EXECUTIVE SUMMARY

GAME

• We will increase

participation across

all formats of the game.

governed clubs & leagues.

We will support safe, fun, well



HIGH PERFORMING **TEAM OF 22 STAFF**



DATA DRIVEN



We will improve facilities

to enhance the experience for all.

We will improve the skills and

knowledge of the football workforce.

EXCELLENCE IN CUSTOMER SERVICE



RECOVERY



POST COVID-19



KEY FA **PARTNER**

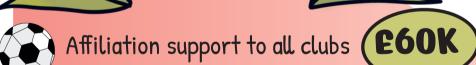


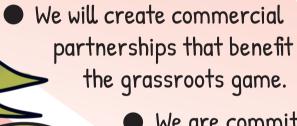
ONE TEAM ETHOS





SUPPORTIVE







We are committed to a long-term environmental sustainability strategy.









Club Innovation Fund

E20K



BIRMINGHAM COUNTY FOOTBALL

IMPROVING LIVES BY IMPROVING FOOTBALL.

To be a dynamic, progressive, community focussed organisation that delivers safe, fun and inclusive football FOR ALL whilst caring for our people and our planet.

SAVE TODAY, PLAY TOMORROW! 77

Pioneering the first of its kind sustainability programme. Empowering grassroots football to embrace the four workstreams to help meet our ambitious goal, in creating a low carbon greener game.

INNOVATIVE

POSITIVE

CURRENT LANDSCAPE



Combined population

of which c.17% BAME

Football's social & (E522M) economic impact

1150

1000 Referees

Sanctioned Competitions

4900 Teams

48.000 Matches

\$70,000 Players

PASS

INTERMEDIATE LEVEL (2019) Equality Standard for Sport ODAY, PLAY TOMORROW

NCLUSIVE

INCLUSIVE

WE are an open & transparent organisation.

WE bring energy & enthusiasm to all aspects of our roles.

RESEARCH

VALUES

WE work

together in

an engaging &

● WE aspire to work in

a creative environment.

collaborative way.

Data driven decision making.

Unique skillset to understand data and information.



Investment in data & technology to provide real-time



Regularly consult with the "voice of the game" to support research.

BIRMINGHAM COUNTY FA **BUSINESS STRATEGY 2021-2025**