

**Birmingham County Football Association Limited**

Report of the Directors and Financial Statements

for the 12 month period ending 30th June 2019

for

Birmingham County Football Association Limited

A company limited by guarantee

Registered Office: County HQ, Ray Hall Lane, Great Barr, Birmingham, B43 6JF

**Reg No. 03733866 (England and Wales)**



**NOTICE IS HEREBY GIVEN** that the 21st Annual General Meeting of the Birmingham County Football Association (BCFA) Limited will be held at the BCFA Head Quarters, Ray Hall Lane, Great Barr, Birmingham, B43 6JF **on Thursday 26th September 2019 at 7.00pm**, for the transaction of the Ordinary and any Special Business of the Company, an agenda of which accompanies this notice. Tea and coffee will be available from 6.30 with the AGM starting promptly at 7pm.

The agenda, reports and audited accounts are collated and disseminated separately and available to download via the BCFA web site and will also be available to view ‘on screen’ throughout the meeting.

By Order of the Board



Kevin Shoemake

Chief Executive Officer

[kevin.shoemake@birminghamfa.com](mailto:kevin.shoemake@birminghamfa.com)

**CAR PARKING:**

Upon arrival, members are requested to follow the lane between both football pitches at the right hand side of the building and park in the car park behind the goal at the top end of the pitch. With respect to our local residents, please **DO** **NOT** park anywhere on the road outside or leading to the offices.

Thank you

**AGENDA**

Welcome

Chairman’s Remarks

**BUSINESS OF BIRMINGHAM COUNTY FA’S ANNUAL GENERAL MEETING**

1. **Reports – for the 12 month period ending 30.06.2019**

Chairman & Chief Executive Officer

1. **Statements of Accounts and Auditor’s report**

* BCFA Ltd Accounts including appendices
* BCFA Benevolent Fund
* Joel Richards Memorial Fund

1. **Appointment of Auditors**

To advise that the Board appointed Baldwins Audit Services Ltd to continue as the BCFA Ltd auditors for the following year.

1. **Confirmation of BCFA appointments – for information**

* Election of Chairman for 3 year term 1st July 2019 - 30th June 2022

To confirm that Michael Penn was re-elected unopposed in accordance to BCFA article 9.2.

* Election of Deputy Chairman for 3 year term 1st July 2019 - 30th June 2022

To confirm that Steve Poole was re-elected unopposed in accordance with BCFA article 9.3.

* Election of FA Representative for 3 year term 1st July 2019 - 30th June 2022

To confirm that Michael Penn was re-elected unopposed in accordance with BCFA article 14.

1. **Date of the next (22nd) Birmingham County FA Ltd Annual General Meeting**

Thursday 24th SEPTEMBER 2020 at 7.00pm.

**CHAIRMAN’S REPORT**

l am pleased to report we have achieved some growth, as our financial accounts show, enabling us to continue to re-invest in our core business of football, staff and facilities as outlined in our business plan.

I would like to offer my sincere thanks to all our staff, exceptionally well led by our CEO Kevin Shoemake and our experienced Senior Leadership Team – Amy, Dave and Richard.

Everyone has worked really hard to ensure we meet the challenging FA targets in our business plan, which is very important as we receive substantial FA funding to do so.

We are also working closely with the FA and others to identify other income streams and business opportunities. However, we will continue to use more of our resources to launch several new initiatives to help our Clubs improve their facilities to further enhance the FA’s Pitch Improvement Programme. There will also be further investment to upskill the volunteer football workforce and we are looking at ways to improve football’s environmental footprint.

Special thanks once again to my deputy Steve Poole for all his support and hard work during the year and also to our Non-Executive Directors whose experience and skills have been very useful.

On the football pitch there were mixed fortunes for our seven professional Clubs.

Firstly, many congratulations to **Wolverhampton Wanderers** who had an excellent first season back in the Premier League, finishing 7th and qualifying for the Uefa Europa Cup, they also had an excellent run in the FA Cup before losing to Watford in the Semi –Finals.

Many congratulations also to **Aston Villa** on their promotion to Premier League winning the EFL Championship play off final, defeating **West Bromwich Albion** in the Semi – Final.

**Birmingham City** retained their EFL Championship status, with both **Burton Albion** and **Coventry City** retaining their EFL Division One status but sadly **Walsall** where relegated to EFL Division Two.

Congratulations to **Solihull Moors** who finished 2nd in the National League but lost in the Semi- Final play off, also to **Leamington** who defeated Nuneaton Borough in the Senior Challenge Cup Final played at St. Andrews.

l would also like to congratulate our Referees who have received prestigious appointments-

**Sian Massey-Ellis and Lisa Rashid** – Assistant Referees 2019 FIFA Women’s World Cup Final

**Marc Perry** – Assistant Referee EFL Carabao Cup Final

**Sian Massey-Ellis** Assistant Referee SSE Women’s FA Cup Final

**Nicola Arrowsmith** – 4th Official FA Women’s Super League Academy Plate Final

**Matt Wilkes** – Assistant Referee FA Cup Final

**Edward Smart** – Reserve Assistant Referee FA Cup Final.

**Andre Marriner** – VAR Video Assistant Referee FA Cup Final

**Sian Massey-Ellis** Assistant Referee FA Community Shield

Finally, l would like to thank everyone who contributes, plays, supports, administers and officiates in our wonderful game to ensure it continues to be played and enjoyed across our region, in a safe and managed environment.

Football is a team game so please remember T.E.A.M… **T**ogether **E**veryone **A**chieve **M**ore**.**

**Michael J. Penn**

Chairman

**CHIEF EXECUTIVE OFFICER’S REPORT**

This is now my fourth AGM report and it is always a time for proud reflection as well as an opportunity to thank a number of people across the business.

Firstly, I’d like to thank the entire team at the BCFA for all their hard work, dedication and resilience in supporting all participants with their football needs and queries. We receive a multitude of enquiries each week and we have again consistently averaged over a 90% customer service rating throughout the year which is testament to the work ethos and standards the team achieve each day.

I’d also like to thank the Senior Leadership Team of Amy, David and Richard who have provided excellent support, drive, ideas and motivated the team as a whole as well as their own areas of the business throughout the year. I’d also like to take the opportunity to thank the new Independent Non-Exec Directors for their support and passion since joining the Board with each one individually and collectively driving specific areas of the business.

As the accounts reflect, we have, in the last four years, reduced the affiliation fees by offering discounted rates to our clubs. Last year, we also launched the very successful ‘One Club’ affiliation which was really well received. This eased the administration on volunteers but also saved clubs more money and we now offer the lowest affiliation fees in the Country in an effort to make the game we love more affordable and get more people playing. The team has also further engaged with our 60+ competitions regarding sanctioning and their own rules which I know they have benefited from as well as the clubs within their league structures. We are an advocate of the FA Full Time system and have been promoting the new Match Day app far and wide which will benefit and reward clubs, teams, players and volunteers that register.

Safeguarding still remains a priority area for the business as well as at the FA and all other County FA’s. I’m pleased to once again announce that Birmingham County FA passed the annual Safeguarding Assessment and received a glowing report from the independent assessors. Our volunteers play a huge part in keeping children and vulnerable adults safe and free to enjoy the ‘beautiful game’ as intended and their help in promoting club and league safeguards as well as verifying DBS checks so that ALL coaches are compliant and informing us of potential issues does not go unnoticed so a huge thank you to all involved in the process as well as all other volunteers who provide the football ‘fix’ for nearly 100,000 players, coaches and match officials each week.

We have invested in IT which is generating some of the best insight that any County FA and even the FA has available to them. We will continue to be innovative in all we do and challenge the norm and none more so than changing our financial package to Xero and providing the business with an all-encompassing ‘in house’ service’ with robust measures and financial information which enables better decision-making for all concerned. We have improved our football matching service ‘Get Your Boots On’ and improved the BCFA app and welcome pack, all of which I’d encourage you to download, access and use.

Indiscipline across all formats and ages of the game is still a major concern – not just the amount but the depth and complexity of cases as well as the seriousness, including discrimination and assaults. I will keep saying it as I have done since taking the CEO role at this fantastic County FA – discrimination in any form will not be tolerated on or off the pitch and within society and assaults on any participant and especially match officials will be dealt with severity and as per FA rules and regulations and more often than not by statutory authorities.

There have been over 19,000 discipline reports received culminating in 86 personal hearings and 57 correspondence webinars to sort out the mess created by rogue participants and drive the serial offenders out of the game for periods of time and for the benefit of the majority. However, it is our collective responsibility to improve participant behaviour on and off the pitch, so more people feel safe and enjoy the game in whatever capacity they take.

Our County Cup applications also go from strength to strength and increase each season. We now administer 14 excellent competitions totalling over 700 teams with the winners of each rightfully crowned as County Champions of the biggest and best County FA in the Country and also adding their names to some of the oldest and most respected trophies in the World.

The Football Development team are all working hard in all areas and formats of the game and utilising the FA grants well for the benefit of our clubs and leagues to help build and sustain the game. After the first year of the FA’s three-year strategy, we have achieved 45% of the FA targets and working towards surpassing these and the other areas of work. We are also taking a lead on the health & wellbeing and sustainability agendas.

There has been in excess of £1.2m invested in facilities within the county boundary and the positive social economic impact of the game as a whole totals over £500m a year – this proves once and for all that the game is so much more than just kicking a ball from one end of a pitch to the other!

We are also making excellent progress in reaching and engaging with new communities and current non-consumers with some fantastic, high-profile initiatives which other Counties and the FA are mirroring. Other highlights in the year saw the Birmingham County FA achieve the Intermediate level of the Equality Standard – only the second County FA to be awarded this level which is the same as the national FA and the launch of our own Dementia (football) café.

Our course provision is heralded as one of the best in the Country and the team that organises and administers all of them have done a fantastic job. The team, which is ably supported by our excellent tutors and our web site and social media platforms, delivers more than 320 courses a year from Level 1 through to Level 3, Referee courses, First Aid, Safeguarding courses and Welfare workshops as well as Goalkeeping, Disability, Futsal as well as bespoke offers and brilliant CPD events at some of the best venues in the Country.

The finances show a reduction in the year on year comparative surplus – remembering last year was a 15month period. This shows that we are not content to just sit on and increase reserves year on year. We have invested in the entire facility at Ray Hall Lane as well as the development of staff and have recruited some additional team members during the year and this will continue in the months to come. This also includes one of the best Youth Councils in the Country which supports all areas of the business. The FA grants go towards the majority of salaried staff which means the Birmingham CFA finances the delivery and development of the game within our boundary and will continue to invest with the launch some new initiatives which will further support clubs to improve their facilities and especially pitches in the coming months.

During my many club visits, I have seen the investment that clubs are providing volunteers, spectators and players of all ages and their keenness to keep improving and investing and it’s the BCFA’s role to help and support clubs in the promotion of the game and to help them deliver their own priorities and make their clubs more efficient and sustainable which includes some of the largest clubs in the country!

We proudly delivered our annual Referee awards in Solihull with over 125 match officials in attendance and our prestigious annual football awards which saw a record 185 attend a great evening hosted at Molineux to recognise and reward some very worthy winners on the night.

Finally, thank you again to the BCFA Council and Committee members and in particular the Chairman and Deputy Chairman for their unwavering support in allowing me to lead and develop the business.

However, by far the biggest thank you must go to the thousands of volunteers who make football happen week in week out with little or no reward. We are the ‘go to’ County FA for FA senior management to visit but we cannot continue to achieve all we want by ourselves and our continued success is a reflection on the positive relationships we have with all our customers in order to grow this fabulous game in all its formats within the best County FA in the Country.

Have a great, enjoyable and RESPECTFUL football season ahead – win, lose or draw!

**Kevin Shoemake**

CEO

**Useful resources**

* BCFA Welcome Pack – full of useful information for new and existing clubs:

<http://www.birminghamfa.com/news/2019/sep/04/our-2019-20-welcome-pack-is-available-now>

* BCFA Animation – the Football Journey:

<http://www.birminghamfa.com/news/2019/sep/04/watch-improving-lives-by-improving-football>

* FA RESPECT Campaign – We Only Do Positive:

<http://www.birminghamfa.com/news/2019/sep/06/birmingham-county-fa-continues-support-for-respect-across-youth-football>

* Birmingham County FA Website:

[www.birminghamfa.com](http://www.birminghamfa.com)

* The Football Association Website:

[www.thefa.com](http://www.thefa.com)