, but are also given the opportunity to showcase what they have learned through supporting our annual U7s festival at Meadowbank in August.



GOAL 5

Being Financially Sustainable
for Surrey Football

15% INCREASE
IN TWITTER
FOLLOWERS UP
TO 11,650



OVER 1,900
FACEBOOK FRIENDS

specsavers sign
new 3 year deal
2018 - 2021

NEW DIGITAL PROGRAMMES TRIALLED AT 6 CUP FINALS

New and existing partners



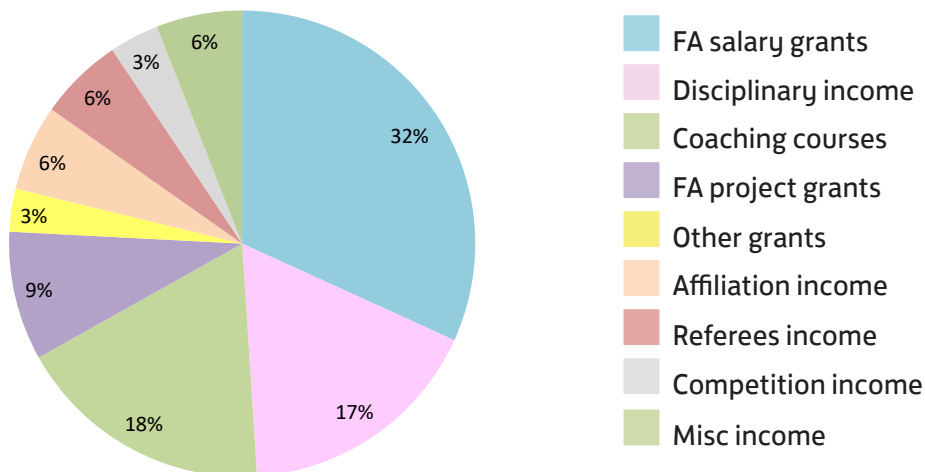
RESPECT



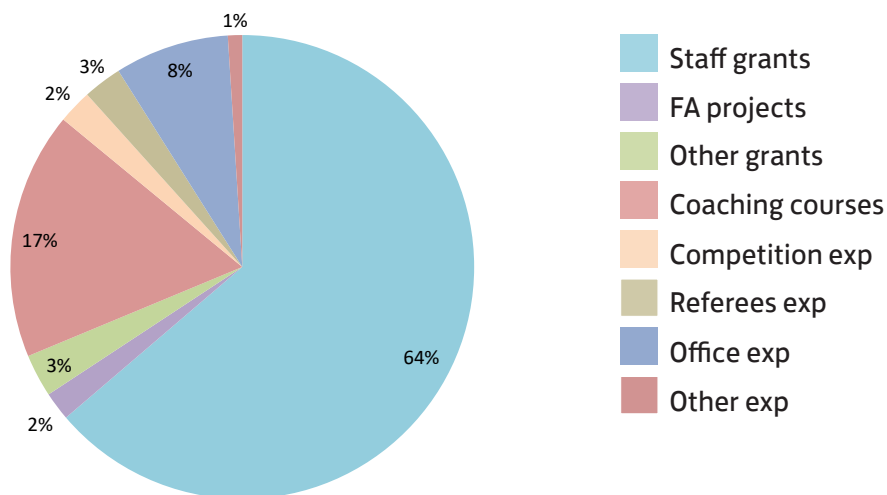
Finances

% Income and Expenditure – July 18 – May 19

Income



Expenditure



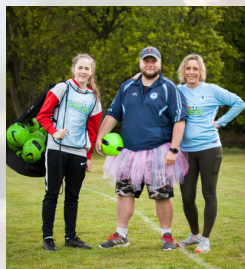
Surrey County FA Ongoing Strategy 2018-2021

County Vision

'Creating football opportunities for all'

Strategic Priorities

- Achieve delivery of the FA National Game Strategy
- Implementation of a digital engagement strategy
- Establish our management of Meadowbank & then extend our reach across the County by identifying other 'hub' sites
- Introduce a Volunteer Coordinator role
- Expand Course & CPD delivery ensuring better qualified Coaches & Referees
- Maximise Charity benefits
- Explore opportunities for partnership working
- Increase corporate activity & sponsorship to drive charitable objectives
- Achieve Equality Standard – Advanced Level
- Develop links with Health sector





FA National Game Strategy

Strategic Pillars and KPI's

High Quality Introduction to Football

- Male affiliated & regular recreational players
- Female affiliated & regular recreational players
- Disability affiliated & regular recreational players
- Futsal affiliated & regular recreational players

Develop Clubs & League

- Youth Charter Standard
- Adult Charter Standard
- Safeguarding

Embrace All Formats, Engage All Participants

- Affiliated Player Registration coverage

Recruit, Develop and Support the Workforce

- Youth Teams with a qualified coach
- Female coaches
- BAME coaches
- Number of Referees
- Female Referees
- BAME referees

Develop Sustainable Football Facilities

- Grass pitches improved

Our organisations vision is:

Creating football opportunities for all

Our mission statement is:

Leading the development of grassroots football in Surrey ensuring participation and enjoyment of football for all.

The following key principles and values will guide our organisation

EXCELLENCE

- ➡ Approachable, knowledgeable staff and County Members delivering a proactive and professional service.

INCLUSION

- ➡ Ensuring equality is at the heart of everything we do.

INNOVATION

- ➡ Embracing new ways of working, new technologies and responding to customer feedback.



Surrey FA

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