



**Birmingham County FA Board meeting  
Tuesday 19<sup>th</sup> July**

## **MINUTES**

**Meeting held at the Birmingham County FA Board Room  
Commencing at 1pm**

### **BIRMINGHAM COUNTY FA – BOARD MINUTES**

Dear Directors,

Please find attached the minutes of the Board meeting held on the 19<sup>th</sup> July 2016.  
Apologies for the slight delay – normal service will resume hereafter.

Kind regards,

**Kevin Shoemake  
Chief Executive**

**Birmingham County FA  
Board meeting**

## Minutes of the meeting held on Tuesday 19<sup>th</sup> July

**Present:** M. Penn (Chairman), S. Poole (V Chairman), K. Shoemake (CEO),  
C. Ehlertsen (FARM), M. Dainty, S. Hampton, R. Heath, S. Kirkland

**Not Present:** L Smith

| Item  | Action |
|---|--------|
| <b>1 Chairman's welcome &amp; remarks</b><br>The Chairman welcomed everyone and was pleased to see that Directors had met with the new CEO as well as specific staff.   |        |
| <b>2 Apologies for Absence</b><br>Lisa Smith was absent   |        |
| <b>3 Minutes of the Board meeting held on May 17th</b><br>The minutes of the previous meeting in March were reviewed, discussed and approved.<br>The Chairman reiterated the FA Cup Final ticket allocation and confirmed there would be a new process in place for next season.<br>The Chairman and SP had discussed the Council review as stated at the Council meeting and that it would be a stepped approach with engaged consensus.<br>MD was encouraged by the increased Marcoms.  |        |
| <b>4 Matters arising not covered on the agenda</b><br>SK suggested a new format of minutes/agenda to include an update on actions.  |        |
| <b>5 FA Representative' report - NGB reports April &amp; May</b><br>The Chairman stated that it had been reasonably quiet period but they were waiting on news of the appointment of a new FA Chairman.   |        |
| <b>6 CEO Update - 12mth Business Plan review</b><br>The CEO gave an overview of the 12 months activities with a focus on where we were as a County in relation to KPI's and the Business Plan, He stated that the 'one team' team had worked tirelessly with many successes and encouraging signs but that the momentum had to be kept up.<br>SK started a discussion regarding numbers and percentage growth – CE put the growth and numbers into context whilst stating that education figures were now not included or youth futsal.. KS and CE also confirmed that the targets had been re-profiled and realigned for the coming year but we needed more market share and new opportunities for growth.<br>KS also mentioned that the considerable achievements had been made on the back of a 9% funding reduction.<br>The Chairman reiterated that there were areas to focus on such as adult male and women and girls football. SK suggested that data was key but collection wasn't good. KS clarified this by mentioning the FA League pilot being undertaken by a number of CFA's inc BCFA. |        |

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|           | <p><b>Operations</b></p> <ul style="list-style-type: none"> <li>- <u>Affiliation</u><br/>CE suggested a possible audit of non-affiliated football. SH stated that there was more potential growth to be had for walking football<br/>KS said he'd get a comparison on the affiliation numbers and Ref registrations at the next meeting</li> <li>- <u>Referees</u><br/>RH said coverage was good and to include all BCFA matches in the overall figures</li> <li>- <u>Workforce</u><br/>KS said that he'd met the team and all new contracts had been issued and signed. KS also mentioned the positive feedback received from Mark Ives (FA) when he visited for a Discipline update/training.</li> <li>- <u>Equality</u><br/>SK gave a brief and positive overview of the IAG and activity</li> <li>- <u>Facility</u><br/>SK updated the Board on recent discussions with Sandwell Council</li> <li>- <u>Q1 Finance</u><br/>KS gave an overview of the finances after Quarter one. KS also mentioned that he and the Chairman had agreed to invest £400k of the reserves into a higher earning interest accounts which will make circa £5k compared to less than £500 in the current account.</li> </ul> | <b>KS to find 12 month comparisons</b> |
| <b>7</b>  | <p><b>Sport England Strategy</b></p> <p>SH gave an excellent overview and update on the new strategy which focussed on health as well as physical and mental well-being linked the benefits that sport can offer. The strategy is much broader and more flexible than before with a number of key themes for community engagement and grassroots participation.</p>  |  |
| <b>8</b>  | <p><b>Committees – matters arising</b></p> <p>SP confirmed the approach being undertaken regarding a review of Council/membership.<br/>KS gave an update from the Benevolent Fund meeting and confirmed arrangements for the Joel Richards match.</p>  |  |
| <b>9</b>  | <p><b>AOB</b></p> <p>RH informed the Board that he was the new Chair of the Association of Sunday Leagues.<br/>The Chairman said that he'd attended the BCFA Awards evening which was a low-key affair. He and KS stated the need for a much higher profile awards luncheon/evening to celebrate the achievements of the Association and those that play a huge part in administering and developing the game especially Leagues, Clubs and volunteers.</p>  |  |
| <b>10</b> | <p><b>Date of Next Meeting</b></p> <p>Tuesday 20<sup>th</sup> September at 1pm – food and refreshments from 12noon.</p>  |  |