

WILTSHIRE FA
AGM
EXECUTIVE
REPORT
23 JUNE 2022

wiltshirefa.com



WHAT WE DO

We offer **support** to players, clubs and leagues and govern the game in Wiltshire making sure it is **safe, positive and inclusive**. We strive to **develop** football in Wiltshire delivering competitions, services and initiatives to inspire people to take part in football and making sure there are participation opportunities for all. We promote and offer CPD training to **enhance the standard and skills of the football workforce**, developing the next generation of coaches, referees, medics and administrators. We aim to support people's football journeys, encouraging life long links to the game.

As a not-for-profit organisation we reinvest our funds back into grassroots football with the objectives to:

- **Sustain & grow participation via flexible, inclusive, safe and accessible opportunities**
- **Maintain & develop relationships with stakeholders based upon trust and shared vision**
- **Provide exceptional standards of safeguarding to ensure football is an enjoyable experience**
- **Increase and utilise investment effectively to support grassroots football to be more sustainable**
- **Improve the quality & access to football facilities**
- **Provide outstanding training and education programmes for the football workforce**
- **Increase the profile of grassroots football through effective marketing and communication**



Established in 1884, Wiltshire FA has been making a significant contribution to the community for over 135 years. With the vision to 'Unite the community to provide football for all', Wiltshire FA has grown to now support over 1,200 grassroots football teams, which is in excess of 20,000 participants, across the county.

AGENDA

- Chairman's address
- Apologies for absence
- Welcome by the President
- Appointment of Scrutineers
- To pass minutes of the previous Annual General Meeting
- To receive Directors' report and annual accounts prepared by Charlton Baker Accountants
- New Wiltshire FA Committee structure
- Articles of the Association
- FA Representative introduction
- Appointment of accountants to prepare accounts
- Recognition to honorary members
- Place of the next Annual General Meeting
- Any other competent business
- Close of Wiltshire County FA AGM

Immediately following the Wiltshire County FA AGM will be the following:

Annual General Meeting of the Wiltshire Football Benevolent Fund and recognition awards for services to the game.

Questions:

Clubs/Leagues/Competitions wishing to raise questions at the Annual General Meeting arising DIRECTLY from any subject matter set out on the agenda can do so verbally, at the Annual meeting, without prior notice.

Any question on ANY OTHER MATTERS should be submitted IN WRITING by the Secretary of the Club/League/Competition to the Chief Executive Officer five days prior to the ANNUAL GENERAL MEETING and the question will be answered at the meeting.



CHAIR'S REPORT

I can confidently say we have seen the back of the pandemic, at last, which was certainly the worst two years of my tenure at the County FA. Last season saw some minor interruptions for Covid causing fixtures to be postponed but nowhere near the disruptions of previous seasons which resulted in all Leagues in the County completing their league fixtures along with cup finals being played in April/ May this also allowed some committees to play additional competitions due to their flexibility and management of affiliation process so they could start earlier, playing midweek in August or changing their structure to accommodate any issues found with Covid which at the beginning of the season was a possibility. This all resulted in a very successful season for all concerned and I would like to thank and congratulate all the League Committees on their never wavering commitment to doing what is best for their leagues, how they could help the County FA to achieve all that was required even when difficulties arose on many occasions with the Whole Game System, a big thank you from us all.

We at the County FA also managed to play all our County Cup competitions for the first time in several seasons which again was down to early starts for preliminary and first rounds, giving out as many dates as possible along with having contingency plans if weather intervened even if this was not the ideal solution for everyone, it allowed us to play most of the Youth finals, Veteran's final, Women's final at Green Lane due to the all-weather surface and facilities when it was difficult to play on grass. Our semi-finals and finals of all adult competitions were played at Melksham Town FC and Royal Wootton Bassett Town FC and even though we had some really bad weather they supported us in finding new dates for matches to be played which was much appreciated. It all culminated with our first Premier Shield final for many years being held at Swindon Town FC's ground between Supermarine and Corsham which turned into a fantastic night for all concerned with great hospitality managed by staff at Swindon Town, great team effort to arrange everything during the day by staff and volunteers of County FA and finally committee members and players of both teams to put on a very close competitive game for all the spectators. I would like to personally thank Swindon Town for allowing us to play at the County Ground along with providing all the staff required for the evening, First Office for sponsoring the Competition, both sets of club members/spectators and finally congratulations to Swindon Supermarine FC in winning the Premier Shield. On a final note, I would like to send my congratulations to Swindon Town on reaching the play-offs and although they did not get to Wembley for the play-off final it was a great achievement after all the upheaval of pre-season.



When I became Chairman of Wiltshire County FA, I aspired to make us one of the best counties in the country, so we could be recognised by the FA as being a forward-thinking organisation. The way to do that was put together a great team even though it would change quite often they stayed motivated, put together a fantastic Board with all the skills required to move us forward, making it as diverse as possible, move the County FA into the middle of Wiltshire to be able to support all districts, build a new facility and 3G pitch with the support of a local Council and try to raise our finances to become self-sufficient and not so reliant on FA funding. With the help of our CEO Oliver Selfe who arrived just as we were planning some of these tasks, we now feel we have reached many of the targets we set ourselves such as moving into Green Lane, Devizes with a facility that is second to none with two partner clubs in Bishops Canning and Devizes Town Youth supporting us growing the teams playing there, staff and Board make a fantastic team, and both are the reason we came through the pandemic almost unscathed and on a good footing. We have shown the FA that we are a forward thinking County by setting up an excellent IAG and Youth Council, being the first County to achieve Code of Governance as defined by FA and Sport England along with many sponsors wanting to come onboard to help us support Grassroots Football.

What else would I like to see happen: firstly, respect given right the way across football so not only do we all enjoy playing this wonderful game, but we also enjoy watching, refereeing, coaching and spectating without any verbal abuse, aggravation or physical abuse. I think this can be achieved if we all remember that not one of us would like to see or hear our sons, daughters, friends or colleagues being abused either from the side-lines or on the pitch, we just need to think before we get upset about a decision given, would we want someone saying the wrong things to our family members or threatening them, the answer will be no. It is down to all of us to make sure it does not happen. Second would be to see many of the wonderful volunteers we have across the County coming onboard, time permitting to support the new Committee Structure we are planning for next season in place of the Council and the reason for this is to try and have more volunteers from the leagues supporting the way football in the County is shaped for the future. Watch the website for more information.

Finally, thanks again to all volunteers, leagues, competitions, clubs, match officials, and players for your continued support throughout the 2021/22 season, even though it was still tough you persevered and made sure everything ran smoothly and as usual coped with any interruptions. We hope you all have an enjoyable and successful 2022/23 season and I hope to see some of you as I travel around the county.

Clive Archer
Chairman



FINANCE REPORT

The financial accounts for the year ending 30 June 2021 accompany this report reveal that the County FA remains in a healthy financial position, with a strong balance sheet.

The profit for the year has increased slightly on the previous season to approximately £62,000 and this continues to see the County operate with the reduced funding from The FA. This is in line with budget expectations and prior years.

As mentioned in both the Chairman's and CEO's report, the exit from 'Dorcan' and the arrival at Devizes during a period of Covid has had a number of financial implications:

- The Wiltshire FA has sold its freehold interest and signed a long lease at Devizes. This has secured the financial stability of the County, as we now have a flagship venue for the community
- Green Lane is now up and running and available for external bookings, all of which will assist in covering the running costs of the County FA and enable the national FA initiatives to be implemented across the County
- The effects of Covid-19 on the finances were huge: keeping staff safe, delivering operational activities whilst having Green Lane shut was financially painful. The small number of Government grants in this respect and the Furlough scheme have managed to hold us 'neutral' during this period

In summary, we are well placed to trade out of this turmoil, and the facility is really a great investment in the Wiltshire community.

Best wishes,

Jon Dennis FCA
Non-Exec Finance Director



CEO REPORT

Following the challenges faced by the pandemic, the road to recovery is well underway and pleasingly, most areas of the game have now returned to pre-pandemic participation levels, with some areas including youth participation showing increases in registered teams. This surge in participation has enabled member clubs and leagues to recommence activity and it gives me great pleasure to see a full season of fixtures completed across the entire football pyramid in Wiltshire. I would like to thank our members for their resilience, flexibility and positive mindset during this period.

At last year's AGM we launched the Wiltshire FA Strategy 2021-24 and as we approach the end of the first year of delivery, I thought it would be prudent to focus this update on our delivery against the strategic objectives contained within the plan, whilst highlighting where we intend to focus our attention as we head into the new season 2022/23.



OBJECTIVE 1

Sustain & grow participation via flexible, inclusive, safe and accessible opportunities.

Male pathway – Participation in male football has witnessed a decline for a number of years, notably within the adult male category and as we concluded season 20/21 the number of registered male participants was 18,151. As such the goal for this strategy is to halt the decline and steadily increase male participation and I am delighted to say that we have achieved the first part of this aim, with current male participation sitting at 18,955. This success is in part due to the newly established Veterans football league, the continued growth in walking football and the expansion of youth football, which has been supported by new 3G playing facilities opening in Devizes and Salisbury.

Female pathway – In line with national trends the female pathway in Wiltshire continues to expand and over the past 12 months we have seen this growth continue with participation increasing from 1,924 female players to 2,430. One of the keys to this success is developing a clear pathway for female football in Wiltshire, supported by a strong County Women's & Girls league, offering participation for all ages, leading into our Girls Advanced Coaching Centre and beyond to the England national squads. We are still waiting for our first Wiltshire based female player to progress to represent England, however I feel this is only a matter of time providing female football in the County continues its upwards trajectory.

Disability pathway – This pathway remains 89 participants short of our recovery target of 219 and is the area of the game most impacted by the pandemic due to the vulnerable nature of some of the users. Our Ability Counts league has relaunched and with the support of our member clubs, IAG and Swindon Town Foundation, plans are in place for a disability football awareness event in September.

Diversity & Inclusion - The Swindon & Wiltshire Inclusion Advisory Group continues to go from strength to strength with new representatives from the LGBTQ community and Wiltshire Police joining the group. In terms of delivery, In August 2021 the Youth Council held an inclusion youth football festival in partnership with Crimestoppers. In October 2021 Swindon Town Foundation affiliated a new refugee and asylum seeker football team and in May 2022 we held a Vesak/Buddhism celebration day in partnership with The FA. Wiltshire FA has also been able to increase female and BAME representation on the Board and has witnessed a 27% increase in applicants from BAME background applying for roles at Wiltshire FA. In addition, 100% of Wiltshire FA staff feel that the County FA is heading in the right direction with equality & diversity.



OBJECTIVE 2

Maintain & develop relationships with stakeholders based upon trust and shared vision.

The primary focus for this objective in the first year of our strategy, is to ensure that Wiltshire FA 'gets its own house in order'. What I mean by this is to give confidence to our stakeholders that the County Football Association is governed effectively and therefore can be trusted with the huge responsibility and privilege of developing, governing and regulating the game to the highest 'gold' standard.

To achieve this the Wiltshire FA Board and executive team have worked tirelessly over the past 12 months to align to The Sport England (Tier 3) Governance Code for Sport and in doing so achieve The FAs new Code of Governance for County Football Associations. I am very proud that in October 2021, Wiltshire County FA became the first County Football Association in England to achieve this accreditation, as such demonstrating that the organisation has strong governance structures, including a skilled board, clear strategy, effective decision making, greater diversity at every level of the organisation, a clear communication plan, a commitment to operating with integrity and ensuring that all the relevant policies and management procedures are in place to reduce risk, improve performance and drive long term success.

I am confident that achieving The FA Code of Governance has created the foundations for Wiltshire FA to better develop relationships with our stakeholders, as we move into the remaining three years of the strategy.



OBJECTIVE 3

Provide exceptional standards of safeguarding to ensure football is an enjoyable experience.

In February 2022 Wiltshire FA received an independent safeguarding assessment from the NSPCC, as part of the new FA Safeguarding Operating Standard 365. The assessment was a huge success and demonstrated that Wiltshire FA is an association with robust safeguarding policies and practices.

During the visit the assessors identified a number of areas of safeguarding practice where Wiltshire FA is exemplary and exceeding what is outlined in the safeguarding 365 criteria.

This includes:

- The Youth Council and Youth Communications Strategy.
- Easy ready information for children at varying ages.
- An innovative partnership with Straker's Estate Agents and the creation of the safeguarding mascot Ron and his wellbeing house.
- The support provided to club welfare officers including in person and virtual support.



OBJECTIVE 4

Increase and utilise investment effectively to support grassroots football to be more sustainable.

As mentioned in the Chairman's address, our Green Lane HQ continues to grow with peak time usage (Mon-Thurs) reaching capacity. Wiltshire FAs investment into this project (£370k) appears money well spent as it has improved the working environment for our paid executive, whilst creating a much-needed base for our two partner clubs Devizes Town Youth and Bishops Canings Youth, who have both seen exponential growth in membership since moving onto the new facility.

In addition, Wiltshire FA has been able to secure additional grant funding in the form of FA Innovation Funding (£13k) for our work on diversity and inclusion, FA Facility Workforce Funding (£36k) which we enable us to recruit additional workforce support to our ambitious facility development plans and (£5k) towards our grass pitch improvement programme.

We have also been able to retain all our existing commercial partners, to whom we are very grateful particularly considering the interruption caused by the pandemic. Sponsorship income for 2021/22 has reached £17k with a further £12k of investment being achieved by the sale of advertisement space at Green Lane. This financial support has enabled Wiltshire FA to increase headcount within the Wiltshire FA team to pre-pandemic levels, whilst enhancing our County Cups provision, reintroducing the grassroots awards evening, and enhancing our work in safeguarding.



OBJECTIVE 5

Improve the quality & access to football facilities.

It was announced in October 2021 that the government via our funding partners the Football Foundation will be investing a further £205m over the next 3 years into improving facilities. Our local authorities through the adoption of the Local Football Facility Plans – have a clear strategic direction in respect of where this investment should be prioritised across our County. We are working hard with our clubs and facility providers to enhance the quality of grass pitches and increase the amount of 3G FTPs. We are proud to finally have achieved – what the people in South Wiltshire have been calling for years with the opening of the 3G FTP at Sarum Academy. The next 12 months will hopefully see construction start on similar schemes in Trowbridge and Swindon.



OBJECTIVE 6

Provide outstanding training and education programmes for the football workforce.

Wiltshire FA ceased the running of Coach Education courses at the beginning of the 2021/22 season – as the pandemic allowed the FA to transition all coach education related activity centrally to St George's Park. The introduction of online 'entry level' courses should enable greater accessibility for our volunteer workforce given the demands on time with modern living. UEFA C (formerly FA Level 2) delivery will start in the County during the 2022/23 season. Alongside the education offering – we continue to offer Coach Development CPD opportunities with support from our FA Regional Coach Development Officers. In respect to refereeing – we have recruited 139 new referees during the 21/22 who will service our sanctioned leagues. Within the refereeing pathway over 20 referees have been recognised with their commitment by achieving promotion to the next level on their journey.



OBJECTIVE 7

Increase the profile of grassroots football through effective marketing and communication.

How we promote and market the grassroots game is an important enabler to the success of our new strategy. It is crucial that we engage with individual participants, coaches, referees, volunteers and parents and provide relevant, engaging and informative content, which highlights success and raises the profile of the game across the County.

I hope members have noticed the improvements in Wiltshire FAs outwards facing communication this season, with up to date and relevant information being cascaded regularly across our communication platforms and alignment with the new England Football brand.

I would like to thank the staff, our Board and Council for their valued contribution to football in Wiltshire. I look forward to a successful 2022/2023.

Best wishes
Oliver Selfe
Chief Executive Officer



CORPORATE GOVERNANCE STRUCTURE

Wiltshire County FA is a membership organisation, as such we work closely with our member clubs, leagues and strategic partners to ensure that the Wiltshire FA is representative of the people in Wiltshire that we serve and that members have a voice within the organisation. To enable this to happen we recruit a Board of Directors with the skills and experience best suited to support the decision making within the association. In addition, we recruit two member committees (Football Development & Football Services Committee). Members of these groups represent the views of member leagues and clubs and have a vested interest in sustaining and developing the grassroots game in Wiltshire.

The Committee structure is highlighted below and has been designed to align with Wiltshire FA staff role profiles to ensure the County FA continues to serve and develop grassroots football within Wiltshire. The Committees shall provide guidance and support on our football services and how we develop the game across the County.



REPRESENTATION	PROPOSED STRUCTURE (MAX)
Elected Wiltshire league members	24
Wiltshire Schools Football	2
Armed Forces Football	1
Wiltshire Referee Association	2
Geographical Representatives	6
Senior Referee	1
Wiltshire FA Youth Council	2
Small Sided Football	2
Inclusion Advisory Group	2
Life Vice Presidents & Independent members	15
TOTAL	57

Each league in Wiltshire has the option to appoint up to two members to represent the league. One member will provide support to football development and the other football services.

Purpose of Wiltshire FA Committees

- To debate issues and reflect the views of the members.
- To support football within Wiltshire.
- To make decisions on the recommendations put forward by the executive team for the benefit of the game.
- To positively represent Wiltshire FA at all times and highlight the work being undertaken.
- To provide clear feedback on decisions made to those the committees represent.

OUR BOARD MEMBERS



CLIVE ARCHER (CHAIRMAN)

Clive is a retired BT Group IT Consultant having completed over 40 years' service. He was elected to the Wiltshire County FA in 2000, became a Director in 2014 and served as Chairman for the last five years. He has played semi-professional football, represented the Royal Navy and played at every level of Football in Wiltshire mainly for Pinehurst FC on Saturdays, many teams on Sundays and finishing up manager/secretary to BT Nalco FC who were sponsored by BT to become reasonably successful in the SSFL. At present he is the General Secretary and Fixture Secretary of the Swindon Sunday Football League along with his love of running and walking which takes up most of his spare time left.



PAUL FOX (COUNTY PRESIDENT)

Paul has lived in Wiltshire all his life and is now a retired Assistant Chief Probation Officer. Paul has been involved in grassroots football since he began his career with Westbury United in the mid-sixties. Whilst continuing playing; he joined the Management committee of the Trowbridge and District League, of which he is now a life Vice-President. He continued playing until his late thirties during which time he represented Wiltshire. In 1986 he joined Wiltshire FA and served on many committees and Chairing the Youth and Cup committees. For some 15 years he also managed or co-managed the Wiltshire representative teams.



COLIN KENNERSON

Colin has been involved in grassroots football as a player, club treasurer and secretary for many years. He also refereed at District, County and Supply League and was appointed to English Schools competition. Colin has assessed for 10 years and has been involved in the administration of the Salisbury League and following relocation the Trowbridge League, where he has been League Secretary since 2012. Colin joined The Wilts FA as a league representative in 2016 and became a Director in 2018, during this time he has been the Chairman of the Football Service Committee.



CHRISTINA MCCOSH (VICE CHAIR AND SAFEGUARDING CHAMPION)

Tina has lived in Chippenham since 2004, having moved from Gutersloh in Germany. She is involved at club and league level locally, having been introduced to youth football in 2001. Tina was elected to Council in 2015 and to the Board in 2017. In 2019 Tina was elected as Vice Chair of Council. Tina has worked in primary schools (various roles) since 1999 and studied Business and Languages at University. Tina held a career with the Woolwich and was a District Manager before moving to Germany where she worked as a Finance Officer at HQ BAOR.



JON DENNIS (SENIOR INDEPENDENT DIRECTOR)

Jon Dennis FCA is our Non Exec Finance Director. He runs a firm of Chartered Accountants, based out of Newbury and covers Wiltshire. Having qualified with PwC Southampton, he has held a variety of roles during a 20 year corporate career before setting up RED 76 Tax. He is now firmly positioned to help SME business sector in Wiltshire with compliance and advisory needs. Inside football he is a level 2 coach running an U13 team, as well as performing goal keeping coaching across multiple years. He also set up the Futsal school in his club which give 80 kids each week exposure to the format.



DAVE BUCKLEY

Dave is currently the Chairman of Malmesbury Youth FC and has been their Under 6's Coach for the last 14 years. Dave is a Level 3 FA Coach and a strong advocate of the England DNA ethos. He has played football all his life, and still plays both 5 a side and walking football. He moved to Wiltshire in the 80's from Reading and is a regular supporter at the Madejski Stadium. He has lived in Malmesbury for over twenty years and has helped build the new Wiltshire FA HQ building in Devizes in a consultancy role as a Non-Executive Board member.



OLIVER SELFE (CEO)

Oliver joined the Wiltshire FA in December 2018, having previously worked for the Football Association, as National Development Manager for Schools, Colleges and Universities. Oliver is a Level 3 coach and still laces his boots on a weekly basis for a local Vets team. Oliver has played football since the age of five and represented the game at every level of the football pathway, including grassroots, semi professional and professional. Throughout his career Oliver has held management roles with JJB Sports, Power-league, Surrey County FA and British Universities and Colleges Sport.



MARSHALL AYOADE (COUNTY HR DIRECTOR)

Marshall is our Non- Exec HR Director. A senior HR Director he has worked for blue chip organisations such as Sainsbury, Camelot and Vodafone and now runs an HR Practice based in Greater London. An avid lover of football Marshall played from school up to county level. A keen advocate on the benefits of sport and football in the community for young people, Marshall advises and supports various organisations on the benefits of sport and wellbeing. When not working and pre-COVID Marshall loves to traveling around the globe.



CO-OPTED BAZIL SOLOMON (INCLUSION ADVISORY GROUP CHAIRMAN)

Basil has played football since his school days. He is the Chairman of the Wiltshire FA Inclusion Advisory Group (IAG) and a Co-opted Director on the Wiltshire FA Board. Basil has been actively driving the work of the IAG, aiming to increase playing opportunities for under-represented groups across the County. In his day job, Basil serves in local government and runs an IT analysis & training company, which helps develop students in colleges and universities' to understand technology and become job ready.



LAUREN O'SULLIVAN

Lauren is currently Senior Partnerships Manager at the Premier League Charitable Fund, working closely with Club Community Organisations and key partners to deliver activities that inspire young people to achieve their potential and positively impact communities. Previously, Lauren worked for the Football Association as Head of League Operations leading on the delivery and development of the Barclays Women's Super League and Women's Championships, and the Women's Professional Game more broadly. She is a UEFA B qualified coach and is passionate about using the power of football to positively impact peoples' lives and to drive positive social change. When not working, Lauren enjoys to stay active by running, hiking and hit classes and loves to travel.



JAMES KICK

James has over 20 years' experience in marketing and media. He has worked with a range of organisations in sport and entertainment, including PlayStation, Bath Rugby, Ascot Racecourse and StatsBomb. He currently directs the marketing function at TRACAB, a leading global provider of real-time sports tracking data, partnering with football clubs and federations across the world.

James grew up in Wiltshire, playing football from an early age. He also has experience as a grassroots coach and spends most of his spare time entertaining his twin daughters or watching his son from the side lines.

OUR TEAM

We have a small workforce consisting of 14 paid executive staff. The staff are all passionate about developing football for others and their dedication and commitment shows in the reach and responsibility we have in the County.

Wiltshire FA is governed by an elected board of voluntary board members, council and youth council members, who also contribute to football clubs and leagues across Wiltshire. These experienced and knowledgeable members dedicate vast amounts of time and effort into ensuring Wiltshire FA not only fulfils the delivery and development of football in Wiltshire but also promotes the positive impact of football in society.

Wiltshire FA has thousands of affiliated members. These members volunteer, often on a weekly basis, to ensure the next generation grow up participating in football and develop a love for the sport, or to ensure a variety of opportunities remain available in the adult game. We believe the contribution to the community from this network of grassroots football clubs, players, volunteers and supporters is, without doubt, outstanding and without the time and dedication of these people grassroots football would simply not exist.

Our staff, board, council and all our affiliated members are continually striving to enhance and influence the game and develop a lasting legacy in football..

