



**Birmingham County FA Board meeting
Tuesday 22nd November**

**Held at the Birmingham County FA Board Room
Commencing at 1pm**

BOARD MINUTES

From: Mike Penn

Date: 22nd November 2016

To: Directors

Subject: Board Minutes

Dear Directors,

Please find the minutes of the November Board meeting below.

I trust you had a good Christmas and my thanks for your time and input in the last 12 months and also my best wishes to you personally and professionally for and throughout 2017.

As a reminder, the next Board meeting is on the 24th January 2017 with sandwiches & drinks available from 12.00 noon.

Please let Kevin know if you are unable to attend.

Kind regards,

Mike Penn
Chairman Birmingham County FA

Birmingham County FA
Minutes of the Board meeting held on Tuesday 22nd November 2016

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

Item	Notes	Action
1 Chairman's welcome & remarks	The Chairman welcomed everyone to the meeting – the last of the year.	
2 Apologies for Absence	There were no apologies received.	
3 Minutes of the Board meeting held on 20 September 2016	The minutes were approved and signed by the Chairman on the night as a true and accurate record.	
4 Matters arising not covered on the agenda	There were no matters arising	
5 FA Representative' report	<p>The Chairman reported that the FA Chairman was actively meeting the County FA's in cluster meetings. Birmingham FA was in the first group and the Chairman and CEO were the first to present. Mr Penn stated that it was an open and honest discussion which was received well by all parties. The FA Chairman will collate the information and present his findings at the CEO/Chairman day on the 5th December.</p> <p>The Chairman also reported that the NGB will again revisit the governance structure as there was a consensus to change which the FA Chairman will look to lead. Mr Penn mentioned that it would pay the BCFA to monitor the findings and any changes which we may want to mirror, especially diversity on the Board. Mr Penn stated that we were highly regarded by many at the FA for leading the way having already changed the Board's make-up.</p>	

6	FA Cup Tickets	<p>The Chairman and CEO gave an update and overview of the suggested changes: The Board discussed the revised application form, the application timeline, the criteria and process. The Directors agreed to add the criteria to the top of the form for Leagues, Clubs and Council members and start the application process at the beginning of April (for a month. Anybody applying on the old system will be included.</p> <p>There will be a maximum of four tickets per Council member which is not guaranteed and will be dependent on the number of applicants received.</p>	
7	CEO Update <ul style="list-style-type: none"> - Overview of new initiatives 	<p>The CEO gave an overview of the following initiatives and actions: eNewsletters well received with over 60% open rate for the Referees. Steph Jobson has created a new media partnership scheme has seen two companies sign up already generating £1.5k.</p> <p>Luke Bowles has also developed a new accreditation scheme which has seen four organisations join at varying levels.</p>	CEO to send criteria

	<p>Operations</p> <ul style="list-style-type: none"> - Affiliation / County Cups - Referees - Courses - Equality - Facility - Q2 Finance - Staff 	<p>Members of the team are now verifying Club and team data ready for the January data cut for the FA.</p> <p>There is a drop off of adult male teams but also youth male. We have seen an increase in youth female and disability teams.</p> <p>We have seen an increase of 20 teams enter County Cups.</p> <p>We are currently at 92% coverage but have a few Leagues still to supply and confirm match info.</p> <p>Tresham College have pulled out of the LSC funding agreement for all CFA's. We are actively looking at other funding partners.</p> <p>The CEO has met with Kevin Coleman and Chad for an equality review. It was agreed to look into commissioning some insight work to help growth strategies.</p> <p>KS has met and is renegotiating with Walsall FC regarding the use of the pitch/facility.</p> <p>We are also negotiating with a local sports company regarding hosting a visiting team from China.</p> <p>The CEO stated that he's invested another £200k with Lloyds. The vat processes have been put in place and the changes notified to the vat office and accepted.</p> <p>KS reported that Mandy Garner was now back full time after her operation.</p> <p>Steph Jobson has been made Business Development Manager with Mark Williams (Marketing) reporting to Steph.</p> <p>Dawn Pilkington has started as Course Administrator. We are currently interviewing for a replacement Customer Support Officer.</p> <p>The CEO has started a CFA sponsored Leadership programme with the FA.</p> <p>The CEO was finalising workforce structural changes with the Chairman and Vice Chairman.</p> <p>The healthcare provider has increased the premiums for the coming year.</p>	
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8	Director Updates - Council review / League meetings - Sport England – update - BCFA facility / Investment - Council info / Leagues / Association - Marcoms / PR / Events	<p>SP stated that he'd review the changes that the FA were making and incorporate the ideas for our own review.</p> <p>SH gave a full update regarding Sport England (SE) and various funding streams and the processes to apply. SH stated that partnerships were key as was the ability to bid either individually or with other organisations. SH gave an indication of the funding 'pots' that will soon be promoted via the SE website. CE said that it would always pay to stay ahead of the game and plan accordingly and look strategically at any gaps in provision linked to the KPI's/Business Plan and aligned to the skills of the workforce.</p> <p>SK stated that we were still waiting to hear from Sandwell Council regarding facility opportunities at Ray Hall Lane and surrounding areas/sites. KS stated that he'd attended an FA meeting regarding Parklife and that Coventry Council and Birmingham Council were present and showing renewed interest.</p> <p>SP and RH to arrange a meeting of the adult Saturday and adult Sunday Leagues regarding the adult game and reduction in teams and what we can do as a collective. It was also suggested to meet the Youth Leagues separately regarding their differing issues.</p> <p>Matt Dainty gave an overview of recent activity including an easyfundraising initiative. Matt suggested that we should increase instagram and snapchat activity. LS updated the Board on the Women Leadership course which was going well. LS suggested KS meets with Tim Andrews at BCLFC</p>	<p>SP & RH to liaise and arrange</p> <p>LS to provide contact info</p>
9	Committees – matters arising	There were no matters arising or tabled on the day	
10	AOB	The CEO invited Board members to the Christmas meal – as a thank you and to emphasise and strengthen the one team ethos.	
11	Date of Next Meeting	24th January 2017 – 1pm (12noon refreshments)	

Signed:

Date:

Position: