

GAME CHANGING OPPORTUNITIES

EXECUTIVE SUMMARY



HIGH PERFORMING TEAM OF 22 STAFF



DATA DRIVEN



EXCELLENCE IN CUSTOMER SERVICE



RECOVERY POST COVID-19



KEY FA PARTNER "ONE TEAM ETHOS"



STRONG CORE VALUES & LEADERSHIP

RESET

- We will increase participation across all formats of the game.
- We will support safe, fun, well governed clubs & leagues.

REVIVE

- We will improve facilities to enhance the experience for all.
- We will improve the skills and knowledge of the football workforce.

THRIVE

- We will create commercial partnerships that benefit the grassroots game.
- We are committed to a long-term environmental sustainability strategy.

FOOTBALL INVESTMENT



Affiliation support to all clubs

£60K



Green Innovation Fund

£100K



Pitch Improvement Programme

£60K



Club Innovation Fund

£20K

BIG AMBITION

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!"

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.

PASS
Safeguarding Operating Standard

INTERMEDIATE LEVEL (2019)
Equality Standard for Sport

CURRENT LANDSCAPE

3

major cities

Combined population over

2.9M

200
nationalities

of which c.17% BAME

Football's social & economic impact

£522M

1150
Clubs

1000
Referees

65
Sanctioned Competitions

4900
Teams

48,000
Matches

70,000
Players

INNOVATIVE

- WE are an open & transparent organisation.

POSITIVE

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

INCLUSIVE

DATA INSIGHT RESEARCH



Data driven decision making.



Unique skillset to understand data and information.



Investment in data & technology to provide real-time information.



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



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



**BIRMINGHAM COUNTY
FOOTBALL**