

Title: CEO Report	Meeting: Annual General Meeting
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LondonFA

Welcome to the London FA 2020 Annual General Meeting.

We're all living in exceptional & challenging times and will continue to do so for the foreseeable future. In the meantime, we're learning how to manage the so called new 'normal' whilst keeping the ever present COVID-19 threat at bay.

As highlighted in the CEO Report, a significant proportion of the London FA income comes from the FA in the form of a Grant Agreement. The FA has suffered a significant shortfall in income as a result of the COVID-19 pandemic and have had to make difficult budget decisions across the whole of the game. This in turn is affecting all County FA funding in this financial year and most likely for the 3 years to come.

At our Annual Meeting Paul Bickerton [CEO] will take us through the steps that have been approved by the London FA Board for the 2020/21 season as the business seeks to continue to support grassroots football in London and at the same time adapt to the new environment brought on by the COVID-19 pandemic. Paul will also provide an update on how he sees the London FA moving forward into the future beyond this season, as we emerge from the shadow of COVID-19 and can once again focus on our long-term strategic goals.

Our goals as before will be to be as relevant as possible in supporting and developing grassroots football in London. Both the traditional game and the many emerging opportunities for wider participation for any & all wishing to participate in football in London. Inclusion and diversity is at the heart of our strategy and this will be an even greater focus for us over the coming seasons.

Whilst COVID-19 is going to pose significant challenges on what we can and can't do in the short term, going forwards we are optimistic that the worst will soon be over and are very much looking forward to a brighter & more inclusive future for football for all in London.

Looking forward to catching up with you all again,

Best wishes,

James Middlehurst
London FA Chairman