



Surrey County Football Association Limited

Annual General Meeting

Minutes of the Annual General Meeting held on Monday 8th August 2022 commencing at 7.00pm.

Present

County Members:

Sue Aspinwall, Colin Barnett, Soye Briggs, Brian Carroll, Bryan Croucher, Nick Drew, William Douglas, Dermot Hennessy, Barrie Hogan, Richard Ireson, Mike Jermey, Graham Keable, Michael Lawrence, Dave Letley, Ray Lewis, Lizzie Liebenhals, Roy Lomax, Tony Newman, Sheila Pink, Yvonne Rees, Vic Rolland, Derek Stovold, Jez Taylor, John Waddelow, Alex Warner, Bob Woods, John Young

Staff:

Emma Barnes, Anne-Marie Cliffe, Bob Dick, Andrew Dickinson, Sally Lockyer, Nicola Novell (Company Secretary), Josh Symmonds

Clubs:

AFC Brooklands, Banstead Village, Carshalton Athletic, Charlwood, Chertsey Town Juniors, Croydon United, Croydon Wolves, Dorking Wanderers, FC Barossa, Frank Muir Lions, Godalming Town, Holland Sports, King George's United, Kingstonian, Kingswood T, Lower Morden Athletic, Meadow Sports, Merstham, Mini Sports Stars, Mytchett Athletic, R&R, Reigate Women, Richmond & Kew Youth, Seshfield Sunday, Virginia Water, Walton & Hersham, Windlesham United, Woking Cougars, Woodcote Juniors, Worcester Park Sunday

Leagues & Competitions:

South Surrey Youth League, Surrey County Intermediate League Western, Surrey Youth League

Apologies

County Members:

Lawrie Baker, Alan Clarke, Tony Loveridge, Bruce McLaren, John Wallis

Clubs:

Egham Town, Leatherhead, Redhill Youth, Worcester Park

Leagues & Competitions:

Redhill & District Sunday League
Surrey & Hants Border League

1. Apologies

The County President, Ray Lewis, introduced himself, welcomed those present and drew the meeting's attention to those members of the football family that had passed away during the last 12 months.

Alex Warner, Chair of the Board of Trustees, read the apologies for the meeting.

2. Minutes of the Annual General Meeting held on 5th July 2021 were agreed and signed.

3. Minutes of the General Meeting held on 24th January 2022 were agreed and signed.

4. Presentation of Annual Report / Strategy Update

Alex then handed over to Sally Lockyer, Chief Executive Officer, to give members an overview of the Annual Report and Strategy Update July 2021 – June 2022.

Sally highlighted Surrey FA's 10-year strategy and vision to make football in Surrey inclusive, safe, sustainable and fun. Our mission is to provide exceptional service and support to the people and places that make football happen in Surrey, and our values are to be collaborative, ambitious, respectful and striving for excellence. Our three pillars are playing, enabling and governing the game, with our core objectives being more players, great places to play, exceptional people, an excellent organisation and delivering long-term sustainability.

Sally then highlighted our compliance with The FA's Code of Governance and Safeguarding 365, adding that we were commended by the NSPCC for our work around safeguarding. We are re-certifying Intermediate Equality Standard and aiming for the Advanced Equality Standard. We have developed our strategy and strengthened partnerships throughout the year and exceeded our KPIs set by The FA. We have invested £1.1m in grassroots football last season. We now have a full-strength team and are currently recruiting for the Youth Forum.

Emma Barnes, Head of Football Development and Facility Investment, then outlined the growth in participation from 2017-2022 for female (31%), male (10%) and disability football recovering well from Covid. Emma highlighted the growth in the number of female teams as well as participants, along with Wildcats Centres, Squad, which is recreational football for girls aged 12–14 years, and Women's UEFA European Championships activation.

Emma detailed the growth in male football, in particular walking football, and this season we are launching a new project to provide refugees with the opportunity to play football. Referring to disability football, projects introduced include power chair, frame football and blind football sessions to help with growth in this area. In addition, there are grants available for those wishing to be involved in refereeing and coaching.

There has been an investment in new and improved facilities of over £4m over the past season in Surrey, including new goal posts, changing facilities, storage containers and pitches, with more projects in the pipeline.

England Football Accreditation has replaced Charter Standard and we are aiming to ensure that there is an increase in the number of accredited clubs. There has been strong recruitment of officials with over 400 new referees trained. In terms of coaching, we have an extensive CPD offer, good partnerships and a female coach mentor programme.

Andrew Dickinson then delivered a presentation in the absence of David Miller, Head of Governance, showing a comparison of discipline investigations from 2018 to June 2022, which highlighted the increase in cases this season. A breakdown of these figures was outlined as well as a discipline case overview, charge success rate and discipline revenue. This season 26 County Cup competitions were delivered with increases in teams entered, attendance and revenue. Affiliations figures and player registration statistics were also detailed.

Josh Symmonds, Head of Marcoms & Partnerships, reported that a key part of our strategy is to enhance our profile for football and SFA. This year, web pages have been simplified and this had led to an increase in users and page views. Referring to emails, Josh advised that the aim was to increase engagement rates by ensuring that these were user friendly, which had led to increased open rates and audience numbers. In terms of social media, particularly LinkedIn, Facebook and Instagram, we provided post-match content following County Cup matches which led to excellent feedback from clubs.

Josh thanked the volunteers for all their work at the County Cups. He highlighted media and campaign coverage as well as our partnerships. In order to maximise investment, Josh highlighted our brand partnership with Specsavers and retaining our existing partners. We are developing a partnership strategy for the 2022/23 season to engage new partners has resulted in positive conversations with potential new brands. Josh outlined partnership activations including County Cup competitions, social media / newsletter promotion, media appearances and bespoke campaigns.

Andrew Dickinson reiterated some key milestones, such as The FA Code of Governance, Safeguarding 365 and Intermediate Equality Standard. Referring to equality, diversity and inclusion, Andrew highlighted our involvement with Black Lives Matter, National Hate Crime Awareness Week, Rainbow Laces, International Day of Disabled Persons 2021, Football V Homophobia, International Women's Day and the London Pride March.

Andrew outlined the diversity figures for the Board, Senior Leadership Team and County Members. He then detailed upcoming events for safeguarding as well as equality, diversity and inclusion.

Regarding Meadowbank, there have been a record number of users 14,710 this year with 90% peak usage and we are aiming to increase off-peak usage. The revenue is £207K with a profit of £23K and the stadium will be upgraded to a CAT A ground.

5. Overview of the accounts by the Finance Director

The Finance Director, Nick Drew, introduced himself and presented a brief overview of the accounts, which will be finalised for the next General Meeting. We remain in a strong financial position with available funds of £663K, including a sinking fund of £140K for future Meadowbank pitch replacement.

There has been a return to growth following COVID with income for the year above budget, primarily due to Meadowbank usage and higher than expected disciplinary related income. This has led to £1.1m being reinvested back into grassroots football in Surrey during the year, as well as free affiliation and County Cup entries. Net operating surplus was £47K which is our best season to date. The focus is on continued growth and the execution of our new strategy. Nick displayed a comparison of this year's figures with the previous season as well as a breakdown for the costs of running football in Surrey. In terms of outlook, return to growth provides a strong platform for further growth, a surplus of £20K will be reinvested this season, and additional funding is expected from The FA to help development of the female game.

6. Appointment of the Association's Auditors

TC Group (Taylorcocks) was duly appointed for 2022-2023.

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

The Board appointed Nick Drew, Finance Director, as The FA Representative.

8. Appointment of Trustees in accordance with Article 27

No appointments were made.

9. Notification of changes to County Cup Rules for season 2022-2023

Bob Dick, Competitions Officer, outlined the changes to the County Cup Rules.

10. Notification of changes to Articles of Association as approved by the Board

The Trustees shall maintain an Inclusion Advisory Group to lead on equality, inclusion and diversity matters. The Inclusion Advisory Group shall be independent and advisory in nature, and therefore is not able to bind the Board. The chair of the Inclusion Advisory Group shall be appointed via an open and publicly advertised recruitment process and managed by the Nominations Group. The Trustees will nominate a Trustee to attend Inclusion Advisory Group meetings and report to the Board or allow the Chair of the Inclusion Advisory Group to observe at Board Meetings.

PLEASE NOTE:

This notification will be re-presented as a Special Resolution at the next EGM and sent out in advance of the meeting to members in order to comply with our Articles.

11. Any other relevant business as admitted by the Chair

There was no other business and the meeting closed at 8.12pm.