



Birmingham County Football Association Limited

Report of the Directors and Financial Statements
for the 15 month period ended 30th June 2018
for

Birmingham County Football Association Limited
A company limited by guarantee



NOTICE IS HEREBY GIVEN that the 20th 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 27th September 2018 at 7.00pm** precisely, 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

A handwritten signature in black ink, appearing to read "Kevin Shoemake".

Kevin Shoemake

Chief Executive Officer

kevin.shoemake@birminghamfa.com

CAR PARKING:

Upon arrival, members are requested to following the lane at the 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 15 month period ending 30.06.2018

Chairman & Chief Executive Officer

2. Statements of Accounts and Auditor's report

BCFA Ltd Accounts including Football Development appendix

BCFA Benevolent Fund

Joel Richards Memorial Fund

3. Appointment of Auditors

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

4. Articles of Association

To ratify changes to the following Articles of Association as accepted by Council at the Council meeting on Thursday, 19 July 2018 and as attached:

- a. Article 5 – Notice of General Meetings
- b. Article 12 – Nominated Representative Council Member
- c. Article 14 – FA Representative
- d. Article 15 – Powers of Council
- e. Article 16 – Proceedings of Council
- f. Article 31 – Notices

To consider the proposed changes to the following Articles of Association as outlined below and as attached:

- a. Article 8 – Council
- b. Article 9 – Appointment of President, Chairman and Deputy Chairman
- c. Article 15 – Powers of Council

5. Date of the next (21st) Birmingham County FA Ltd Annual General Meeting

Thursday 26th SEPTEMBER 2019 at 7.00pm.

CHAIRMAN'S REPORT

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

We have purchased the adjacent football facilities previously owned by the Sandwell Sunday Football League and plan to develop this site into our Football Development Centre.

Our CEO Kevin Shoemake continues to lead the Team with understanding and good humour, ably assisted by Amy, David and Richard, our experienced Senior Management Team.

I would also like to offer my sincere thanks to all our Staff who worked really hard to ensure we met our FA targets and our previous business plan objectives. Credit also to the team for the work they accomplished in developing the new three year strategy which takes us up to 2021 and also an annual operation plan which the FA has now approved and will substantially fund going forward. The plans were produced in a very tight six week window along with GDPR implementation and safeguarding compliance and the new strategy will encompass the 4 values and pillars of our business ethos of Positive, Innovative, Valued and Supportive, which the team developed and will adhere to.

Having carried out a successful review of their own governance and Council, The FA has made the appropriate changes. The FA now intends to review County FA governance, finance and best practice during the coming year which includes a review of the Role of Council.

As you are aware we had already made changes, 3 years ago, to include Non-Executive Directors and we have continued to do this and the recruitment of further Non-Executive Directors took place in May 2018. We now have 6 Non-Executive Directors and I am pleased to report that Sandra Hampton has been re-appointed for a further 3 year term along with new Directors Holly Murdoch and Shameen Kazmi. Appointed for a term of two years were Monica Shafaq; Stuart Welch and John Berry. Guy Ripon and Harry Organ have been co-opted for a one year term. All appointments were effective from 1 July 2018. These appointments bring a wealth of business skills and experience to enhance our business going forward.

The appointment of the Non-Executive Directors, which the FA has since mirrored, makes us compliant with Sport England Tier 1 Code of Governance which will enable us to apply directly to them for additional funding in order to commission and deliver new, community-based initiatives.

Special thanks once again to my deputy Steve Poole for all his support and hard work during the year and also to the retiring Directors – Simon Kirkland; Lisa Smith; Richard Heath and Matt Dainty.

On the football pitch, there were mixed fortunes for our seven professional Clubs. Firstly many congratulations to **Wolverhampton Wanderers** who had an excellent season winning the EFL Championship and promotion to the Premier League. However, **West Bromwich Albion** was relegated and **Aston Villa** lost in the EFL Championship playoff at Wembley. **Birmingham City** retained their EFL Championship status but sadly **Burton Albion** was relegated on the final day of the season to EFL Division One and will be playing **Walsall** who retained their status; and finally congratulations to **Coventry City** who won promotion from EFL Division Two as well as winning the EFL Trophy final back in April 2017 and to **Stourbridge** who beat Hednesford Town in the Senior Challenge Cup Final played at St Andrews in front of the best Senior Cup attendance since 2000.

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

Tom Reeves – 4th Official; FA County Youth Cup Final

Sarah Garratt – 4th Official; FA Women's Premier League Cup Final

Sian Massey-Ellis – Assistant Referee; UEFA Women's Champions League Final (Kiev) and Assistant Referee; 2018 FIFA Women's u20 World Cup (France)

Lisa Rashid – Assistant Referee; FIFA U-17 Women's World Cup 2018 (Uruguay)

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

Michael J. Penn
Chairman

CHIEF EXECUTIVE OFFICER'S REPORT

This is my third AGM report and it is always a time for proud reflection as well as an opportunity to thank a number of people.

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 consistently averaged over 90% customer service rating throughout the year which is testament to the work ethos and standards the team reach every day. I'd also like to thank the senior management Team of Amy, David and Richard who have provided support, drive, ideas and motivated the team as a whole as well as their own areas of the business throughout the extended year. I'd also like to take the opportunity to thank the outgoing Directors for their support and welcome the new Board for their respective terms of office – we all look forward to working with you.

The biggest priority and major challenge that the business and football has faced in the last 18 months was and still is safeguarding. The amount of Club (training) visits that the team and Newman University completed was over 100 which is the highest in the Country. Allayed to that were the system checks and verifications, DBS checks, data and insight, courses which we delivered in order to get over 500 coaches and teams compliant and remaining compliant. At the same time, I cannot praise the work of the Clubs and Leagues and the thousands of volunteers who all understood the importance of this work and drove this message through to their networks and made it happen – I know the Whole Game System has got its critics but without the system and the foresight and motivation of the Clubs and Leagues and the dedicated team at the BCFA then the huge task could never have been completed and we wouldn't be where we are currently sit with a conditional pass from the FA.

We sit with more data and insight than we have ever had before and this will form the basis of our activity and growth going forward. At the same time, and in conjunction with changing the financial year which now aligns with the football season and FA grant year, we also have robust financial procedures in place and will soon move to a new accounting package which will help decision making throughout the organisation.

On and off-field indiscipline is still a cause for concern and I will keep saying it as I have done since taking the CEO role at this fantastic County FA – it is our collective responsibility to improve participant behaviour so more people enjoy the game and then play the game.

We also have a longer term objective to make playing football as cheap as possible. In the last two affiliation periods, we have given discounts for 'early birds' and correct data which has been well received. This season, we have taken the long overdue step of re-evaluating our membership rules and allowed clubs to combine their playing sections under a one club philosophy. This will again significantly reduce the cost of membership to the lowest in the Country which also includes public liability insurance as part of the package. The team has also further engaged with our 60+ Leagues regarding sanctioning which I know many have benefited from, especially when it comes to their own rules.

Our County Cup applications also go from strength to strength and increase each season. We now administer 14 competitions totalling 700 teams and the winners of which can rightfully be crowned County Champions of the biggest and best County FA in the Country and pick up some of the oldest trophies in the Country.

With all the work and activity that we are doing in the various communities and formats of the game, I felt we needed a different approach to our marketing. I've already mentioned the new data and insight driven tactics we have implemented to support our initiatives but we have now further engaged with and on the various social media platforms as well as a new web site. This features live streaming and video content which is an exciting step forward for the team and business as a whole.

We have reviewed and improved the Get Your Boots On (GYBO) initiative and more players and clubs than ever use this to find teams and players in their area. At the same time, we are also working with a number of partners such as EasyFundraising to bring added value and additional income to Leagues and Clubs.

The Football Development team are working hard in all areas and formats of the game and utilising the FA grants well for the benefit of the game and those within the game. After year three of the previous four year strategy, 65% of our FA targets were on target with the remaining well on track – at the same time and in the same duration, 80% of the business objectives have been completed with the remaining 20% in progress with a year to go. 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 looking at rolling out nationally. At the same time, we are about to apply for Intermediate level of the Equality Standard, having already achieved Foundation and then Preliminary levels in recent years.

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, especially given the sorry state of the FA's back-end system. We arrange in excess of 300 courses each year so virtually one a day and the engagement and feedback with Clubs and Leagues has been fantastic.

The finances show a healthy balance but it's no good sitting on money when there is a need for provision. We have purchased the football facility next door to the Head Office and will improve this new Football Development Centre over time and we have invested in the main Ray Hall Lane pitch by upgrading the facility which was long overdue. I've now personally visited over 20 of our senior clubs and have seen the work that they are doing first hand to promote the game and work with us to grow the game and invest in their own facilities. Our charter standard and hub club programmes are testament to this growth and we have some of the biggest clubs in the Country with some having a weekly footfall which is bigger than local schools and some local employers.

We proudly delivered our annual Referee awards at the Head Office and also our now prestigious annual football awards which saw over 140 customers attend a fabulous evening at Birmingham City to recognise and hear of some worthy nominations on the night.

Finally, thank you again to the BCFA Council members and staff for your support and the thousands of volunteers who make football happen week in week out, come wind, rain, sun, and snow. We have not and cannot achieve all we want to achieve alone 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.

Kevin Shoemake
CEO