



**Birmingham County FA Board meeting  
held at the Birmingham County FA Board Room  
on 24<sup>th</sup> January 2017 commencing at 1pm**

## **BOARD MINUTES**

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**From:** Mike Penn

**Date of Notice:** 3<sup>rd</sup> March 2017

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**To:** Directors

**Subject:** Board Minutes

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Dear Directors,

Please find the minutes from the January Board meeting attached.

Please note and as a gentle reminder, the next Board meeting is scheduled for the 21<sup>st</sup> March 2017 starting at 1pm and with refreshments available from 12 noon.

Please let Kevin know if you are unable to attend.

Kind regards,

Mike Penn  
Chairman Birmingham County FA

## Minutes of the meeting to be held on Tuesday 24<sup>th</sup> January 2017 Commencing at 1pm

Present: M. Penn (Chairman), S. Poole (V Chairman), K. Shoemake (CEO),  
C. Ehlersen (FASRM), S. Hampton, R. Heath, S. Kirkland (via phone link)

Apologies: M Dainty, L Smith

Item	Notes	Action
1	<b>Chairman's welcome &amp; remarks</b> The Chairman welcomed everyone to the meeting which included S Kirkland via a phone link.	
2	<b>Apologies for Absence</b> M Dainty – work L Smith – unavailable	
3	<b>Minutes of the Board meeting held on 22<sup>nd</sup> November 2016</b> The minutes were accepted and signed as a true and accurate record	
4	<b>Matters arising not covered on the agenda</b> The CEO updated the Directors on the leak and water damage sustained over the Christmas period along with insurance cover and timescales for repair. The CEO also thanked M Dainty for his help in securing the visit by the touring Shanghai team.	
5	<p><b>F Representative's report</b></p> <ul style="list-style-type: none"> <li>- N G B report: Dec '16</li> <li>- FA Board: Nov &amp; Dec '16</li> <li>- F A Council – update</li> <li>- C E O / Chair Day</li> </ul> <p>As previously circulated... Nothing reported or questioned.</p> <p>S Hampton made some observations regarding clarifying the numbers within the report. S Hampton also mentioned Portus Consulting and differing feedback from the ground which was echoed by S Kirkland</p> <p>The Chairman stated that the FA governance reforms were still on-going and being discussed. There was a sense of realisation and acceptance to change but trying to reach consensus was still proving difficult and the speed of the process was slow.</p> <p>S Poole and S Kirkland were concerned that the reforms wouldn't go far enough in which case funding could be affected. S Kirkland mentioned that another difficulty could be the perceived government 'interference' which is against FIFA regulations.</p> <p>The Chairman reported that P Ackerley had left the FA. S Hampton stated that the new Women's &amp; Girls football strategy was imminent</p>	<b>Mr Penn to keep Directors updated during the process</b>

6	<b>Safeguarding</b> - Overview  - B o a r d responsibility	<p>The CEO gave a detailed update on the phased approach and subsequent numbers and actions appertaining to each phase. He was very pleased with the team efforts and successes to date but there was still significant work to do. He also reported that we had 'lost' a number of teams during the data cleanse and the way we affiliate and the early bird offer may have to change as a result.</p> <p>S Poole was nominated and appointed as the Board member responsible. S Kirkland also offered his support</p>	
7	<b>CEO Update</b> Affiliation –  KPI's – January '17 –  Finance: Q3 –  Auditor –  Staff update –	<p>Assessing the early bird discount and the impact this has had on clean and correct data. We are also looking at a longer term 'One Club' approach and also incorporating a Benevolent Fund donation. C Ehlertsen suggested aligning any governance decisions and processes with meeting dates.</p> <p>6 month review conducted with SMT and FASRM prior to the meeting. A good meeting which C Ehlertsen reiterated along with some positive actions and interventions which have made an encouraging impact on the KPI's. He also suggested getting closer to the data and possibly commissioning an independent data audit.</p> <p>Vat – officially no longer under review  Corporation tax has been paid: £23k  Photocopier – renewed saving £45k over three years  T Piper (FO) making great progress with finance and management information</p> <p>Previous auditor had not tendered. CEO had met with Baldwin's Accountants and was happy to proceed with a more helpful and rounded service and a cheaper quote. The Director's asked for at least one more quote to compare price and benefits.</p> <p>Lois Jefferies has joined as Customer Support (Ref/Disc)  The funding for Matt Price's job ends in June 2017. However, we have agreed to extend his contract to 2019 and in line with other FA roles which the BCFA are initially prepared to finance. We are hopeful that this role will be funded by the FA as it is a key participation post.  Crisi's and Michael's CYP contacts also finish in June 2017. We have agreed to extend both contracts until Dec 17 which the BCFA will initially fund in the hope the FA or another external body will finance going forward.</p>	<p><b>CEO to contact data company regarding an audit and data purchase to support specific activity</b></p> <p><b>CEO to contact other Auditor(s) for additional tender</b></p> <p><b>CEO to look at different funding options going forward and beyond 2019</b></p>

8	<p><b>Director Updates</b></p> <ul style="list-style-type: none"> <li>- Council review</li> <li>- Safeguarding</li> <li>- Sport England update</li> <li>- B C F A Facility / Investment</li> <li>- League meeting(s)</li> <li>- Marcoms / PR / Events</li> </ul>	<p><u>S Poole</u> has started a review of articles with D Nixon including a review of SCOR</p> <p><u>S Poole</u> will update Directors going forward</p> <p><u>S Hampton</u> updated Directors regarding SE strategy and the phased funding pots available along with other grants which might become available. S Hampton said that the team are working with her and others along with CSP officers whilst the CEO was working strategically with CSP leads. The BCFA can make direct bids and also with external partners such as CSP's or Club Foundations</p> <p><u>S Kirkland</u> updated the Board on some recent developments and opportunities. He suggested a Board sub group including senior staff plus externals be formed to look at these and others that we become aware of. There has to be a longer 10-15 year vision regarding Ray Hall Lane and any other facility investment – we should be at the forefront and making bids and purchases as part of a sustainable approach and for the long term benefit of the business and local football.</p> <p><u>R Heath</u> informed the Board that the League meeting would take place on the 16<sup>th</sup> February at Boldmere St Michael. Invitations had been sent to adult and youth leagues.</p> <p>S Hampton suggested auditing League finances for jointly funded activity which staff can influence re KPI's</p> <p>The CEO stated that he was looking into the BCFA data along with mapping our customer base.</p> <p>We were also looking into a bigger and better BCFA Award ceremony and had allocated a budget of £3k</p> <p>The Marcoms team are producing a calendar of activity and promotion including monthly themes</p> <p>The CEO has boosted our PR support by commissioning Oporto Sports for 12 months</p> <p>We had conducted a six month Net promoter. The results showed a neutral (zero) score and as such a review of the phone system and customer support was being carried out</p>	<p><b>On-going</b></p> <p><b>CEO to contact and meet Club Foundation leads re a unified strategy</b></p> <p><b>Board to discuss and form a Facility Sub Group</b></p>
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9	<b>Committees – matters arising</b> Competitions –  Inclusion & Advisory Group -	The CEO would also like to save staff time and improve County Cup programmes. This could see an investment of £4k for external support, design, print and delivery with quotes being sought  S Kirkland gave an overview of the previous meeting and that a tender process for some strategic insight work was being undertaken. He also stated that the Group were also reviewing roles and remit.	
10	<b>AOB</b> - 50 year Award – B r y a n Pymm	The Board approved Mr Pymm's nomination	<b>CEO to forward to the FA</b>
11	<b>Close of meeting &amp; summary</b>  <b>Date of Next Meeting</b>	The Chairman thanked everyone for their input and closed the meeting at 15.45  <u>Date of next meeting:</u> 21 <sup>st</sup> march – starting at 13.00.	

Signed:

Date:

Position: