

# 13. THE FA MOVING FORWARD

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### 13.1 THE FA STRUCTURAL REVIEW

#### ORIGINS OF THE REVIEW

The origins of the Lord Burns Review stem not from a sex scandal that dogged the organisation in 2004 nor was the Review commissioned as a result of a threat of a cut in funding. The Review came instead from a fundamental desire within the organisation to make The FA a more effective and more representative governing body.

Whilst both the Sports Minister and the Secretary of State have been regularly consulted and very supportive, it was The FA itself, and not the Government, that instigated the Burns Review.

#### THE PROCESS

Lord Burns was appointed as Chairman by The FA Board as an objective, eminent and experienced individual. Lord Burns acquired experience in corporate governance as Chair of Abbey and had conducted a review of the BBC prior to undertaking the structural review of The FA. Importantly, Lord Burns is also a football fan.

The consultation process included both written and verbal consultation. Lord Burns attended numerous meetings with a diverse range of individuals and organisations across the game. Over 200 individuals and organisations responded to the consultation paper issued in April including Supporters Direct (whose submission was published on TheFA.com).

#### THE REPORT

Lord Burns released his final report on the Structural Review of The FA in August 2005. The report was welcomed by FA Chairman Geoff Thompson, who said at the time:

"We thank Lord Burns for undertaking the Structural Review and welcome his report.

"Today's final recommendations mark the culmination of a far-reaching and transparent consultation process, during which he has sought the views and opinions of all stakeholders in the game.

"His objectivity and experience in organisational reviews have proved to be invaluable, and he has been extremely thorough in putting together his final report.

"This has been an extremely important process in assessing whether The FA's structures are effective and representative, allowing it to properly act as football's governing body in this country.

"It is encouraging that he has been able to find areas of consensus across the game. This is essential if changes are to be brought in for the benefit of The FA and all of English football.

"The proposals are detailed and extensive and The Board has undertaken to review them in detail at a Special Board Meeting in the coming weeks."

There is little need to go through all 64 paragraphs of the Lord Burns Review here. The full report along with all the supported and related documentation is available on TheFA.com.

However, the principle recommendations are as follows:

- 1 A new FA Board, including non-executive members, to run the organisation and deal with strategic issues. All committees will report into The Board.
- 2 The FA Council membership to be widened in order to be more representative of the game and its interests. The Council will oversee the work of The Board and act as a 'parliament' within which to debate the game's issues.
- 3 The creation of a new semi-autonomous regulation and compliance unit charged with carrying out the enforcement of FA rules.
- 4 The creation of two new subsidiary groups – The Community Football Alliance and the Professional Football Alliance – to lead and shape the future of the respective parts of the game.

These recommendations are intended to offer more accountability, a stronger and more balanced Board and an FA Council better equipped to debate issues and hold The Board to account. This in turn will allow the organisation as a whole to more efficiently fulfil its responsibilities as the game's governing body in this country by taking a lead and facing the challenges that have been thrown up by developments in football over recent years.

## **IMPLEMENTATION**

The various stakeholders in the game all recognise that an effective, representative FA is in the best interests of the game as a whole. The FA has set up four working groups to concentrate on the various elements of the Burns Review and report back to a steering group including The FA's Chairman and Chief Executive.

Lord Burns was charged with advising on the structural composition of the organisation but not with how these changes were to be implemented. Thus his recommendations can effectively be seen as a White Paper. They now need to be discussed, debated and shaped into draft regulations, rules and Articles of Association that can be voted on by The FA Council and at the Shareholders' meeting.

The Government has indicated a preference for changes to be in place by the summer of 2006. The FA is committed to bringing in changes as quickly as is realistically possible and as a result it is our aim to have changes in place by September 2006.

The FA has been around for almost 150 years and is a complex organisation with many constituent parts. Any restructuring needs time for proper and thorough consultation, discussion and drafting of changes to the constitutional structure.

It is worth noting that, within the review, Lord Burns praises The FA for its work and acknowledges that The FA's roles and responsibilities are broadly correct.

To download Lord Burns' conclusions and any of the supporting or related documentation please visit <http://www.thefa.com/TheFA/StructualReview/>

## 13.2 WEMBLEY

The new Wembley Stadium will be the most spectacular football stadium in the world, built to the highest specifications, using the latest technology and offering every fan who visits an unrivalled match-day experience.

A team of internationally renowned architects, specially assembled for the project, have ensured that the state-of-the-art facilities are matched by a design that creates an electric atmosphere – making it the ultimate stage for major events.

The stadium is already instantly recognisable with the 133-metre high Arch visible across London. Some of Wembley's vital statistics include 90,000 seats, four concourses one kilometre in circumference, four of the largest restaurants in London, 60 bars, 30 escalators, 26 lifts and 20 first aid rooms.

The local area is set to benefit from the construction of the new stadium, with the new Wembley forming the centrepiece of the ambitious regeneration of Brent, historically one of the least developed areas of London and the UK.

The Stadium and its surrounding developments will create thousands of new jobs and homes, as well as numerous new leisure facilities, shops, bars, restaurants, offices, a hotel and a major new public space for the region.

Furthermore, the area's transport system is being transformed to serve the new Wembley. The stadium has been developed as a public transport venue with massive investment for the road, rail and tube networks. Once complete, the renovations will allow Wembley to shift 70,000 people per hour.

The new Wembley Stadium will bring with it important economic benefits too. The stadium will create considerable income in terms of total visitor expenditure each year, both at the stadium and from spending by visitors in shops, bars, hotels and leisure facilities in and around the site and elsewhere in London.

The Exchequer will receive a healthy return each year from stadium-related activity, whilst profits from the stadium will provide an important new revenue stream for The FA to reinvest in football at every level of the game.

'There is no doubt this is going to be the most spectacular stadium in the world.'  
Prime Minister, Tony Blair

To keep up-to-date with all the latest developments on the new Wembley Stadium check out <http://www.wembleystadium.com>

### 13.3 LONDON 2012

London has been chosen as the host venue of the 2012 Olympic & Paralympic Games. The English capital was up against competition from New York, Moscow, Madrid and Paris as five of the world's greatest cities aimed for the right to stage the one of the world's greatest sporting events.

FA Chief Executive Brian Barwick congratulated all those behind the bid following the International Olympic Committee's decision to award the 2012 Olympic Games to London.

"On behalf of The FA, I would like to offer congratulations to the entire London 2012 team. It is a huge boost for British sport and the IOC decision is a tremendous credit to everyone involved with the bid," he said.

#### **GB TEAM**

In 2012, the men and women's football tournaments will take place at venues across the UK, culminating with the finals at the new Wembley Stadium. The FA feels it would be inappropriate if there was no participation from the home nations. Indeed, it has always been the position of The Football Association that we want English football represented at the Olympic Games as part of a Great Britain team.

The IOC's decision has now heightened the urgency to find ways of making this happen. A working group has already been established with the home nations and initial discussions have already taken place.

FIFA President Sepp Blatter has given his assurances that a Great Britain football team in the Olympics will not affect individual national association status in FIFA and UEFA tournaments.

We are aware that not all the other British associations appear to share our enthusiasm but we are determined to move forward and find a solution.

#### **INFRASTRUCTURE**

The Football Association will have a key role to play in ensuring that the training facilities, the Olympic village as well as the stadia produced for the games are put to sustainable use long after the event finishes.

London 2012 has the potential to leave a great legacy for both football and sport in general.

#### **EAST MARSH**

In the build-up to the IOC's decision, bid planners and transport experts identified East Marsh as the only viable location for an essential parking facility which will service disabled drivers as well as forming a bike park and coach drop-off point. The facility will not be permanent and immediately after the Games, East Marsh will be fully remediated and restored back to playing fields.

The FA understands that the International Olympic Committee set out strict guidelines regarding the viability of bids to host the Games and that having looked at every possible option (including Mabley Green and Wick Field), bid planners concluded that East Marsh is the only practical and viable location for the facility.

Hackney Marshes has a long history of providing grassroots football to the local community and has played home to the formation of some of English football's greatest talents. Naturally, the potential for disruption to local football caused by the creation of the temporary facility has raised some concern.

The FA is dedicated to protecting the current estate and is fully aware of the threat to the current facilities from development. Indeed, The FA, the Football Foundation, County FAs and Local Football Partnerships all champion the cause of grassroots football and help to protect existing facilities through lobbying key decision-makers in both central and local Government.

The temporary loss of part of the site is offset by a condition in the planning permission which will ensure that the temporary relocation needs of the East Marsh users will be addressed.

In addition, work will begin ahead of the Games to substantially upgrade the existing sports facilities at East Marsh – including the provision of new changing and toilet facilities for men and women. Improvements will also be made to the ground maintenance programme and new pitch furniture (i.e. goalposts and corner flags) will be installed.

The FA are determined to ensure that Hackney Marshes are not only safeguarded for local teams but also significantly improved as a community facility for future generations of footballers and other users.

You can catch up with all the latest on preparations for the London 2012 Olympics at <http://www.london2012.org/en>