



Birmingham County FA Board meeting  
Tuesday 20<sup>th</sup> February 2018

## MINUTES

Meeting held at the Birmingham County FA Board Room  
Commencing at 12noon

### BIRMINGHAM COUNTY FA – BOARD MINUTES

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**From:** Mike Penn

**Date of Notice:** 29<sup>th</sup> March 2018

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**To:** Directors

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Dear Directors,

Hi everyone – I hope you're all okay.

Please find the Board minutes below for the meeting on the 20<sup>th</sup> February.

The next meeting will be held on the 17<sup>th</sup> April - convening at 11.30 ready to start at 12.00.  
A working buffet lunch will be available from 11.30.

The agenda and working papers will be distributed in the near future.  
However, I'd be grateful if you could confirm your attendance or please let Kevin know in advance if you are unable to attend.

Have a great Bank Holiday weekend and stay safe in any snow that may suddenly arrive.

Kind regards,

**Mike Penn**  
Chairman Birmingham County FA

**Birmingham County FA**

## BOARD MEETING

**Minutes of the meeting held on Tuesday 20<sup>th</sup> February 2018 at 12.00**

**M. Penn (Chairman), S. Poole (Deputy Chairman), K. Shoemake (CEO),  
M. Dainty, S. Hampton, S. Kirkland (apology), L. Smith**

Item		Minutes	Actions
1	<b>Chairman's welcome &amp; remarks</b>	The Chairman welcomed everyone – the first meeting of a new year. Mr Penn announced that Mr Heath had decided to resign his position due to personal circumstances and whilst recruiting for new Directors. The Chairman thanked Mr Heath for his efforts and input since being in post.	
2	<b>Apologies for Absence</b>	Apologies were received from Mr Kirkland and Mr Heath (resigned)	
3	<b>Minutes of the Board meeting held on 12<sup>th</sup> December 2017</b>	The Minutes were approved and signed as an accurate record	
4	<b>Matters arising not covered on the agenda</b>	There were no matters arising or tabled at the meeting	
5	<b>F A Representative Report</b>	The Chairman gave a brief overview of FA matters and meetings. He stated that the long awaited reforms were making slow progress but consultative progress was being made nonetheless. There was still some debate regarding FA Rep criteria and maximum ages and once approved then the BCFA would look to mirror some or all the changes in its own articles and membership rules. There was good progress being made with the FA Board and new FA Directors had been appointed.	
6	<b>Safeguarding &amp; Welfare</b>	The CEO reported that the independent SOS audit had gone well and the initial feedback had been very positive. Newman University were about to commence their independent BCFA visits which the auditors were interested in. The business was deemed 'amber' compliant and a full report was due in the coming weeks. There were a few areas to further define and clarify prior to a reassessment later in the year. The Chairman thanked the CEO and both in turn paid tribute to the team and especially Richard Watson, Simon Crockett and Tracy Piper for their work on the assessment and the Operating Standard and also to everyone who has carried out a safeguarding visit. Mrs Hampton and Mrs Smith suggested that once the reassessment had been carried out and we have passed then it would be beneficial to send a press release out outlining the fact and the work that had been carried out in the last 18 months.	<b>CEO / PR</b>

7	<b>D i r e c t o r R e c r u i t m e n t</b>	<p>The CEO gave an update on the process and documentation. The process would start with the posts being advertised in March with interviews on the 8<sup>th</sup> and 11<sup>th</sup> May.</p> <p>Mrs Hampton updated everyone on her initial discussions with the CEO around the seven areas which formed the Tier 1 governance code criteria which we will mirror. There is some work to do around Board and Council minutes being accessible online and conflict of interest and rewards and benefits register being regularly completed by Directors going forward.</p> <p>The Chairman thanked Mrs Hampton for her work and input to an important area of work, which may well mean we can bid directly to Sport England and other bodies for funding.</p>	
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8	<p><b>CEO Update</b></p> <ul style="list-style-type: none"> <li>• <b>Balanced Scorecard &amp; Insights</b></li> <li>• <b>Facilities – HQ expenditure</b></li> <li>• <b>Finance</b></li> </ul> <p><b>Business Planning</b></p> <ul style="list-style-type: none"> <li>- <b>Review 2015-19</b></li> <li>- <b>Risk Register 2015-19</b></li> <li>- <b>FA Strategic Priorities – 2018-21</b></li> <li>- <b>BCFA Priorities &amp; Local priorities</b></li> <li>- <b>Timelines</b></li> <li>- <b>Vision – Objectives – Values (staff) – Behaviours (staff)</b></li> </ul>	<p>The CEO presented a scorecard which gave an overview of specific business areas and operations. FA KPI's were looking strong in a number of areas, especially women &amp; girls, male disability, coaching (YAM 3) and 3G pitch development. Customer service was consistently around 90% satisfaction but more work was needed to improve response times.</p> <p>The CEO outlined the suggested facility investment for both the Excellence Arena and the Football Development Centre. The Directors were happy with the approach and detail and what was required on both sites but asked for another quote. Once provided then the CEO could email the three comparisons and seek approval online.</p> <p>The CEO produced the latest (month 10) comparative figures and commentary. He was very happy with the initial year on year comparison, especially as discipline income and instances was down significantly due to the 75% reduction in late fees and sin bin pilot. However, courses continued to exceed expectations. The CEO also showed a new Sage stream which Tracy Piper had been working on which showed up to the minute data upon entry. The CEO and Chairman paid tribute to Tracy's efforts on the system and the finance operation in general.</p> <p>The CEO also outlined the schedule for the audit which was approved.</p> <p>Mr Shoemake outlined the business planning cycle and timelines which were set by the FA. Every CFA was required to submit a new three year business plan from 2018-21 along with a new one year operational plan by the end of May 2018. Timelines were tight so the CEO outlined the suggested schedule and some initial thoughts which were well received.</p> <p>The CEO will put forward a proposal regarding the vision and mission which the SMT and managers will propose at the April Board meeting.</p> <p>The CEO stated that he will use the basis of the current business plan which had worked and had been well received since publication. The Risk register required updating and needed to be regularly reviewed at Board meetings.</p> <p>The CEO had arranged a one day training day for all staff on the 24<sup>th</sup> April with an external facilitator for the staff to discuss, define and agree their values and behaviours – The BCFA 'DNA'.</p> <p>The Chairman thanked the CEO for the initial work and proposals and reiterated the importance that Directors play and active part by attending forthcoming meetings.</p> <p>The CEO finished by stating that detailed information would eventually be filtered down from the FA regarding KPI's.</p>	CEO
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9	<b>Committee Meetings</b> – matters arising Competitions, Referees, Sanction & Compliance, Discipline, IAG, Benevolent Fund, Joel Richards	<p>There were no specific areas of debate although the Chairman asked that if any Directors held places and/or Chaired Committees than any business impact decisions and any expenditure had to be ratified by the Board before implementing.</p> <p>The CEO stated that the Youth Council were working on another Joel Richards memorial match which may also be combined with a memorial and fundraising for Richard Eades.</p>	<b>All</b>
10	<b>AOB</b>	<p>The CEO informed the Board that Chad Ehlertsen had been seconded to FA Education for 6 months and that James Lane was our new senior regional manager for the interim.</p> <p>The Chairman outlined a request from the SMT for the business to grant an extra two half day holidays over Christmas. The proposal was approved by the Directors. The CEO and Chairman stated that this was not a given and would be reviewed each year depending on when Christmas fell in the week. The CEO also reiterated that business operations would be the priority over any extended bank holiday and annual leave requests and alongside the provision of football in those periods.</p> <p>The Chairman stated that he and the CEO were looking at some additional business/employee rewards including long service and a bonus scheme but more information was being sought prior to any proposals.</p> <p>Mrs Smith highlighted the work that Richard Lindsay and John Reeves were doing, especially the increase in social media and video posts.</p> <p>The Chairman also reminded Directors to ‘post’ their individual Jostle articles or send the copy and pictures to the CEO to post.</p>	
11	<b>Dates of Future Meetings</b>	<ul style="list-style-type: none"> <li>• <b>17<sup>th</sup> April</b> (General Meeting)</li> </ul> <p>With the Business Planning timeframe being tight, please note the following dates and main topics:</p> <ul style="list-style-type: none"> <li>• <b>15<sup>th</sup> May</b> – 12-4pm (Business Planning)</li> <li>• <b>19<sup>th</sup> July</b> – 2-5pm (First meeting of new Board of Directors) – followed by a BCFA Council meeting.</li> <li>• <b>28<sup>th</sup> August</b> – 12-4pm (Sign off Audited Accounts) – to allow 21 days notice for the AGM</li> </ul> <p style="background-color: #00FF00;">For information and a possible pre AGM meeting (4pm)</p> <ul style="list-style-type: none"> <li>• <b>27<sup>th</sup> September</b> – BCFA AGM (7pm) Council meeting (7.30)</li> </ul>	<b>ALL</b>

Signed as a True & Accurate Record  
Date

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Chairman