



Annual Report 2019-20

Our Purpose:

Connecting People & Changing Lives

Berks & Bucks Football Association is aware of its responsibilities not only to govern football locally but also to the power that football can have on an individual's life. Our purpose is to use the power that football can have to give participants the skills and experiences to inspire, support and develop as individuals.

Our Values:

Be Inspirational

Be Proactive

Be Trusted

Our Purpose:

To Lead, Support & Protect your journey in football

Chief Executive's Welcome

2019-20 has been a strange season. A year of tremendous highs and lows for football and for our lives as we have had to adjust to something that no-one was prepared for. What has been clear all the way through the Pandemic to date is the power that football has had to unite and to engage. We have seen some fantastic examples of our local clubs working within the community, engaging with players through online training and quizzes and raising funds for the NHS. Alongside this, the work of our volunteers in supporting the return to football has not gone unnoticed. Thank you for everything you do to keep this game running.

My thanks also go to the Board, Council and Staff of the Association who have met the various challenges and risks with professionalism, appetite and empathy.

The show did go on, despite the abrupt end to the 2019-20 season. It is my pleasure to highlight some of the significant successes that we achieved together.

- ✓ 40,990 players were registered through the whole game system
- ✓ A brand new monthly's mental health session was launched, hosted in partnership with Reading FC.

Talking Tactics

Mental Health
Awareness through
talking Football.



- ✓ 4,636 teams across 589 clubs were affiliated through the Whole Game System for the 2019-20 season.
- ✓ We introduced, based on feedback from our girls leagues, the U12, U13 & U15 Girls County Cups ensuring all girls had access to a County Cup Competition at every age group.
- ✓ We successfully renewed the Safeguarding Operating Standard demonstrating our on-going commitment to ensuring football is played in a safe environment.
- ✓ We successfully introduced the "new look" Berks & Bucks Football Association Council inviting all sanctioned leagues to have a representative as part of our decision-making processes. As a result of this change, we welcomed 17 leagues on to our Council.

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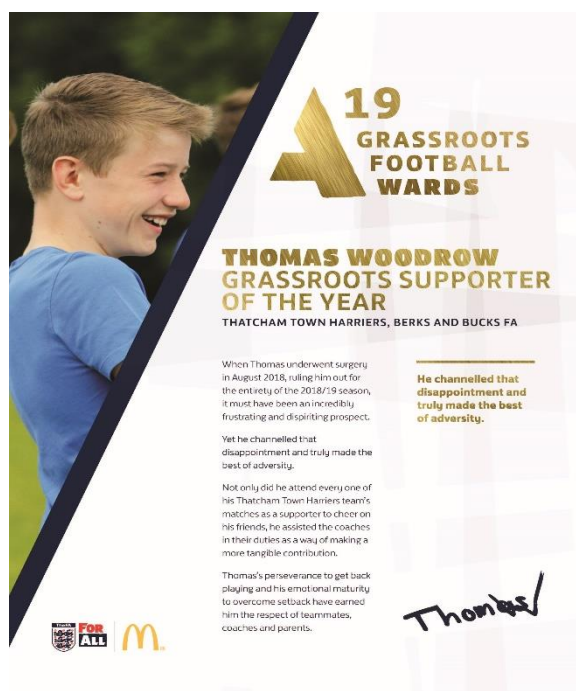
- ✓ We launched a brand new programme “21 for 21” to identify 21 females in football. The programme follows their journey and story leading up to the Women’s Euros.



- ✓ Our misconduct cases are being dealt with quicker than ever before with the 4th consecutive year of improvement. Cases are now being charged on average within 10 days of a report being received and closed within 30 days.
- ✓ We Introduced the BBFA Referee Membership package to encourage the retention of referees. This included the start of an online Referees shop which is hosted on the Berks & Bucks FA website.
- ✓ We successfully supported clubs to access over £445,000 of investment, to support the maintenance of grass pitches across the County.
- ✓ We supported applications for 4 new 3G Artificial Grass Pitches which opened during the 2019-20 season.
 - Ascot United
 - Chiltern Hills Academy
 - Emmbrook School
 - Royal Latin School
- ✓ In addition, 2 applications for 3G pitches were approved (Fairfield’s & Cantley Park)
- ✓ Berks & Bucks FA won a national award for their brand engagement through the BBFA Juniors initiative aiming to increase awareness for safeguarding issues among young people.



And finally,.....A special mention to a young man who won the national Supporter of the year award following a nomination to our County Awards, held at MK Dons.



#TogetherWeAreFootball





Communications

Berks & Bucks FA recognised the need to stay relevant and to ensure that communication became our priority during the Covid-19 lockdown. The team worked hard to engage with all areas of the footballing community. We are proud of the work and improvement we have made in this area over the year and we feel closer to members than we have ever have before, we truly feel we are in this together and making an impact collectively with our members.

Some of our engagement and communication achievements are detailed below.

- ✓ Approximately 30 hours of online training and support sessions were held with over 1000 volunteers participating and/or viewing the session recordings. All of which are available on our website.
- ✓ We introduced the Berks & Bucks FA Podcast with 23 episodes available on numerous platforms with over 13,300 downloads. The episodes featured several special guests talking about their experiences. Now listened to in 71 countries across 6 continents.

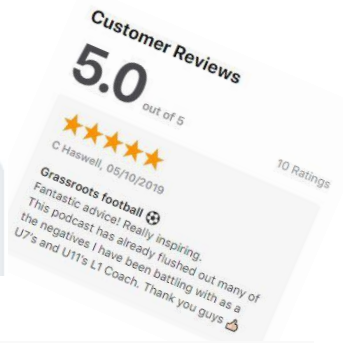


- ✓ Over 45 hours of content featuring 16 special guests tutors were viewed over 2461 times on live-stream and You Tube
- ✓ We experienced a 10% increase in website users for the same period last season.

- ✓ 46,700 emails were received in to the office last season and using our Freshdesk software for customer service we can monitor our progress, with 93% of email queries being resolved within 4 days, and a positive feedback score of 85%

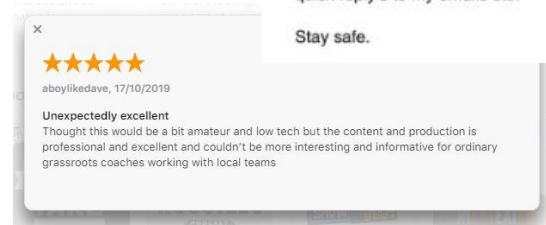
"You guys are doing an amazing job keeping everything going with no disruption to service at all Stay safe"

You guys are all great I must say. The comms throughout the last year have been so good (much improved, as a compliment not a criticism)!



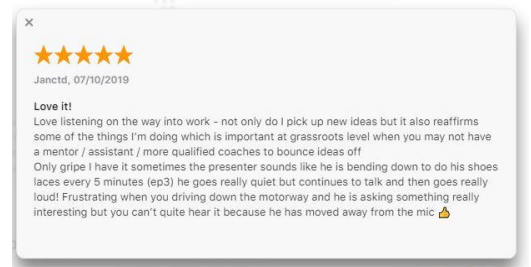
particularly during the COVID period the newsletter and updates have been very useful and bring to the attention of the clubs things that BBFA are doing which they may not otherwise know about.

I'd just like to take this opportunity to praise and thank all the staff at the B&B F.A for being extremely helpful and supportive during this whole pandemic. It has certainly made my job a little easier and less stressful thanks to their quick reply's to my emails etc.



Stay safe.

These e-mails have been very useful and make the Club feel better supported by the Berks & Bucks FA Appreciated





County FA – In numbers

56,607 Males

(54,042 Males 2018-19)

involved in Regular affiliated
& recreational football



5,233 Females

(4,878 Females 2018-19)

involved in Regular
affiliated & recreational
football



800 players with a disability

(741 players 2018-19)

involved in Regular
football



80% Youth 42% Adult

(72% youth & 34% Adult 18-19)

football is played within
a Charter Standard Club.

92% of our youth teams with a qualified coach.



964 Referees

1024 (2018-19)

(Registered) – 62 Female. 87
from a BAME background.



73% players

(65% in 2018-2019)

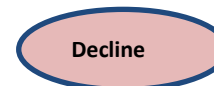
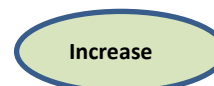
registered with WGS



4635 Affiliated Teams



Key:





Covid-19

One area we had little control over was Covid-19. This led to us having to move fast, react to situations and be flexible in our approach. The Board met weekly to make some very difficult decisions both in the interest of football and in the interests of the business.

The following is a synopsis of the risks that were highlighted both immediately and in relation to the longer term impact and the mitigation that we put in place:

Uncertainty over the season end

Engage & consult with leagues via Council on different scenarios and options. ✓

Loss of engagement with our clubs, leagues

Develop a series of communication opportunities with members (Clubs, Leagues, Council Reps, Welfare Officers) ✓

Hold an informal "Coffee morning" for clubs and leagues to ask questions of the CEO, Head of Delivery & Head of Governance ✓

introduce induction/training sessions for our volunteers ✓

Host guest tutor sessions for referees and coaches ✓

Transfer our usual meetings and sessions to online platforms ✓

Introduce a weekly e-news for clubs and leagues with updates from the Association and guidance ✓

Staff mental health while working at home

Hold regular staff check-in meetings ✓

Hold a weekly online social coffee morning ✓

Develop exercise challenges to engage & support ✓

No income forecasted for a lengthy time

Take advantage of Furlough scheme ✓

Suspend the Representative Squads for 2020-21

Undertake a budget cost saving analysis ✓

Consider the future staffing structure ✓

Congested fixtures on the return to football

Suspend the County Cups for season 2020-21 ✓

Berks & Bucks FA – 2020-2030

Vision – We will inspire a lifelong relationship with football in all communities and individuals across the County

Purpose: Changing Lives, Connecting People

Mission: To lead, Protect & Support your journey in football.

Ambitions by 2030:

1. The county FA will be Diverse in thought, voice and action
2. A safe & positive football environment for every participant
3. Services of the county FA embedded in every football community.
4. Income streams developed and invested directly in to grassroots football
5. A proactive relationship with every individual involved in football

Safeguarding | Inclusion | Customer Excellence | Communication

BE Inspirational BE Proactive BE Trusted

#TogetherWeAreFootball



The Future

We continue to move forward and plan for a future without Covid-19, learning the lessons from the virus to ensure that as an organisation we stay true to our values and our principles. We have taken the opportunity to look at our priorities to plan for the next 10 years for football.

Our vision supports the premise that we are here to keep people connected with the game for a lifetime and continue to use the power of the game to engage and inspire. More information on our ambitions and how they translate in to actions will be available shortly as we continue to work on our strategy.

In the shorter term, the 2020-21 season priority will be retention and support for existing clubs, leagues, referees and volunteers to ensure that we safeguard the game through these challenging times.

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This season will also see us press on to ensure our organisation is truly representative of the communities we serve (or would like to serve) The organisation, led by the Board, will undergo an assessment against the FA's Code of Governance. This will look at the Board make-up, term limits and knowledge gaps to ensure that the organisation is able to make the right decisions on your behalf.

Contact Us:

Berks & Bucks FA is committed to continuous improvement and welcomes feedback and suggestions on how services can be improved.

Twitter: - www.twitter.com/berksbucksFA

Facebook: www.facebook.com/berksandbucksfa

Website: www.Berks-BucksFA.com

Email: Info@Berks-BucksFA.com

Please note that since the end of the financial year/season we have made changes to our staffing structure and roles. The effects from covid-19 from a financial point of view led to several difficult decisions, one of which resulted in a restructure. My personal thanks go to those members of staff that are no longer with the organisation.

Our delivery model is changing, we now must stress the importance of partnerships, delivery partners, working efficiently and working with advisory groups to ensure that the activities we choose to deliver and projects we work on have the best possible outcomes for football but also fit in to our strategic priorities.

The organisation has traditionally worked with 2 departments and while we remain in 2 departments, they really operate only from a line management point of view with the emphasis being placed on a one team ethos.

The Pandemic has forced the organisation to share better information internally and to problem solve at source. This led, partly to the introduction of 2 new roles.

We have 2 club support officers (Alex & Stacey) who are split geographically, their role manages the relationship between Club and County and is the club's first port of call for general queries and support.

The Football Development Team has now reduced in size. We have a Head of Delivery (Jon Wood) responsible for the delivery of the Operational Plan and KPIs alongside the not so small role of leading facility development for the County.

Reporting in to Jon Wood are the 3 Football Development Officers, Ellen, Rich and Jon as well as the Communications Officer (Steph) and the Referee Development Officer (Lisa)

Alastair is Head of Governance and is responsible for safeguarding and protecting the integrity of the game. Alastair manages the new Designated Safeguarding Officer (Natasha), the 2 Club Support Officers (Alex & Stacey), and our Investigations Officer (Chris)

Name	Role
Liz Verrall	Chief Executive Officer
Jonathan Wood	Head of Delivery
Alastair Kay	Head of Governance
Alex Smith	Club Support Officer
Chris Penny	Investigations Officer
Ellen Hopkins	Football Development Officer
Jon Coles	Football Development Officer
Lisa Benn	Referee Development Officer
Natasha Keating	Designated Safeguarding Officer
Richard Brant	Football Development Officer
Stacey Hamer	Club Support Officer
Steph Clark	Communications Officer

Thank you

Liz Verrall

Chief Executive Officer – Berks & Bucks FA



#TogetherWeAreFootball





A Message from our Finance Director:

As Finance Director I have prepared this brief report for the AGM so that you had chance to interpret the accounts before the meeting on the 1st December.

That said, it will be difficult to directly compare them against previous years for two reasons.

1. We extended the year end to June 30th so that we fall in line with the requirements of the FA. This will now be our reporting year end going forward
2. COVID-19

In previous years I would have talked you through the accounts and commented on any anomalies and/or points that were of note that I felt needed an explanation. As that will be difficult to do this year, I will look at the areas I feel are of most relevance (in the context of the times we are in) without referring to too many individual line items.

1. We are showing a deficit before taxation of £57,239. A lot of this was due to the fact we have had to accrue over £40,000 of 'creditors' for the refund of Coach Education fees. These were fees that were paid before the year end where the courses were subsequently cancelled.... we will therefore be refunding these in this year but as they have already been accrued, they will not affect this year's accounts.
2. The gross surplus was 42.26% and this is the one area where a comparison with last year is worth noting. It is down marginally from 44.90% last year which in the overall scheme of things is very positive.
3. The members funds stand at £410,111 which, whilst down on last year, is still a very healthy figure.
4. In respect of the income and expenditure report, a few points to note.
 - a. A majority of both the income and expenditure are up but this is mainly

due to the 15-month period we are reporting over.

- b. Motor running costs are down due to a number of factors but predominantly the Football Development staff not travelling as much.
- c. Property repairs and maintenance are up due to the refit of the kitchen after the flood. This is offset against income from the insurance claim.
- d. Professional fees are up mainly due to a one-off payment to Bidwell's for help with the rent review and also engaging Howarth to help with HR.
- e. Computer costs were up as we needed new laptops

Other points that I feel it is worth mentioning that do not form part of the accounts.

1. To date (19 November) we still have not had to resort to using any of our reserves and have managed to trade using 'income' into the current account. Whilst this is likely to change over the few months, I am still very confident that we have the reserves to see us through these most difficult of times.
2. The investments were valued at £368,021 on June 30th and the value today is £383,924
3. We have been through a substantial cost cutting exercise over the last few months to try and make the county far more streamlined. Whilst a lot of this saving will unfortunately be as a result of redundancies it should stand us in good stead for the future.

Geoff Cardno

Finance Director – Berks & Bucks FA