



Birmingham County Football Association Limited

Report of the Directors and Financial Statements
for the 12 month period ending 30th June 2023
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 25th Annual General Meeting of the Birmingham County Football Association (BCFA) Limited will be held remotely (online) via Microsoft TEAMS **on Thursday 21st September 2023 at 7.00pm**, for the transaction of the Ordinary and any Special Business of the Company, an agenda of which accompanies this notice.

The agenda, reports and audited accounts are collated and available to download via the BCFA web site: <https://www.birminghamfa.com/about/annual-general-meeting/2023> and will also be available to view 'on screen' throughout the meeting.

By Order of the Board of Directors

A handwritten signature in black ink, appearing to read 'Kevin Shoemake', with a stylized, cursive style.

Kevin Shoemake

Chief Executive Officer

kevin.shoemake@birminghamfa.com



The link to the online TEAMS meeting can be found here:

[Click here to join the meeting](#)

Meeting ID: 343 816 108 760

Passcode: DkB4ZK

[Download Teams](#) | [Join on the web](#)

AGENDA

Welcome & Chairman's opening remarks

BUSINESS OF BIRMINGHAM COUNTY FA'S ANNUAL GENERAL MEETING

1. Introductions and Apologies

2. Reports – for the 12 month period ending 30.06.2023

- Chairman
- Chief Executive Officer (below)

3. Statements of Independent Examiner's Report

- BCFA Ltd Accounts including appendices

4. Appointment of Independent Examiner

- To advise that the BK Plus Ltd to continue as the BCFA Ltd Independent Examiner for the following year – Board approval at the Board meeting in November 2022.

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5. Date of the next (24th) Birmingham County FA Ltd Annual General Meeting

THURSDAY 26th SEPTEMBER 2024 at 7.00pm.

CHIEF EXECUTIVE OFFICER'S REPORT

This is now my eighth AGM report as I proudly lead the BCFA team going into season 23-24.

During the early part of the season and whilst Leagues were confirming their divisional constitutions, we continued to see a huge appetite to play and participate within traditional grassroots football. Our membership numbers increased to record levels and we ended the 22-23 season with 1,050 Clubs comprising 5,200 teams with 78,000 registered players participating in nearly 50,000 fixtures officiated by 1,300 qualified Referees across over 50 competitions.

A massive thank you to our Football and Customer Service teams who all provide the knowledge and know-how to get Clubs affiliated in time for the beginning of their seasons and also register clubs into our 14 County Cups.

Special mention to Mandy who has now completed over 40 years service for BCFA.

The Football Development, as our external 'salesforce', generate interest across all aspects and formats of the game including FA funded initiatives and the Football Services team then support and process affiliations and County Cup entries with both teams supporting our clubs and leagues throughout each season.

However, an increase in numbers across all aspects of the game has again seen an increase in indiscipline at all ages and at all levels of the game that we are all supposed to love with a shared enjoyment and mutual respect. That said, the following statistics should shock everyone involved in the game within the region with figures in red showing any increases...

Summary	Season 2022-23	Season 2021-22
Yellow Cards	15,777	15,006
Standard Charge (Red cards)	1,876	1,839
Misconduct	1,140	823
Stage One Warnings	324	238
Abandoned matches (any reason)	224 (193 home team)	210
Serious cases (discrimination/assaults on officials)	235	195
Personal Hearings	105	94

After repeated reminders, video appeals, correspondence, League meetings and FA initiatives, myself and the team and the majority of football participants are shocked and saddened at these figures but also the year-on-year increase and disgraceful on and off-field behaviour but also the severity we are now seeing which includes the use of weapons, mass confrontations during and after matches, all forms of online and offline abuse and discrimination and hate crime, threats of violence as well as continual verbal and physical assaults on match officials – with some officials as young as 14!!

For the eighth consecutive report, I ask ALL participants to step back before the current season progresses any further, to take a long look in the mirror, look at your team-mates and to your coaches and managers and all those representing and supporting your Club, especially parents - take a deep breath, count to ten and be a catalyst for positive change!

I reiterate the point still further that in 80% of the cases, the culprit has the power to control their emotions and reactions and not to worsen an already aggravated situation any further by saying or doing something they later regret – with some wrongdoers ending up in court and with a criminal record which will and does affect the rest of their lives, travel and job prospects!

We are in the middle of serious economic, cost-of-living crisis which is negatively impacting personal finances and household budgets. I would much rather have less indiscipline to administer and have more people enjoy their football 'fix' than issue fines which could be better spent on fuel, food, heating, holidays and presents for loved ones!

I will keep reiterating the point until behaviours change for the better but it is down to everyone involved in the game to take responsibility as a collective and improve matters QUICKLY and especially as there are new and tougher sanctions from this season, which includes points deductions for serious repeat offenders.

A massive thank you to Pat and Jemma for having to read and administer all the awful cases with a special mention to Pat for also completing 40 years service with BCFA. I'd also like to thank Sport Integrity Matters (SiM) who we've partnered with to offer valuable and expert support for our discipline team, especially investigating cases.

Season 22-23 saw the launch of the FA's Platform For Football (PFF), which, compared to previous seasons, has landed well both internally and externally and I thank everyone for learning and using the new system to allow affiliated football to flourish.

Our fantastic County Cup competitions culminated in 14 wonderful finals with brilliant feedback received from clubs and especially the finalists. Special mention to Juned and Mandy for administering each round and also the wider team for their help and support before and on match days. Ray Hall Lane (Excellence Arena) looked amazing with special praise to Paul, Liam, Steve and Kieron for the work they do each week on both pitches and the facility in general. Walsall hosted the Men's Senior Cup Final for the first time in many years along with a number of other Finals with teams from Stourbridge FC competing in three Cup Finals which was a first. The Women's Senior Cup Final was hosted and held at The Molyneux with a record attendance of 2,400 which surpassed the Men's Final which again is a testament to the growth of the women's and girls game.

Safeguarding will always remain a priority for the business and the within the game itself and I am still amazed that some clubs are very lax and do not take this area seriously and check and challenge their colleagues and recruitment processes, especially volunteers who remain on the periphery of the game and without specific and defined roles which are captured on PFF with many of these going un-challenged. If proof were needed, we 'caught' a number of banned and suspended individuals at training sessions whilst carrying out our annual club safeguarding visits with two individuals lying to my colleagues and giving false names whilst being questioned by the BCFA team!

In 18 months, the safeguarding team has seen a 400% increase in cases reported which reflects the fact that the vast majority of clubs, coaches, volunteers and parents are more aware of their own and other's responsibilities from within the game – with a special mention to Sarah who has been on her own for a large part of the season with Ella moving roles. However, we know from experience and case-loads and criminal convictions that there are people out there who want access to children and vulnerable adults so please check and credentials and certificates and references when recruiting coaches and volunteers and challenge the 'helper' and temporary stand-ins at the club, but most of all please report any issues or concerns to us and/or the Police whilst asking everyone to remain vigilant at all times!

Our ground breaking and award-winning 'Save Today Play Tomorrow' programme continues to lead the way and is now positively impacting all areas of the game. The year cemented partnerships and reaffirmed insight in an area which is a growing concern for the long term growth and viability of the game and especially pitches and facilities along with the overall negative impact that the game is having on our wider environment.

The programme is heralded by the FA and our partners and other sports and a huge thank you and praise to Richard Lindsay for taking an idea from concept nearly four years ago to the fantastic programme we are proud to deliver and call our own. Similar to the indiscipline issue, we all have a responsibility to clean up the game and create an environmentally friendly and sustainable football model in order to facilitate a positive step change from within the game and reduce single use plastic and carbon emissions which stain our game, our football facilities and the wider environment. Richard also helped develop a brand new Carbon Literacy course specifically for grassroots football which has gained lots of interest.

Coach and Referee education saw the team adapt to the central FA changes regarding all FA courses. However, and as always, the team adapted really well and we publicised the courses heavily within the region and have reaped the benefits of this approach which is supported by a strong CPD programme. The new Referee course is proving really popular with over 300 new Referees trained and registered in the last 18 months. We also developed a brand new, BCFA first aid course with the main focus being de-fib awareness and use.

The Football Development team continue to work their magic across the region and increase participation across all formats of the game which last year saw a record increase in the numbers of affiliated teams. The team is led really well by Luke and Rachael and includes Miz, Harley, Vicky and Keiran (Referees) and supported by Olivia who has started a huge project to promote and encourage our clubs and leagues to become England Accredited.

Joe, our Facility and Investment Lead is doing wonders within the region and supporting a host of clubs with their grass pitch improvements and promoting our own and other facility grants. Caroline Smith started in a Capital Investment Support role with BCFA last season with a primary focus on large scale projects such as 3G's and changing rooms.

Our Media and Content officer, Emily left for pastures new and Ella has taken on the role which includes a huge amount of online promotion to support our own initiatives and grants as well as the many FA programmes. Ella is ably supported by the team at Oporto.

I'd like to thank all the BCFA team individually and as a collective for all their efforts and dedication during the year as well as their humour and support. The business changed to a hybrid working model with colleagues working from home or the office or at customer sites during the week. It is a fantastic team and we have a great culture and we really appreciate the positive feedback from customers throughout the season.

I'd also like to thank the Senior Leadership Team of David, Richard, Luke and more recently Juned, Rachael, Tracy and Sarah who have provided fantastic support, drive, ideas and motivated the team throughout the season. A special mention and a big thank you to David for his 15 years of dedicated service and I'm pleased to say that we have retained Dave's knowledge and expertise as a consultant after he retired from the business in the middle of the year.

I'd also like to take the opportunity to also thank the Directors for their individual and collective support and passion in the last 12 months with each one driving specific areas of the business.

As you'll see, finances have been tight in the last 24 months with a reduction in FA grants and some overspend in specific areas which are investments for the future.

The business is in a strong position but FA funding remains an issue and we are always looking at ways to generate income without it impacting on clubs, which is a model we may have to review in order to keep reinvesting in the game. We are actively looking at developing the site which includes purchasing the remaining pitch and facility and potentially building a 3G for the community on our pitch 2.

Finally, a massive personal thank you to the Chairman and his wonderful wife, Margaret, for their unwavering support in allowing me to lead and develop the business each and every year since I landed in the Midlands.

However, by far the biggest thank you must again go to the thousands of volunteers who make football happen week in week out with little or no reward. We cannot continue to achieve all we want to achieve and are asked to deliver by the FA and our continued success is a reflection on the positive relationships we have with all our customers, especially the volunteers within the clubs and league network in order to grow this fabulous game in all its formats within the Region and for the benefit of the many thousands who play and watch.

Have a great, enjoyable and RESPECTFUL football season ahead! And we keep our fingers crossed for another full, happy, easier, competitive, stress and trouble-free season ahead For All.

The BCFA team is here to help so please do not hesitate to contact us at:
support@birminghamfa.com

Kevin Shoemake

CEO

www.birminghamfa.com

<https://www.birminghamfa.com/about/save-today-play-tomorrow>