

# Annual Report 2020-21



## CEO Report:

The 2020-21 season was again another season of disruption for the game brought about by Covid-19. It would be amiss of me not to start by thanking everyone for their adherence of the various guidelines and restrictions put in place in line with government advice and for your resilience and patience in an extremely frustrating time for all involved in the game.



Following the substantial financial loss in 2019-20, we were forced to make significant efficiencies across the business to ensure our sustainability. This included the decisions not to run the County cup programme during the season, reducing expenditure across all areas and a workforce review which resulted in redundancies across the business.

Our priorities for 2020-21 were to:

1. Support our member clubs and leagues during the period of inactivity.
2. Maintain our customer service to our members with a reduced workforce
3. Develop a new strategy to cover the 2021-24 seasons showing our direction of travel.

### **1. Support our member clubs and leagues during the period of inactivity.**

- ✓ The Berks & Bucks FA in partnership with the FA offered free affiliation & public liability insurance to all member clubs for the 2020-21 season to reduce the financial burden on clubs that were also without income for period of the 2019-20 season and what would also include large periods of the 2020-21 season.
- ✓ Funding was made available to support clubs, administered by the Football Foundation, totalling more than £300,000.
- ✓ The team worked hard to stay connected to clubs and leagues via regular updates via Teams/Email/Newsletters on all things Covid-19
- ✓ 16 episodes of the “Grassroots Football Coach” Podcast were released during the season. (We are pleased to announce that we have recently hit 25,000 downloads worldwide) [Access the Podcast here](#)

### **2. Maintain our customer service to our members with a reduced workforce**

- ✓ A small, dedicated team of staff were available to answer the 30,900 emails (tickets) received over the season. 95% of these queries were resolved within 4 days. Of the 2248 surveys completed, 82% were satisfied by the way their query had been dealt with.

- ✓ A new telephone system allowing the organisation to monitor and transfer calls between members of staff working remotely was introduced in March 2020. 2537 phone calls were received from March 1st to the end of the season. With 10% of calls going to voicemail.

“Just wanted to say I’m absolutely loving all the social media engagement at the moment. “

“I’d just like to take this opportunity to praise and thank all the staff at the B&BFA for being extremely helpful and supportive during this whole pandemic.....”

“It is a very rare thing for me to write a letter congratulating a service. If I am being honest I would be much more likely to write a letter of complaint . However I have to let you know that the service I have had from Berks & Bucks has been exceptional.”

“I would just like to say a big thank you to you – you are always very helpful and speedy to respond. You have been fabulous through this whole covid situation and I know I can always rely on your help. “

“You guys are all great I must say. The Comms throughout the last year have been so good. I feel like I actually know what is going on.”

A sample of some of the feedback we have received over the season.

- ✓ Staff were rotated on the government furlough scheme across the season to ensure that staff remained engaged, and resources were allocated accordingly to the activity taking place within the association.
- ✓ Staff were trained over several areas across the business to ensure that rotation of staff did not leave areas unaddressed when queries were received.
- ✓ In December Berks & Bucks FA were recognised nationally with an award from the FA for Digital Engagement across our Podcasts, online support sessions, website articles, monthly “coffee morning” sessions and meetings held with different cohorts across the game showing our connectivity with clubs/leagues and individuals during an extended period of inactivity.



### 3. Develop a new strategy to cover the 2021-24 seasons showing our direction of travel.

- ✓ In June 2021, we submitted our new strategy “Connecting The Game” to the FA for approval. This represents a significant investment into the County from the FA over the next 3 years and a clear direction for the Association going forward. Those in attendance at the AGM will receive a presentation on the future direction.
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#### The future – 2021-22

We are excited by the season ahead. (2021-22) After the tremendous efforts of clubs and leagues to adapt to Covid-19, to show innovation to ensure that the season’s campaigns were completed, we being to have optimism for the future. Below is a snapshot of some of the some of the key milestones which will be reporting back to you on at the end of year 1 of our strategy “Connecting The Game”

- ✓ Retention of players in the game (post-Covid)
- ✓ Development of a legacy programme linked to Euro 2022 Milton Keynes host city.
- ✓ 89% of coaches in youth football to have a qualified coach.
- ✓ Creation of a 3 year inclusion, Diversity & Inclusion Plan
- ✓ Development of a membership offer for coaches to add value to qualifications offered by the FA.
- ✓ Successful renewal of the FA’s Safeguarding 365 accreditation
- ✓ Emergency Fund in place for clubs
- ✓ Re-introduction of the BBFA County Cup programme
- ✓ Appointment of additional Independent Non-Executive Directors for the Board.
- ✓ Council structures reviewed and improvements implemented.

Berks & Bucks FA are committed to continuous improvement and welcome feedback and suggestions on how services can be improved. Please get in touch: [Info@Berks-BucksFA.com](mailto:Info@Berks-BucksFA.com)

#### Your Staff Team for Season 2021-22

Name	Role
Liz Verrall	Chief Executive Officer
Jon Wood	Head of Delivery
Alastair Kay	Head of Governance
Alex Smith	Club Support Officer
Alex Pratt	Football Development Officer
Chris Penny	Competitions Officer
Graham Fisher	Designated Safeguarding Officer
Jon Coles	Football Development Officer
Richard Brant	Football Development Officer
Sam Myatt	Referee Development Officer
Stacey Hamer	Club Support Officer
Steph Clark	Communications Officer
VACANT	Investigations Officer
VACANT	Community & Inclusion Officer

## Berks & Bucks FA – Board of Directors 2021-22

David Grainge	Chair
John Horsley	Deputy Chair & Safeguarding Champion
Ron Bennett	Grassroots Football Director
John Martin	Grassroots Football Director
Grace Jacca	INED Inclusion
Kulbir Brar	INED Inclusion
Nikki Measures	INED People & HR
Geoff Cardno	Finance Director

I would like to end my report by thanking everyone in grassroots football across the County, the volunteers and the resilience and flexibility they have shown, the support of the Board and the tremendous hard work of the County staff in difficult circumstances. We look forward with hope to the season ahead.

Thank you