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### BIRMINGHAM COUNTY FOOTBALL ASSOCIATION LTD MINUTES OF THE BOARD MEETING TUESDAY 17<sup>th</sup> MAY 2016

**PRESENT:** - M J Penn (Chairman), S Poole (Deputy Chairman), K Shoemake (CEO), S Hampton, S Kirkland, R Heath, L Smith, M Dainty, C Ehlerlsen (FARM/previous CEO),

Item	Action
<b>1</b> <u><b>Chairman's remarks</b></u> The Chairman welcomed everyone and especially Kevin to his first Board meeting as CEO. The Chairman also thanked Chad for attending.	
<b>2</b> <u><b>Apologies for Absence</b></u> There were no apologies.	
<b>3</b> <u><b>Minutes of the Board meeting held on March 15<sup>th</sup> 2016</b></u> The minutes of the previous meeting in March were reviewed, discussed and approved. <b>SK</b> asked if the FA update could be shortened in order to dedicate more to time to focus on the business/local issues.	
<b>4</b> <u><b>Matters arising not covered on the agenda</b></u> There were no items raised or discussed.	
<b>5</b> <u><b>Equality and Safeguarding update</b></u> <b>KS</b> informed the Board that the next IAG meeting was going to be held on the 19 <sup>th</sup> May and a more detailed update will be provided at the next Board meeting.	
<b>6</b> <u><b>FA Representative update including</b></u> <ul style="list-style-type: none"> <li>• <b>NG reports March &amp; April</b> – previously circulated</li> <li>• <b>FA Chairman letters March &amp; April</b> – previously circulated</li> </ul> <b>MP</b> stated that after contacting all individual shareholders, all 43 shares were now in the name of BCFA. <b>MP</b> also informed the Board that all County FA's had received a 34% reduction in FA Cup Final allocations (550 to 368) – something the office was managing with his help. However It is clear that the current ticket application system is not appropriate and will be reviewed. Recommendations will be proposed and discussed ready for implementation for 2017 FA Cup Final.	<b>MP, KS and HL to review 2016 and project forward for next season</b>
<b>7</b> <u><b>CEO Update</b></u> <b>KS</b> thanked everyone for their support to date. KS had already met with direct reports and SMT and will be meeting all staff in the next three weeks. <b>KS</b> congratulated the Board and CE on the work that has been done and looked forward to building and developing this work and new initiatives going forward.	

<p><b><u>Business plan 2015-19 review</u></b></p> <ul style="list-style-type: none"> <li>• <b>Workforce structure</b></li> </ul> <p><b>MP</b> stated that a handful of staff had revised job descriptions and the new contracts had been issued and would come in to force on 1<sup>st</sup> July 2016. An additional Customer Support Officer - Scott Price had been appointed and starts on 6<sup>th</sup> June.</p> <ul style="list-style-type: none"> <li>• <b>Balanced Scorecard</b> – previously circulated</li> </ul> <p><b>KS</b> gave a brief overview and figures reflected the good work in the past.</p> <p><b>SH</b> stated that Sport England would announce a new strategy shortly and current and future roles may have to reflect any change to funding.</p> <p><b>SK</b> suggested making bids direct to Sport England.</p> <p><b>MP</b> stipulated that we can't jeopardise FA funding and Business plan targets</p>	<p><b>KS to circulate workforce structure</b></p> <p><b>KS to circulate M a r c o m s scorecard</b></p>
<p><b><u>Discussion and Approval of Annual Accounts</u></b></p> <p><b>MP</b> opened discussions. <b>SP</b> congratulated everyone and the team on a fantastic performance but requested key messages be developed when announcing.</p> <p><b>SK</b> questioned some discrepancies. <b>CE</b> stated that there were no real comparisons due to new accounting methods and processes. <b>CE</b> also mentioned that fines were down due to decline in Adult football and saving had been made across the business and big postage and stationery savings following the implementation and proactive use of the WGS. <b>CE</b> also stated that the business and budgets had been managed much better and all costs had been controlled.</p> <p><b>SK</b> welcomed the surplus and changes but asked if the staff were over pressured. <b>CE</b> stated that salaries were not aligned to budgets but a number of senior staff had left and current roles were better aligned to the strategy and priorities.</p> <p><b>SK</b> also asked about the HQ costs compared to the previous year. <b>CE</b> said that much of this was down to the HQ refurbishment and FA grants and better facility/contract management.</p> <p><b>CE</b> reminded the Board that the surplus had been achieved whilst receiving a 9% reduction in FA funding. He also reiterated the need to become less reliant on FA funding – BCFA is currently 50% of grant v turnover where the best CFA's are at 18% and at the same time build reserves to reinvest in the business/facility.</p> <p><b>The Board</b> unanimously approved the audit and for the Chairman to sign on their behalf.</p> <p>After further discussion, The Board requested that the audit be put out to tender</p>	<p><b>KS, LS &amp; MD to develop common messages &amp; highlights for the press, customers and staff.</b></p> <p><b>MP &amp; CE to sign</b></p> <p><b>KS to inform current auditor and tender next year.</b></p>
<p><b><u>HQ update</u></b></p> <p><b>KS</b> suggested the facility was underutilised and that more footfall and income could be gained with better scheduling and management along with promotion. He also said he will meet with the Groundsman regarding the maintenance schedule and contract for a further 12 months. <b>CE</b> stated that the business was now purchasing supplies to better control costs and utilise the vat position of the business</p>	<p><b>KS to meet Groundsman</b></p>

8	<p><b><u>Directors roles moving forward</u></b></p> <p><b>MP</b> gave an overview and initiated a vote after which Matt and Richard were unanimously appointed for a further term.</p> <p><b>SK</b> (HQ/Facilities) - suggested looking further a field and to target other facilities for investment and/or asset transfer as well as maximising the BCFA HQ.</p> <p><b>CE</b> suggested carrying out a feasibility study on the site</p> <p><b>SH</b> (Women &amp; Girls) - mentioned that she'd met a number of key players and that Sue Campbell (FA) was writing a new strategy. SH said that it was important to continue the current programmes but to better link mini-soccer, youth, u21 and even walking football provision using better insight. SH also stated that there had been a productive initial meeting with the BCFA and CSP's.</p> <p><b>MP</b> also asked the Directors to arrange one to one meetings with KS re project groups and terms of reference for each linked to business plan.</p> <p><b>LS</b> (PR/Marcoms) – will meet to discuss but asked for better and consistent engagement for two clubs who want more involvement</p>	<p><b>CE to forward facility contact</b>  <b>CE to forward FA insight</b>  <b>KS to arrange a date to meet CSP's.</b></p> <p><b>ALL LS to forward contacts to KS</b></p>
9	<p><b><u>Matters for AGM &amp; Council meetings on Thursday 30<sup>th</sup> June</u></b></p> <ul style="list-style-type: none"> <li><b>Honorary Members</b>  MP advised that there were currently 6 members, which was the maximum, and were reviewed and appointed on an annual basis. He recommended that Rev Hugh Baker, Ruth Cowley, Mark Knowles, Nigel Peck and Geoff Southall should be reappointed for a further year and following the resignation of John Wainwright, Graham Cowley be appointed to replace him. The Board unanimously agreed.</li> <li><b>FA long service Awards</b>  MP advised that we had now received the certificates and medals for the three nominations and he would contact them to check if they were available to receive them at the June Council meeting.</li> <li><b>Joel Richards Legacy Fund Launch</b>  <b>MP</b> updated the Board on the Launch set for the 31<sup>st</sup> July at the County HQ. and advised that members of the Youth Council and Referee Development Group were tasked to prepare and plan the programme for the day. A further meeting to be held with family in late June to finalise details.</li> </ul> <p><b>Review of Articles regarding BCFA Council Membership.</b>  <b>MP advised that a review was needed in light of the discussions The FA had undertaken regarding having wider membership representation of their Council and should be included as an agenda item for discussion at the June Council Meeting.</b>  <b>This was unanimously agreed and also that sub committee of MP SP SH KS carry out an initial review of the articles and to include any prep work regarding BCFA membership proposals.</b></p>	<p><b>MP to contact G Cowley</b></p> <p><b>MP to contact them</b></p> <p><b>KS to include item on Council agenda.</b></p>
10	<p><b><u>AOB &amp; Proposed Dates of meetings - 2016/17 season:</u></b></p> <p><b>Board</b> - all Tuesday at HQ 1pm  19<sup>th</sup> July, 20<sup>th</sup> Sept, 22<sup>nd</sup> Nov, 24<sup>th</sup> Jan, 21<sup>st</sup> March, 16<sup>th</sup> May</p> <p><b>Council</b> – Thursday at BCFA HQ starting at 7pm unless stated  1<sup>st</sup> Dec, 6<sup>th</sup> April, 29<sup>th</sup> June* 7.30</p> <p><b>AGM</b> - Thursday 29<sup>th</sup> JUNE 7pm</p>	<p><b>All dates were approved and will be published.</b></p>

#### DATE OF NEXT MEETING

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**Date of the next meeting is the 19<sup>th</sup> JULY starting at 1pm – 12 noon for refreshments**