



Birmingham County FA Board meeting
Wednesday 16th August 2017

MINUTES

Meeting held at the Birmingham County FA Board Room
Commencing at 12 noon

BIRMINGHAM COUNTY FA – BOARD AGENDA AND DOCUMENTATION

From: Mike Penn

Date of Notice: 11th September 2017

To: Directors

Dear Directors,

Please find the minutes of the August meeting below.

I have also attached the agenda and papers for the meeting on the 19th September. As requested, we will convene at **11.30 for a buffet and start the meeting at 12noon.**

I'd be grateful if you could confirm your attendance and please let Kevin know if you are unable to attend.

It is an important meeting and vital that you can attend as the role of Directors will be the main discussion point.

Thanks in advance for your input and I look forward to seeing you on the 19th.

Kind regards,

Mike Penn
Chairman Birmingham County FA

Birmingham County FA
BOARD MEETING
Minutes of the meeting on Wednesday 16th August 2017 at 12noon

**Directors in attendance: M. Penn (Chairman), K. Shoemake (CEO),
C. Ehlertsen (FASRM), R. Heath, S. Kirkland, L. Smith**

Item	Notes	Action
1 C h a i r m a n ' s w e l c o m e & r e m a r k s	Mr Penn welcomed everyone and thanked the Directors for agreeing to change the date of the meeting.	
2 A p o l o g i e s f o r A b s e n c e	S Poole, S Hampton, M Dainty	
3 M i n u t e s o f t h e B o a r d m e e t i n g h e l d o n 1 6th M a y 2 0 1 7	The minutes were approved and signed as an accurate record.	
4 M a t t e r s a r i s i n g n o t c o v e r e d o n t h e a g e n d a	The CEO spoke about his recent conversations with the groundsman and utilising other options. The CEO also updated the Board on his discussions with the FA regarding data and the web site upgrade	KS – ongoing discussions with the groundsman
5 F A R e p r e s e n t a t i v e R e p o r t <ul style="list-style-type: none"> • NGB r e p o r t : July 2017 • F A B o a r d : July 2017 • F A C o u n c i l : Verbal update 	The papers were taken as read Mr Kirkland asked for clarification regarding the FA Board and diversity and how the BCFA will follow suit. The Chairman stated that we will shortly review our Board structure and make-up and terms and we may have to change the BCFA articles to allow any increase or changes. Mr Kirkland suggested drafting a list of skills and talent	Mr Penn to review and discuss Board structure, terms a n d Directorships at the next meeting and in line with FA changes and S E recommendation s

6	Safeguarding & Welfare <ul style="list-style-type: none"> • Overview and SoS • C W & R O funding and recruitment 	Mr Watson joined the meeting... <p>The CEO stated that he'd written to Mr Attwood, Mr Pennick and Mr Fellows and ask if there were any records or information they knew of regarding any historic child abuse complaints or cases received by the BCFA. The CEO had written back to the QC saying no cases known.</p> <p>Mr Watson gave a presentation on the safeguarding and welfare background and where we are and what we are required to do.</p> <p>Mr Ehlertsen recommended that the CFA have a pro-active approach and get on the front foot with the Safeguarding Operating Standard (SOS) and pre plan actions and visits aligned to work programmes.</p> <p>Mr Penn stated that the FA had confirmed that we will be receiving circa £20k of separate funding for safeguarding and welfare activity which could go towards salary.</p> <p>Mr Kirkland suggested a net promoter score to be undertaken during and after the external club visits.</p>	CEO to arrange a NPS
7	BCFA Affiliations and League Sanctions <ul style="list-style-type: none"> • 2017/18 – 'top notch' • 2018/19 – 'one club' 	Mr Nixon joined the meeting... <p>Mr Nixon gave a presentation and comparison from last year's early bird discount and associated issues against the new 'top notch' affiliation this year. The figures were really encouraging and having the desired effect of saving clubs money.</p> <p>Mr Nixon then presented the suggested 'one club' approach for 2018/19 season and the associated benefits for clubs and BCFA.</p> <p>Mr Penn and others suggested that this gave us flexibility and it might be worth having a separate discount for Charter Standard clubs and/or hub clubs with lots of teams. Mr Nixon stated that we could flex the figures accordingly.</p> <p>Mr Kirkland questioned if this was the right approach and if we should discount that much and how we were going to achieve budget/surplus to make up for any shortfall. Mr Penn responded that it was imperative that we make football cheaper and to prompt recruitment and retention of teams. It was then agreed to waive new team fee.</p> <p>The Board unanimously approved the concept and direction of travel but asked for various components and pricing options to be tabled prior to affiliation and confirming rates.</p>	D Nixon and CEO to develop the one club approach and options

8	<p>CEO Update</p> <ul style="list-style-type: none"> • Business Plan: Review <p>2019-2030 – 3 x 4yr cycles Focussed Facilities Simon assisting</p> <ul style="list-style-type: none"> • FA 12 month review • Workforce structure and update • Finance - P&L 4 months to July 2017 + commentary • Facilities • Annual Awards review and feedback • HQ 	<p>Mr Nixon and Mr Watson left the meeting...</p> <p>The CEO gave a comprehensive update. He stated that two years in to the 4yr business plan 17 of the 35 objectives had been met with a further 17 in progress. Mr Kirkland stated that it would be good to develop a new business plan which focussed on growth in a number of areas. Mr Ehlertsen recommended having a more balanced scorecard approach going forward with some key objectives.</p> <p>Mr Ehlertsen reiterated the successes in the last 12 months and said delivery on the majority of the KPI's was good. However, for a variety of reason, we were down in a couple of areas (adult male 11v11 and youth male) and these needed addressing. Mr Ehlertsen also said the feedback from the FA on a number of financial benchmarks were excellent but the primary focus had to be on delivery and the KPI's.</p> <p>The CEO updated the Board on recent workforce changes. The CEO was working with the Chairman and Deputy Chairman and FASRM to finalise the FA grants and RPI.</p> <p>The CEO distributed an up to date P&L. This showed a good start to the financial year and an increase on the previous 12 months. He also stated that we would experience a slight loss of income from previous years due to a change to late fines, the introduction of the sin bin pilot, purchasing medical equipment for tutors, discounted affiliation. It was agreed that a payment of £15 would be paid to the Chairman of a Disciplinary Commission as the Chairs were now required by the FA to produce written reasons for decisions made by their Commissions.</p> <p>The CEO gave a brief update on developments regarding the following sites: Sandwell League, Kingsheath (West Mids Travel), Hadley Stadium.</p> <p>The feedback from the Annual Awards night was excellent – from a staff and customer and guest perspective. The CEO thanked the Board for their support. Everyone stated what a good night it was and that we should look to slowly improve year on year and within our resources.</p> <p>The CEO updated the Directors with plans to improve the facility in conjunction with a partnership with an equipment provider. This will bring the current main site up to date and to a standard plus any equipment replaced on the main site could go to the neighbouring site if/when purchased.</p>	
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9	Director Updates	Mr Kirkland stated that the Insight work had been completed and that an initial report forwarded to the BCFA. The findings were going to be discussed in the coming weeks and then presented to IAG.																							
10	C o m m i t t e e Meetings – matters arising Competitions, Referees, Sanction & Compliance, Discipline, IAG, Benevolent Fund, Joel Richards	The Chairman stated that the forthcoming meeting would appoint Chairs/Deputy Chairs and mop up any outstanding business as well as discuss business for the season																							
11	AOB	Mrs Smith mentioned a conversation she'd had with Walsall Phoenix regarding affiliation which needed investigating. Mr Kirkland asked for the Board papers at least seven days in advance. Mr Heath asked for the First Aid sign and any others to be updated regarding First Aiders	C E O t o investigate CEO to action CEO to action																						
12	Proposed Dates of Future Meetings	<table><tr><td>Board</td><td>Council</td></tr><tr><td>19 September</td><td></td></tr><tr><td>21 November</td><td>7</td></tr><tr><td>December</td><td></td></tr><tr><td>23 January</td><td></td></tr><tr><td>27 March</td><td>5 April</td></tr><tr><td>22 May (to rearrange)</td><td></td></tr><tr><td>31 July (Audit)</td><td>27</td></tr><tr><td></td><td>27</td></tr><tr><td>September (AGM)</td><td></td></tr><tr><td>September</td><td></td></tr></table> The Chairman closed the meeting at 15.50	Board	Council	19 September		21 November	7	December		23 January		27 March	5 April	22 May (to rearrange)		31 July (Audit)	27		27	September (AGM)		September		
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Signed as a True & Accurate Record
Date

Chairman