

Birmingham County Football Association Limited

Report of the Directors and Financial Statements
for the Year Ended 31st March 2017
for

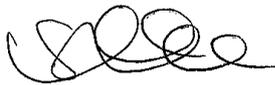
Birmingham County Football Association Limited
A company limited by guarantee

Registered Office: County HQ, Ray Hall Lane, Great Barr, Birmingham, B43 6JF
Reg No. 03733866 (England and Wales)

NOTICE IS HEREBY GIVEN that the 19th Annual General Meeting of the Birmingham County Football Association (BCFA) Limited will be held at the BCFA Head Quarters, Ray Hall Lane, Great Barr, Birmingham, B43 6JF **on Thursday 29th June 2017 at 7.00pm** precisely, for the transaction of the Ordinary and any Special Business of the Company, an agenda of which accompanies this notice.

The agenda, reports and audited accounts are available to download via the BCFA web site and will also be available to view 'on screen' throughout the meeting.

By Order of the Board



Kevin Shoemake

Chief Executive Officer

kevin.shoemake@birminghamfa.com

CAR PARKING:

Upon arrival, members are requested to following the lane at the side of the building and park in the car park behind the goal at the top end of the pitch. With respect to our local residents, please **DO NOT** park anywhere on the road outside or leading to the offices.

Thank you

AGENDA

Welcome

Chairman's Remarks

BUSINESS OF THE ANNUAL GENERAL MEETING

1. Reports – for the year ending 31.03.2017

Chairman & Chief Executive Officer – attached and available on the night via the screen

2. Statement of Accounts and Auditor's report

For the year ending 31.03.2017 – attached and available on the night via the screen
BCFA Ltd Accounts including Joel Richards Memorial Fund (appendix)
BCFA Benevolent Fund

3. Auditors

To advise that the Board appointed Baldwins Audit Services Ltd as the new auditors.
To confirm the change in the BCFA Ltd Financial Year to 1st July to 30th June with immediate effect. Therefore, the financial year for this forthcoming year will be from 1st April 2017 to 30th June 2018 – 15 month period.

4. Appointment of Non-Executive Directors

Matthew Dainty and Richard Heath were co-opted to serve a further one year term of office for the period 1st July 2017 to 30th June 2018.

5. Date of Next (20th) BCFA Ltd Annual General Meeting

Thursday 27th SEPTEMBER 2018 at 7.00pm.

CHAIRMAN'S REPORT

This is now my fourth year in office and I am pleased to report we have again achieved significant growth, as our financial accounts show, enabling us to continue re-invest in our core business of football, staff and facilities as outlined in our business plan.

Kevin Shoemake joined us as CEO on the 1st May and has settled in well, leading the team with understanding and good humour!

I would once again offer my sincere thanks to all the staff who have worked really hard to ensure we meet the FA targets agreed in our business plan, which is very important as we receive substantial funding to do so.

Kevin & I have attended many meetings during the year and it is clear the FA will be looking to change the funding it gives to County FA's from July 2019, when the current business plan and budget ends.

We are therefore now planning for these changes and working closely with the FA and others to identify other income streams and business opportunities.

There has also been significant reform at the FA with their board and governance structure, particularly with regard to diversity, which was necessary to enable them to continue to receive funding from UK Government, which in turn they distribute to County FA's etc.

We will also need to look at our board and governance structure in light of these reforms and will be consulting and providing some recommendations in due course.

Special thanks once again to my deputy Steve Poole for all his support and hard work during the year and also to the Directors whose experience and skills have been very useful.

On the football pitch six of our seven professional Clubs retained their playing level, Birmingham City doing so on the final day of the season, sadly though Coventry City were relegated to EFL Division Two.

Congratulations to Leamington who were promoted to National League North and Alvechurch who were promoted to step 4 in National League System for the first time and will be playing in the Northern Premier League Division One South.

Although none of our Clubs reached any Wembley Finals this season a special mention to Coleshill Town who nearly did - reaching the semi-final of the FA Vase for the first time in their history, well done to all players, staff and supporters on what you have achieved both on and off pitch.

I would also like to congratulate our Referees who have received Wembley appointments - Andre Marriner – referee EFL Cup Final and Matthew Wilkes reserve official
Marc Perry – Assistant Referee FA Cup Final,
Edward Smart – Assistant Referee FA Trophy Final.
Special congratulations also to Sian Massey who was awarded the OBE for her services to Womens Football.

Finally I would like to thank everyone who contributes, plays, supports, administers and officiates in our wonderful game to ensure it continues to be played across our region.

Football is a team game so please remember T.E.A.M. - Together Everyone Achieves More.

Michael J. Penn
Chairman

CHIEF EXECUTIVE OFFICER'S REPORT

Since taking the helm of this fabulous County FA just over 12 months ago, I have been struck with the dedication, professionalism and pro-activeness of the staff, the Board and the volunteer network all of which supports, governs and develops our national game within the biggest County FA in the Country.

After taking an initial time to settle and observe, I have been able to make some subtle changes to personnel and procedures all of which have benefited the business and further enhanced the changes that had already been made prior to joining. We have a much better insight into our finances with our costs controlled along with a pro-active approach to income generation. These measures, along with the buy in from colleagues, have seen a record year for Birmingham FA.

12 months ago, I set out a number of objectives which aligned to the business plan. I am proud of initiatives and the high standards set by colleagues and their willingness to help which drives the team ethos along with their commitment and ideas that support all levels and formats of football. Nonetheless, it has been a challenging year especially the on-going safeguarding activity which saw a huge effort internally and also within all of our Youth Leagues and Clubs in order to get them compliant and continue playing at the turn of the year.

We have seen an increase in promoting what we do. Our social media and web site statistics continue to grow as does our reach and the local media are also engaging which will help our drive to increase participation in all areas of the game. We have also increased usage in the headquarters facility which not only generates additional revenue but also builds local relationships. We continue to have an innovative approach which sees us produce an online handbook and also the 'Get Your Boots On' initiative develop further and we also launched a fabulous fundraising scheme for our Leagues and Clubs linked to online shopping at over 3,000 outlets. We also have a number of Committees that support the team in its work which includes Competitions, Discipline, Refereeing, Sanction & Compliance along with a very forward thinking and pro-active Inclusion and Advisory Group.

Our range of courses is second to none and it is a mark of the high levels of administration and support that over 90% are full within days of promoting. The courses are ably supported by our excellent tutor workforce and County Coach Developer and we are working much more closely with Leagues and Clubs for their own specific development needs.

We are keen to make football as inexpensive as possible in order to grow the game. This is the second consecutive year we have offered a different approach to affiliation which rewards Clubs for accurate and timely information with generous discounts available during the period. We are also seeing an increase in Clubs registering for our County Cups, thereby testing themselves against teams they wouldn't necessarily play during a normal season with the winners truly crowned as County Champions.

The Development team support all areas of the game in order to increase standards and drive participation numbers up. They focus on the traditional mini-soccer, youth and adult facets of the game but also new and emerging markets such as walking football, futsal, mixed football along with our diverse and popular range of recreational football activities and our fantastic disability offer. Our seven professional clubs and the many educational establishments and partners as well as venues help us develop the game and not forgetting our vast armies of officials and volunteers who make the game happen each week and for the benefit of so many.

Football is a changing landscape and we will have to adapt as the FA looks at different funding and operating models in future years. However, Birmingham FA is renowned for its high levels of administration and support whilst being at the forefront of change and this will continue. Most of our Clubs and Leagues affiliate online and over 90% of our Referee reports are now submitted this way. Over 90% of all matches have a qualified Referee in the middle and more than 90% of all discipline is also administered online via the Whole Game System.

Whilst on the subject of discipline, the only disappointment on the year is the increase in bad behaviour and it is a crusade of mine to help clean up the game at grassroots level both on and off the field in the hope that more people enjoy playing and benefit from the health and well-being aspects that the game offers everyone – even goalkeepers!! I'm sure our fabulous discipline and customer support teams who deal with the discipline cases on an almost daily basis would welcome an improvement and it is our collective responsibility to improve behaviour across all elements of the game.

The priorities going forward for the next 12 months include:

- To promote 'Football For All' whilst making the game safe, as easily accessible and as cheap and enjoyable as possible in order to engage grow participation in every format and in every community.
- Maximise and utilise the data we hold in order to better target and communicate what we do whilst listening and remaining focussed on our customer's needs.
- To invest in the local football infrastructure and fully explore facility developments both at our HQ and further afield.
- To remain innovative and develop a range of products and services that benefit football as well as engaging more commercial partners to help deliver the business plan objectives.
- Utilise IT for the benefit of football and volunteers and the business as a whole and continue to improve the skills and knowledge of the staff.
- To further engage with the local media and to celebrate our own achievements and those of our customers.

Finally, thank you to the Board, Council, Staff, volunteers and our partners at Birmingham FA for the successes and high standards achieved in the last year. We have not, cannot and will not do it alone and our continued success will be a reflection on the positive relationships we have with our Leagues, Clubs and key stakeholders in order to improve and grow the game within the best County FA in the Country.

Kevin Shoemake
CEO