



BOARD MINUTES

Birmingham County FA Board meeting
Tuesday 21st March 2017

From: Mike Penn

Date of Notice: 31st March 2017

To: Directors

Subject: Minutes and documents

Dear Directors,

Hi everyone – I hope you're all okay.

Please find attached the Board minutes from the meeting on the 21st March 2017.

The next Board meeting is on the 16th May starting at 1pm with refreshments at 12noon.
Please let Kevin know if you are unable to make it.

Kind regards,

Mike Penn
Chairman Birmingham County FA

Birmingham County FA

Board meeting
Minutes of the meeting held on Tuesday 21st March 2017

Commencing at 1pm

**M. Penn (Chairman), S. Poole (Deputy Chairman), K. Shoemake (CEO),
C. Ehlerlsen (FASRM), M. Dainty, S. Hampton, R. Heath, S. Kirkland, L. Smith**

Item	Papers / Notes	Action
1 Chairman's welcome & remarks	Mr Poole welcomed everyone to the meeting	
2 Apologies for Absence M Penn (FA business)	Mr Poole tabled Mr Penn's apologies due to an important FA meeting regarding Governance proposals	
3 Minutes of the Board meeting held on 24th January 2017	The minutes were approved and signed on the night	
4 Matters arising not covered on the agenda	There were no matters arising	
5 F A Representative's report - NGB report: Jan & Feb 2017 - FA Board: Jan & Feb 2017 - FA Council	Previously circulated and for information	

6	<p>CEO Update</p> <ul style="list-style-type: none"> - Affiliation 17/18 – 18/19 - KPI's – January '17 - Finance – Q4 (prelim) - Auditor – - Staff update 	<p>David Nixon presented an overview of the previous seasons' affiliation along with a proposal for the forthcoming season.</p> <p>Mr Kirkland suggested the need for a final 'cut off' to prompt urgency. After some deliberation and a review of the previous season's early bird discount along with the possible financial impact of reduced late fees, it was agreed to offer a staged discount based on correct data.</p> <p>The board want to continue to support our teams and it was therefore agreed that there would be no increase in affiliation fees once again.</p> <p>The CEO advised that with this kind of support in mind we are working towards 'a one club' affiliation process for 2018/19, more detailed information will be provided in Sept.</p> <p>The CEO mentioned that they had agreed prices with the Broker for the Public Liability and Personal Accident Insurance for a further three year term with the only increase being Insurance Premium Tax. We have also agreed an enhanced sponsorship agreement.</p> <p>It was worth noting that the Public Liability Insurance (£15) is included within the Club affiliation. The Adult Personal Accident Insurance will be £52 per Adult TEAM.</p> <p>We have also negotiated for the compulsory youth personal accident insurance from season 17/18. This will be at an enhanced benefit level and will cost £20 per youth TEAM.</p> <p>The CEO also stated that he had negotiated for the u18 Rep team Insurance and the Director & Officers Insurance to be included in the package.</p> <p>The Directors asked for a big emphasis on communications and marcomms to 'sell' the prices, process and benefits.</p> <p>Mr Kirkland asked if the BCFA insurance included cover for any cases involving external (child) abuse. The CEO will investigate.</p> <p>The CEO showed the Board the latest figures which had been negatively impacted by the recent safeguarding compliance</p> <p>The CEO showed an interim and pre year end financials which were well received.</p> <p>The CEO provided a range of options and quotes for a new Auditor.</p> <p>It was agreed to accept the CEO's recommendation to change to Baldwins.</p> <p>The CEO updated the Board on the proposed use of the FA Grant – stating that he'll be spending all of the grant on salaries which will mean some BCFA investment for the delivery money. The Development team are currently reviewing this season's plan and will thereafter develop plans and budgets for the coming season. We will shortly be advertising for a full time Welfare Officer and as part of a regular workforce review. The CEO announced that the BCFA had by far the most diverse workforce in the Country and also the youngest (average age).</p>	CEO
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7	<p>Director Updates</p> <ul style="list-style-type: none"> - Council review - Safe guarding - Sport England - BCFA Facility / Investment - Inclusion & Equality - League meeting - Marcomms - PR / Awards 	<p>Mr Poole gave a brief update and stated that we'd be mirroring much of the FA's governance changes if they get accepted. This will involve a one League/one Rep approach which is happening organically anyway. Mr Poole stated that it was key to look forward and adapt to the business needs.</p> <p>Mr Poole provided an update on the work undertaken in the last four months whereby a total of 360 youth coaches went through the system to become compliant – a fantastic achievement from all concerned. There are a further 25 visits planned.</p> <p>Mrs Hampton gave a detailed and very useful overview from Sport England and current funding opportunities as well as a business update from Sport England and the sector. SE are in a state of flux at the moment but more information about roles and direction of travel will be announced shortly. The CEO stated that the business also has to adapt regarding bids and joint bids with CSP's and Foundations linked to business objectives and priorities.</p> <p>Mr Kirkland gave an overview of recent opportunities and prioritised each one. He stated that we have to dedicate some resource going forward to explore each opportunity further and in a little more detail.</p> <p>Mr Kirkland left the meeting due to a conflict of interest... The CEO stated that we'd put a tender out for some BAME insight and to help us grow the business in these areas. The FA had approved the three bids which were excellent and after some discussion, the Board agreed to award the tender to Mr Kirkland's business which will see an investment of £9k from the BCFA funds along with extra £3k to attain the Equality Standard (Intermediate level). Mrs Hampton suggested sourcing some BAME ambassadors at a high level but also having some IAG champions beneath this tier to 'champion' what we do in all communities.</p> <p>Mr Heath informed the Board that the meeting went and was well attended and went really well but was disappointed with the lack of attendance from some leading Leagues. Mr Poole suggested that a roadshow could increase attendance and utilise our Club facilities more and thereby invest back into the game. Mr Ehlertson supported this approach and stated that Devon FA had a similar successful and popular model.</p> <p>Mr Dainty distributed the newly formed Marcomms calendar along with some balances scorecards relating to web site and social media activity and customer service statistics. Mr Kirkland said that the calendar was very helpful and a good piece of work. Some of the Directors asked for an increase in social media activity whilst at events. They recognised that the team cannot be everywhere so asked for log in details to allow them to post on our behalf. The CEO also stated that we'd be investing about £3.5k on a new Cup Final programme rather than the in-house approach in previous years.</p> <p>Mrs Smith updated the Board on her Leadership course</p>	CEO
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8	Committees – m a t t e r s arising	Mr Poole introduced a discipline case involving a Council member. After some discussion it was agreed to suspend the member from BCFA Committee involvement until 31 st May 2018.	
9	AOB	Mrs Smith advised the Board that the previous Lord mayor of Birmingham, Mr R Hassel had sadly passed away. Mrs Smith also asked if the BCFA could help Knowle FC regarding accessing the FA's disaster fund.	CEO
1 0	Date of Next Meeting	Mr Poole thanked everyone for attending and for their input and closed the meeting at 16.20	16th May 2017 – 1pm

Signed:

Date:

Position: