

Surrey County Football Association Limited

Annual General Meeting

Minutes of the Annual General Meeting held on Monday 5th October 2020 at County Office commencing at 7.00pm.

Present

County Members:

Peter Ashdown, Lawrie Baker, Colin Barnett, Paul Blair, Soye Briggs, Nick Drew, Gordon Harrison, Mike Jermev, Graham Keable, Ray Lewis, Tony Loveridge, Jeff Martin, Victor Olisa, Les Pharo, Vic Rolland, John Tasker, Jez Taylor, John Wallis, Phil Whatling, Rod Wood, John Young

Staff:

Emma Barnes, James Chadwick, Anne-Marie Cliffe, Bob Dick, Andrew Dickinson, Mike Gilham, Ashley Gumbrell, Zack Hilliard-Winyard, Sally Lockyer, Chloe Longdon, David Miller, Nicola Novell (Company Secretary), Brent Pettit

Clubs:

Ash United, Beecholme Belles, Camberley Magpies, Camberley Town Youth, Chessington Sports, Charnwood Cavaliers, Copthorne Youth, East Surrey Hawks, Farncombe Youth, Farnham United Youth, Godalming Town, Junior Elite, Lionhearts, London Brooks, Merstham, Mytchett Athletic, New Life, Sutton United Junior Boys, University of Surrey, Walton & Hersham, Windlesham United Youth, Woking Cougars, Woking Town, Woodham Victoria

Leagues & Competitions:

Surrey County Intermediate League Western (Derek Stovold)

Apologies

County Members:

Sue Aspinwall, Bryan Croucher, Barrie Hogan, Alan Holmes, Richard Ireson, Tony Newman, Sheila Pink, Brian Reader, John Waddelow, Bob Woods

Clubs:

Carshalton Athletic FC, Chertsey Town Juniors, Epsom & Ewell, Haslemere Town Youth, Leatherhead FC, Roehampton Rangers, South Thames College Group

Leagues & Competitions:

Surrey & Hants Border League

1. Apologies

The County President, Ray Lewis, introduced himself, welcomed those present and acted as Chair for the meeting.

Ray drew the meeting's attention to those members of the football family that had passed away during the last 12 months.

Ray then displayed the apologies for the meeting.

2. Minutes of the Annual General Meeting held on 22nd July 2019 were agreed and signed.

3. Minutes of the General Meeting held on 9th December 2019 were agreed and signed.

4. Presentation of Annual Report / Strategy Update

Ray Lewis called on Sally Lockyer, Chief Executive Officer, to give members an overview of the Annual Report and Strategy Update July 2019 – June 2020.

Sally referred to the number of changes that had taken place recently and her aim to bring stability and ensure that Surrey FA becomes the best performing CFA, outlining how we can all move forward together.

Sally gave an overview of 2019/20 and the impact of COVID, detailing the closure of Meadowbank, the work of SMT, those staff that were furloughed, cancellation of County Cups, the effect on revenue and FA grants, and the restructure.

Surrey FA's COVID strategy was detailed by Sally; this involved response to the challenge, mitigate the challenge and plan for the future.

Highlights included £800,000 club support as well as free affiliation and County Cup entry for 2020/21. A Safeguarding Operating Standards assessment took place and the County was 'highly commended'. The Dorking Wanderers ground extension has increased the capacity at Meadowbank to 3,000. Surrey FA is shown as high performing in the State of Play survey and received 'highly commended' for The FA's Annual Review. Commercial partners have been maintained / extended.

Sally reiterated Surrey FA's aims to become the best performing CFA, ensure good governance and customer service excellence, focus on sustainable revenues and stakeholder consultation process to develop new strategy.

Sally thanked SMT, Staff, Board and all volunteers involved then introduced Mike Gilham, Head of Participation & Development.

Mike detailed participation levels outlining targets, performance and forecast for each KPI. Mike emphasised the excellent participation figures. He also gave details of the season highlights including Wildcats, Walking Football, Adult Male Football Retention, improvement of 185 grass pitches, investment of over £15m into facilities in Surrey, £800,000 invested into Surrey football during COVID and highest number of referees.

Future Planning for the 2020/21 season will include retention, support and growth with the emphasis on retention and support during the current circumstances.

Mike then updated the meeting regarding The FA's Education Strategy including changes to coaching courses which will be carried out centrally by The FA from the New Year; Surrey FA will hold the courses in the interim period. There will also be a new referee course in the New Year and planning is underway regarding how to support coaches and signpost them to the course.

Opportunities for this season include enhanced workforce engagement and development, driving women and girls' participation, leverage from UEFA European Championships, sustainable partnerships, and diversification of revenue.

Mike handed over to Andrew Dickinson, Head of Operations, who outlined the staff changes since the last General Meeting. Andrew thanked staff and volunteers for their efforts and advised that most staff are currently working from home. Andrew advised that a Customer Support Portal had been introduced and asked volunteers to use this where possible.

Andrew provided details of Equality Advanced Standard, IAG Key Initiatives and Black History Month throughout October. He thanked clubs and leagues for their support towards Surrey FA achieving 'highly commended' for Safeguarding Operating Standards. Andrew highlighted DBS integration in WGS, club visits, safeguarding for committee members to be completed by all clubs, and NSPCC's Parents in Sports week. Meadowbank revenue was ahead of target until COVID when activity ceased but the facility is now fully open. Book a pitch will be available shortly so that bookings can be made online.

Andrew handed over to David Miller, Head of Governance, who detailed support given during COVID including webinars with clubs, regular phone calls with leagues, developing a best practice guide to assist clubs, and a pledge of positivity which is an FA movement.

David outlined discipline figures, advising that the decline in investigations figures and loss of discipline revenue was caused by COVID prematurely ending the season. He mentioned the recruitment of commission members for the discipline panel and the requirements for those wishing to become a member. There are 13 integrated leagues for player registration with team coverage of 49%. Player registration and e-mail coverage will be compulsory by 2021/22.

Lastly, David advised that unfortunately most County Cups for 2019/20 were cancelled due to COVID. There has been an excellent number of entries for 2020/21 and finals are due to take place at Meadowbank. In order to enhance the 'fan experience' there are plans for online ticketing for all finals, filming of youth finals and increased roll out of online programmes.

David handed over to James Chadwick, Head of Marketing & Partnership, who outlined the key campaigns and events. These including the Equality Calendar, Rainbow Laces Campaign, Football v Homophobia, Blue Monday, Youth Violence Event, Football Fix-Up, Grassroots Football Awards, 'Friends of Surrey FA' Ambassador programme and #ThisIsSurreyFootball.

James detailed how raising the profile of Surrey FA has been achieved and positive media coverage attained by the appointment of Riz Rehman, as well as coverage from BBC Radio Surrey, Surrey Advertiser, That's Surrey TV, Evening Standard and SheKicks. There have been increases in the digital audience figures for Twitter, Facebook and Instagram, and the figures for Ezine and the website were displayed; the top performing story was the 'Return of Outdoor Competitive Grassroots Football' on 18th July. There has been continuing engagement throughout COVID including webinars, monthly updates and COVID support page.

As part of Surrey FA's restructure, James advised he is now focusing on qualitative commercial partnerships with Veo, Capital Content, Hyped Marketing, MH Goals and Koolpak with more to be announced shortly.

A question was raised regarding how coaches will obtain their qualifications and changes to the way in which coaching courses are run. Sally replied that from 1 March 2021 all courses will be run online centrally by The FA.

Ray thanked Sally and the Senior Management Team.

5. Overview of the accounts by the Finance Director

The Chair introduced the Finance Director, Nick Drew, who presented a brief overview of the accounts.

Nick advised that Surrey FA remains in a strong financial position with available funds of £615,000 as at 30th June 2020. Despite the impact of COVID, income for the year was on-budget primarily due to FA funding and the Governmental Furlough grant scheme. Income levels have allowed £1.25m to be re-invested into the grassroots game in Surrey. The net operating deficit (before HQ rent) of £2,000 from running Meadowbank football facility is primarily due to the closure of the site from March 2020. There are future uncertainties given FA funding cuts and cessation of the Furlough grant scheme from October 2020.

Income has decreased by £75,000 year on year primarily as a result of the impact of COVID on County operations and £1.288m has been invested into running Surrey FA during the 2019/20 season.

The outlook for the future is FA funding cuts of 15% effective August 2020, cessation of Governmental Furlough grant funding from October 2020, centralisation of FA Education / Learning and actions taken on cost-base to re-balance the ongoing position.

6. Appointment of the Association's Auditors

TC Group (Taylorcocks) was duly appointed for 2020-2021.

7. Announcement of the appointment of any Life Vice-Presidents, Honorary Members and Vice-Presidents

No appointments were made.

8. Presentation of FA Code of Governance

Soye Briggs, Vice Chair, referred to The FA's Code of Governance for County FAs, outlining the vision of Surrey FA to ensure that the County will be bold and set targets for inclusion, above the SE Governance Code, that reflect local demographics and ensure diversity of thought and experience across the organisation.

The 5 principles of good governance are Structure, People, Communication, Standards & Conduct, and Policies & Processes; these principles have 65 requirements. The process summary for achieving the Code was detailed along with the proposed compliance timeframe; the aim is to present at General Meeting in January 2021.

9. Appointment of Elected Trustees in accordance with Article 27

No appointments were made.

In line with Surrey FA's proposed compliance with the FA Code of Governance, the aim is to address the election of Trustees in January 2021.

It was brought to the meeting's attention that two trustees, Soye Briggs and Rod Wood, are technically out of term with regards to their trusteeship, as they were both up for re-election at the AGM in July 2019. Due to a procedural irregularity, this was missed and as a result of this, each has continued to act as a trustee. Practically, this means that both Soye and Rod have been held over as trustees for the last 15 months and have, in essence, been acting as 'de facto directors' and have continued to perform trustee duties. As there has been no changes at Companies House and all duties have been performed, unless there are any objections, the trustees agree that their appointment from the AGM in 2019 should be confirmed, and that any and all decisions made by these trustees between last year's AGM and now are ratified and approved. In line with the new FA Code of Governance, we propose to extend the term for both Trustees until the General Meeting scheduled for January 2021.

Ray Lewis asked if there were any objections. No objections were received.

10. Notification of changes to County Cup Rules for season 2020-2021

There are no proposed changes to the County Cup Rules.

11. Any other relevant business as admitted by the Chair

John Wallis was keen to understand better how volunteers can be deployed across the whole grassroots playing and training environments to encourage best practice in terms of COVID-19 guidelines and statutory compliance. As a COVID-19 officer for a youth football club with over 25 teams across 11 age groups, he thought that a proactive Surrey FA programme would be a sensible engagement of volunteers in these unfamiliar times.

Sally responded that the Senior Management Team reacts as quickly as possible with club and league webinars, and a best practice guide. If required, webinars for COVID officers can be given.

Mike Hodges queried whether, in light of increased expenses for club facilities, fewer volunteers and the need to pay for external coaches, Surrey FA can support smaller clubs or do we think there will be amalgamation of these clubs.

Sally emphasised the importance of understanding the needs of clubs, and the necessity to get equipment, as well as support for sponsorship and funding. She agreed that amalgamation is possible and competition with other sports should be addressed.

There was no other business and the meeting closed at 8.30pm.