



ENGLAND
FOOTBALL

SURREY FA AGM 2023

Chaired by
Alex Warner

Date:
Monday 24th July 2023





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HOUSEKEEPING

Registration

Emergency, Exits &
Fire Alarm

Online- Mute & Chat

Phones & Recording

Questions

Voting



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Welcome

Alex Warner
Chair of the Board of Trustees





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REMEMBRANCE

We remember the following friends and colleagues who sadly died during the last 12 months (in alphabetical order)

Ben Bennett - Leatherhead & District Sunday League

Bryan Cole - Life Vice President

Les Edwards - County Member & Referee

Ted Elliott - Merrow FC

Geoffrey Ellis - Westside FC

John Hodgkinson - Smallfield FC

John O'Malley

Les Smith - Life VP – Surrey FA & The FA





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Agenda

1. Apologies
2. Minutes of the AGM
3. Minutes of the General Meeting
4. Presentation of the Annual Report /Strategy Update
5. Overview of the Accounts
6. Appointment of the Association's Auditors
7. Appointment of any Vice-Presidents, Life Vice Presidents and Honorary Members
8. Appointment of Trustees
9. Notifications of Changes to County Cup Rules (2023/24)
10. Notification of changes to the Articles of Association
11. Another Other Business



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1. APOLOGIES

Apologies from those who were unable to join tonight's meeting.

Peter Ashdown

Clubs

Mitcham Park

Colin Barnett

Alan Clarke

Proxy Cards

Egham Town

Emma Clarke

Brian Reader

Mike Sillett

Jez Taylor





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2. MINUTES OF ANNUAL GENERAL MEETING

Minutes of the Annual General Meeting held on 8th August 2022

3. MINUTES OF GENERAL MEETING

Minutes of the General Meeting held on 30th January 2023



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4. ANNUAL REPORT & STRATEGY UPDATE

Sally Lockyer,
Chief Executive Officer





Surrey FA Strategy 2030/31



VISION

To make football in Surrey
inclusive, safe, sustainable
and fun



MISSION

Providing exceptional service
and support to the people
and places that make
football happen in Surrey



VALUES

Collaborative | Ambitions |
Respectful | Excellence



Playing the Game we will significantly grow the game, increasing participation and ensuring there are great places for everyone to play		Enabling the Game we will engage, enable and support the people who deliver football		Governing the Game our responsibility as guardians of football in Surrey, to effectively govern the game	
More Players	Increase Participation	Exceptional People	Developing Coaches	Excellent Organisation	Exemplary Governance
	Respectful Play		Developing Referees		Embed safe and inclusive environments
Great Places to Play	Vibrant Clubs & Leagues		Enabling Volunteers		Exceptional Customer Service & Support
	High Quality Facilities		Inspiring Staff	Long-Term Sustainability	Maximise Investment in the Game
	Network of Hub Sites		Enhanced Profile		Environmental Sustainability



Emma Barnes
Head of Football Development





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MORE PLAYERS – INCREASED PARTICIPATION

	End of Season 2022/23	2022/23 Target	Vs Target	% vs Target
MALE PARTICIPATION	56,117	46,983	9,134	19.4%
FEMALE PARTICIPATION	7,178	4,450	2,728	61.3%
DISABILITY PARTICIPATION	534	666	-142	-21.3%



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GREAT PLACES TO PLAY – VIBRANT CLUBS & LEAGUES



ACCREDITED
PART OF ENGLAND FOOTBALL

- 83.4% Youth Teams Accredited
- 37.7% Adult Teams Accredited
- 32 newly accredited clubs this season with 89 youth teams and 30 adult teams
- 7 Accredited leagues, 4 identified as meeting minimum threshold by end of season



GREAT PLACES TO PLAY – HIGH QUALITY FACILITIES

2022/23 Investment

Football Foundation grants **£3.2M**

Which includes;

£1.9M investment into:

3 x new Full Size 3G pitches

- Cobham FC (Elmbridge)
- Farnham Heath End School (Waverley)
- Glyn School (Epsom & Ewell)

£610,217 investment into grass pitches
through Grass Pitch Maintenance Fund





EXCEPTIONAL PEOPLE



Match Officials

- **24** x FA Referee courses delivered
- Recruitment- **520** attended
- Retention- **658** referees retained from 21-22



Coach Development

- Coach Development
- CPD Instances - **1,857** (705 above target)
- %YTWQC - **88%** of teams with a qualified coach



Volunteers

- Thank you!





Football Development Highlights

- Unite Through Football
- Referee Awards
- Surrey FA Youth Forum





Surrey FA World Cup Warm Up





Richard Garland
Discipline Case Officer

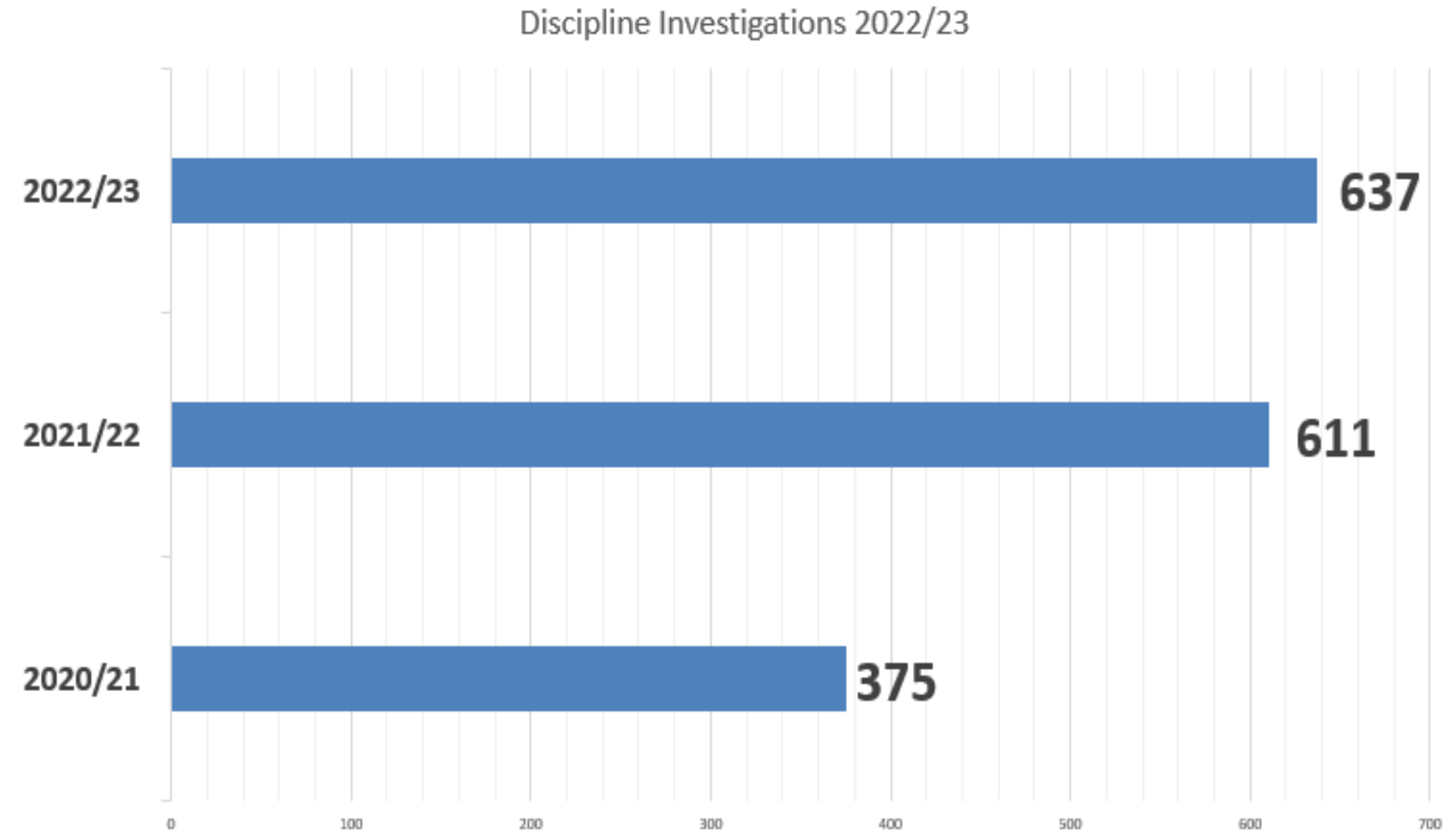




RESPECTFUL PLAY

Discipline

- A continued rise in misconduct charges has continued into the 2022/23 season.
- We have seen a 4.2% from the 21/22 season to the season just finished





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	2020/21	2021/22	2022/23
Investigations (Youth/Adult)	375 (147/210)	611 (272/339)	637 313/324
Abandoned Games	37	62	54
Referee Assault	3	2	4
Referee Physical Contact	13	14	18
Referee Threats	13	36	30
Charge success	89%	92%	93%



DISCIPLINE


2021-22 SEASON

 **611**
MISCONDUCT
CHARGES

 **111**
CHARGES
AGAINST
SPECTATORS

 **62**
DISCRIMINATION
CASES

 **36**
REFEREE
THREAT OR
CONTACT

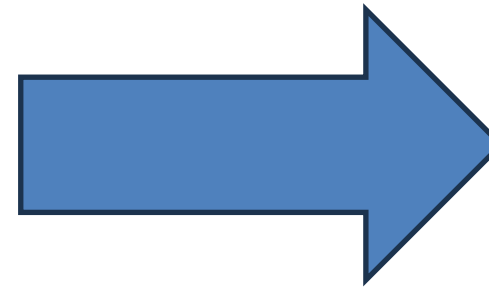
 **25%**
OF RED CARDS
ARE FOR ABUSE

 **61**
ABUSE CHARGES
TO REFEREES U18

 **119**
NON-PLAYING
PARTICIPANT
SANCTIONS


 **1178**
SIN BINS

 **62**
ABANDONED
GAMES




DISCIPLINE


2022-23 SEASON SO FAR

 **637**
(313 YOUTH / 324 ADULT)
MISCONDUCT
CHARGES

 **82**
CHARGES
AGAINST
SPECTATORS

 **65**
DISCRIMINATION
CASES

 **33**
REFEREE
THREAT OR
CONTACT

 **27%**
OF RED CARDS
ARE FOR ABUSE

 **53**
ABUSE CHARGES
TO REFEREES U18

 **137**
NON-PLAYING
PARTICIPANT
SANCTIONS

 **443**
SIN BINS

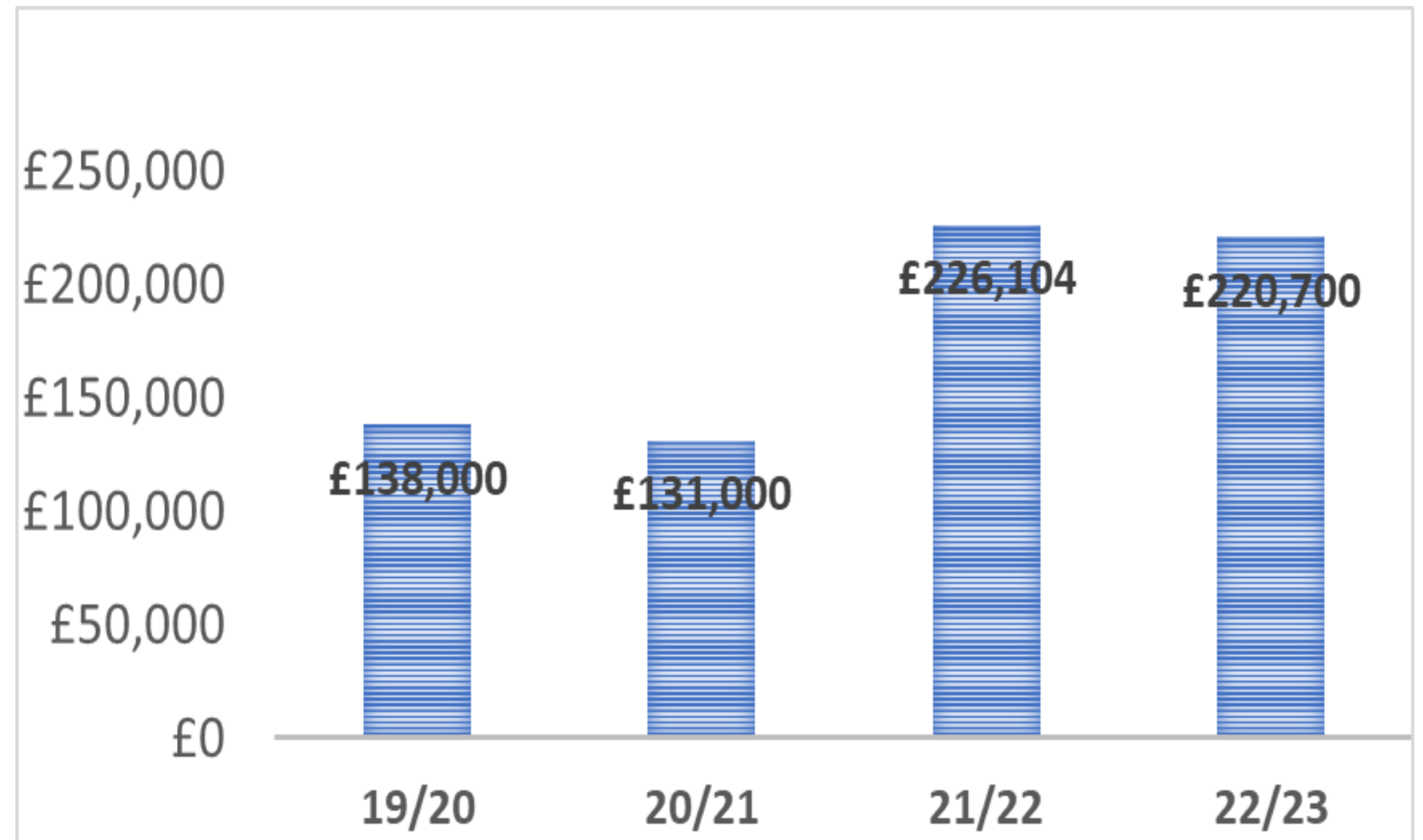
 **54**
ABANDONED
GAMES



Discipline Revenue

Revenue is still at a similar amount as the 21/22 season with a £5404 difference.

This is likely to be closer to last years figure once we are able to close down all of the cases for the 2022/23 season.





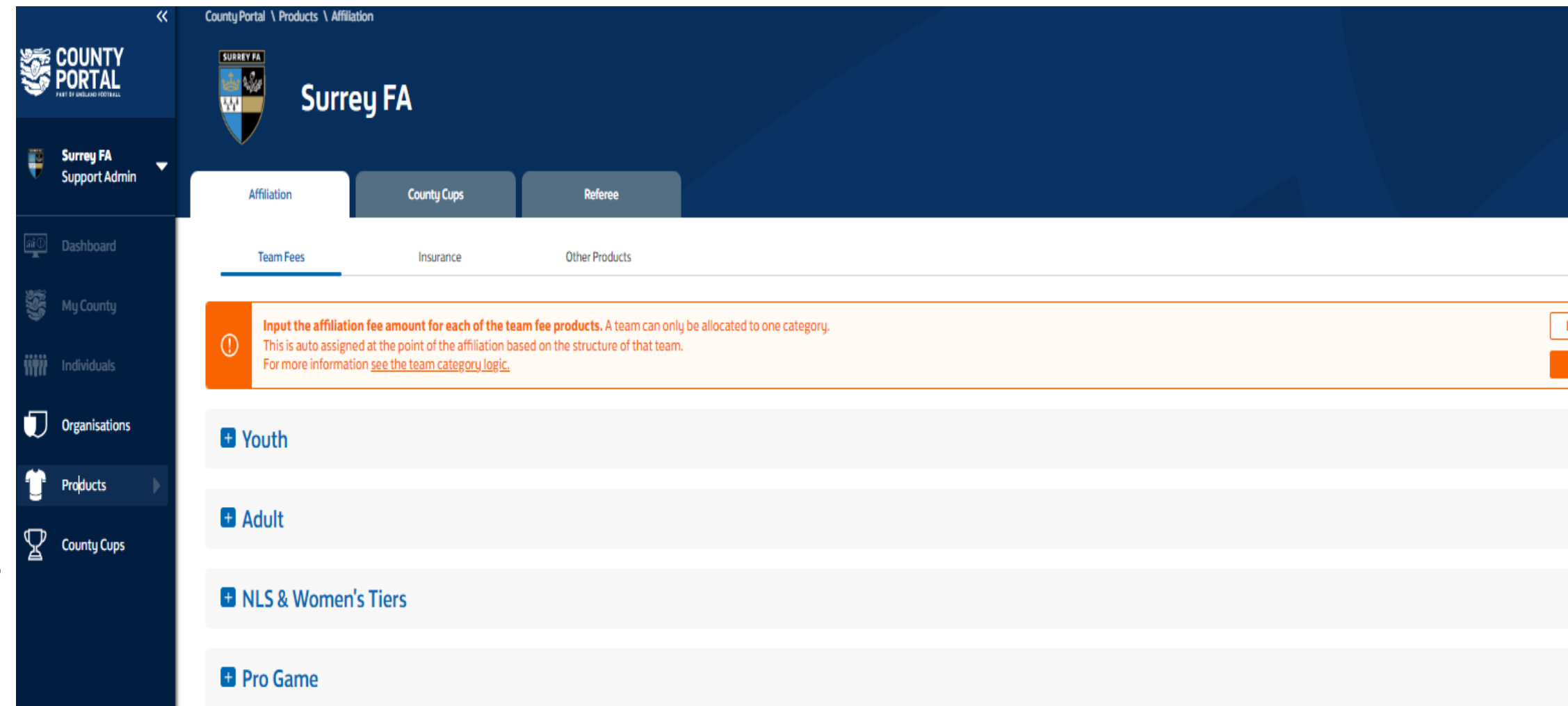
County Cups

- Delivered 22 County Cup Competitions
- Teams Entered 380
- Cup Final Attendance 3.7k



Affiliations

- From the start of the 2022/23 season the new County Portal was introduced.
- It has allowed clubs to have more control over their affiliation applications
- As of the 24th July we have 454 completed club affiliations vs the 363 we had as of the 31st July 2022





Josh Symmonds
Head of Marketing and
Partnerships



ENHANCED PROFILE

Growing Digital Audience and Engagement - Website

Audience

- 127,000 website users in the 22/23 season
- Mobile (67.5%), Desktop (30.9%), Tablet (1.6%)
- New Visitor (55.3%), Returning Visitor (44.7%)

Acquisitions

- Organic Search (62.1%), Direct (32.3%), Social (2.8%), Referral (2.7%)
- Google search still the primary source for visitors to the website

Behaviours


Top Pages

- **Cups & Competitions** (2nd in 21/22)
- **Home** (1st in 21/22)
- **Leagues & Clubs** (N/A)
- **Get Into Refereeing** (N/A)
- **Players/Youth/Boys** (3rd in 22/23)

Search Term

- County Cup, DBS, First Aid, Affiliation, Suspensions

Surrey FA

Member Services 



PLAYERS

COACHES

REFEREES

VOLUNTEERS

CUPS &
COMPETITIONS

LEAGUES
& CLUBS

ABOUT

Email and Social Media



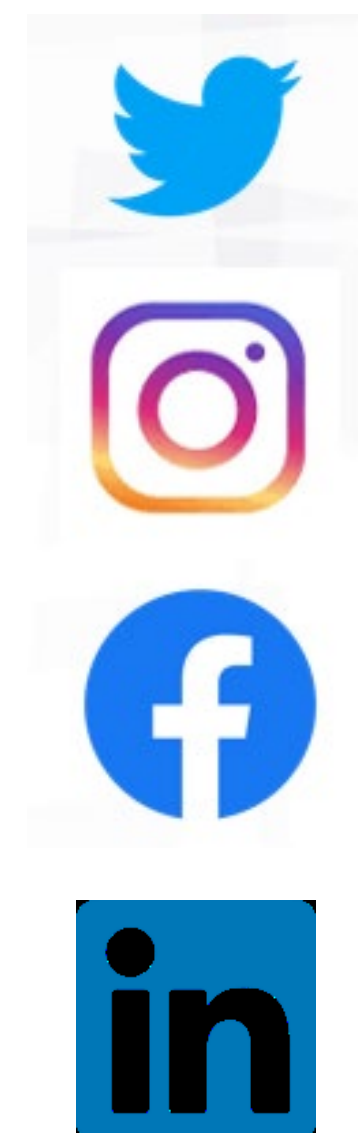
Your latest update on grassroots football in Surrey

Welcome to the latest edition of our monthly newsletter, complete with news and updates from Surrey FA.
In this edition, you'll find:

- [Specsavers Senior Cup Final - Date Confirmed](#)
- [Mascot Competition](#)
- [Grassroots Awards](#)
- [#WeAreUnmasked Campaign](#)
- [Football Welcomes Campaign](#)
- [Referee Long Service Awards](#)
- [Inspired by WEuro22: Samiera Ali Interview](#)
- [Coaches Development](#)
- [Safeguarding](#)

Open Rate +11%
from 22/23

Click Rate +2%
from 22/23



+3% followers

+20% followers

+29% followers

+34% followers

Content

TikTok

- Launched in 22/23 and now the highest followed County FA TikTok channel (272)
- Over 100,000 views and 8000 likes to date
- Range of content ideas, from promoting Surrey FA campaigns to behind-the-scenes footage and top goal/ County Cup videos

Surrey FA TV

- Review determined higher engagement around videos of football activity such as County Cups
- Branded content made to reflect this with highlight videos and features
- 21,600 views on the channel for the season and +26% increase in subscribers

Podcast

- Newly rebranded podcast focused on topics per episode with a highlight on Surrey league results and Surrey FA campaigns.
- Google search still the primary source for visitors to the website
- Total listeners 558 across the season

Partnerships

Thorpe Park

Announced as Official
Leisure Partner, sponsoring
Youth County Cups



Specsavers

Year 2 of 3-year
partnership, Senior Cup
Live Stream, Mascots,
Community Shield
Competition



Veo

Newly launched Veo Cam 2
available through Surrey
FA partnership, new
campaign underway



Looking ahead

Further partnership
announcements to come in
23/24 season





Andrew Dickinson
Head of Operations
and Deputy CEO





Exemplary Governance

- FA Code Compliant
- NED Board Recruitment
- IAG Chair recruitment
- IAG Skills Audit
- IAG Member recruitment





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Embed Safe and Inclusive Environments

- Safeguarding 365PASS
- Intermediate Equality Standard:



Safeguarding

Play Safe weekend

30th September - 1st
October 2023

Referee support

Supporting U18 & Parent
referee's

Play Phase

Mini soccer/U6
development football

Safeguarding training

All YT coaches to have in date
safeguarding

Ready, Set, Glow

Managing young players with
additional needs

Welfare SPOC's

Open Age clubs/teams



Equality, Diversity & Inclusion

- Diversity in Surrey Festival
- 250 teams engaged in our rainbow laces campaign
- 285 people engaged in United Through Football
- 28 coaches inducted onto our Ready, Set Glow Programme
- Ramadan tournament
- New adult pan-disability 11v11 league





Meadowbank

Total Users 2022/23 70,955

Unique Users 2022/23 13,646

Peak—82%

Off Peak—60%

Community users—95%

3,626 hours by individual bookings

260 11v11 matches*

22 Surrey FA County Cup Finals

18 Surrey Schools FA Finals





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People

Leavers

- James Major
- Athreya Raman

Joiners

- Alanna Bickers
- Nicholas Madronero
- Ivan Newsome
- Nayan Limbu



Question & Answer

Meadowbank
Football Ground

urrey FA



Nick Drew
Finance Director





5. OVERVIEW OF THE ACCOUNTS

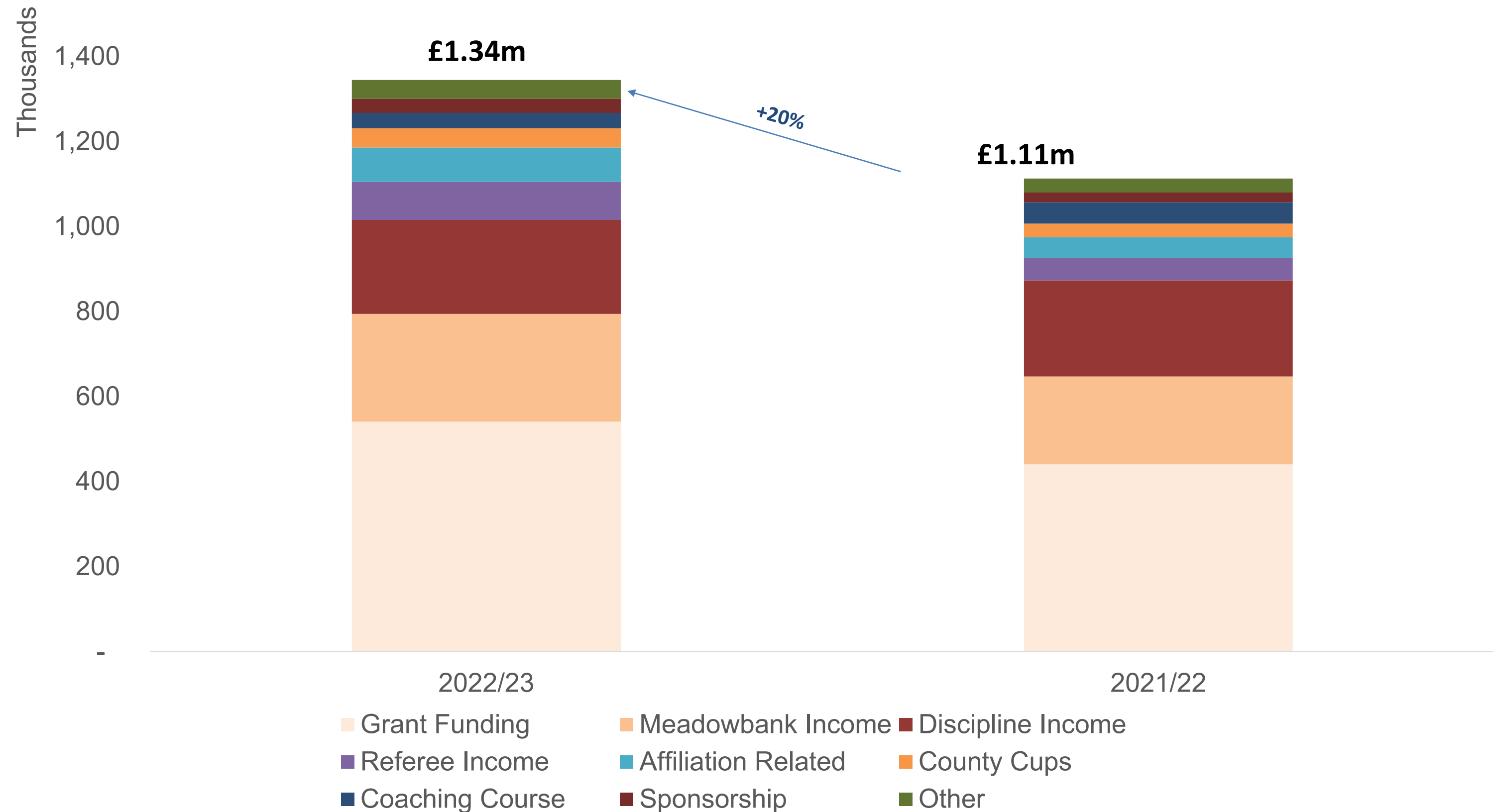
2022/23 Financial Snapshot

Results subject to Audit

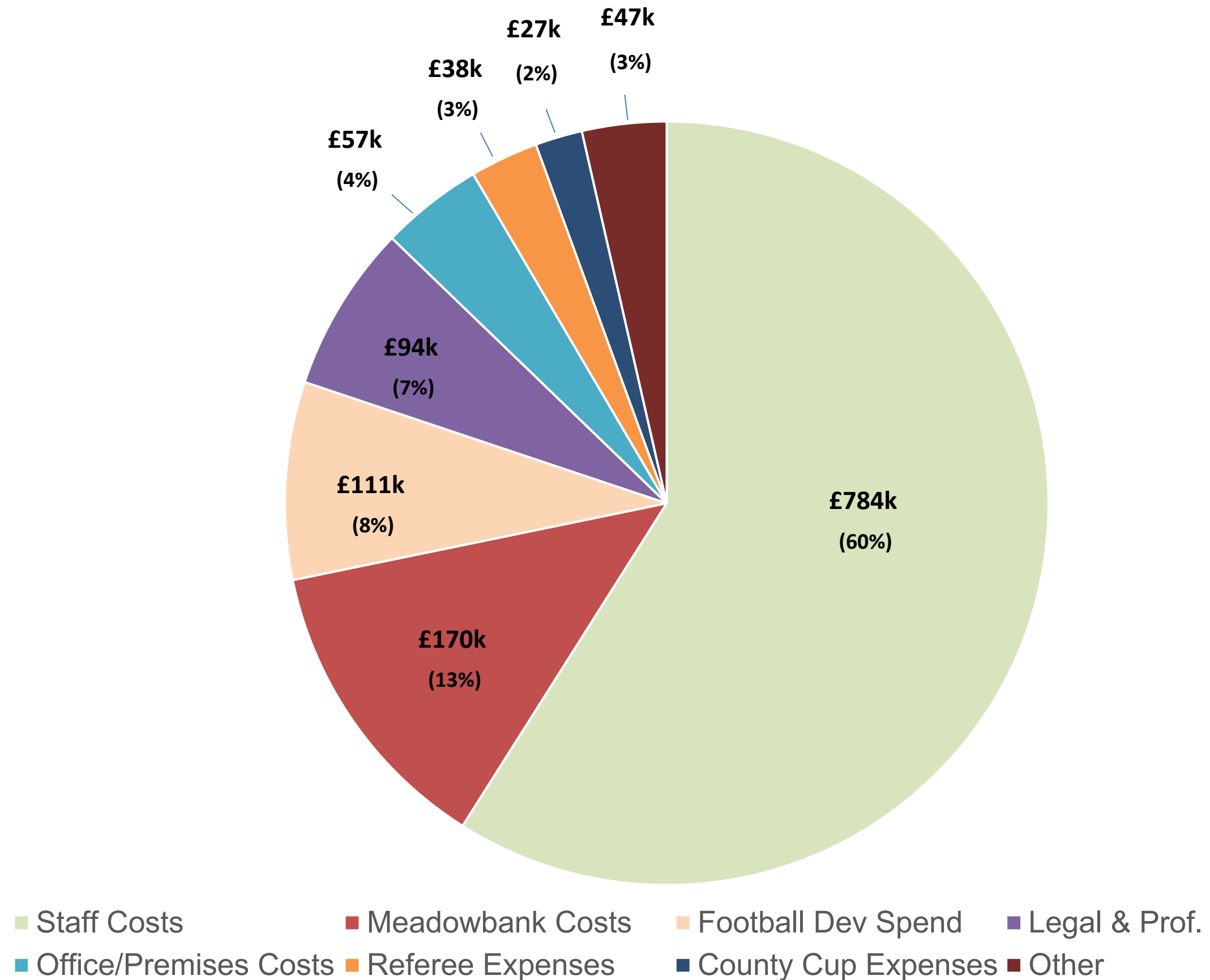
Executive Summary

- Surrey FA remains in a strong financial position, with Available Funds of £716k as at 30th June 2023 (£175k of which is being held in a Sinking Fund for future Meadowbank pitch replacement)
- 2022/23 saw a strong financial return, with Income for the year finishing +12% above Budget, primarily through additional grant funding distributed by The FA during the year, and better than planned income from our County Cup finals
- Income levels allowed £1.3m to be invested back into the grassroots game in Surrey during the year, including enabling over 13.5k unique users at the Meadowbank stadium
- Net operating surplus (before HQ Rent) of c.£80k from running the Meadowbank football facility – the best return since taking occupation
- Team now focussed on continuing the positive growth into next season as we continue to execute against our 10yr strategy

Total Income +20% favourable vs. Prior Year, primarily as a result of increased grant funding and growth in income generated from the Meadowbank facility



£1.3m Invested into Running Football in Surrey in 2022/23





Future Outlook

- Stable financial position coming out of the 2022/23 season gives a strong platform for further growth into the 2023/24 season
- New investment opportunities continuously being explored to execute on 10yr Hub site strategy, ensuring excess cash reserves are fully utilised
- Ambitious targets in place for new commercial/sponsorship income across 2023/24 season, to offset expectation of flat central funding from The FA



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6. Appointment of the Association's Auditors

taylorcocks



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7.Appointments of any Life Vice Presidents, Vice Presidents or Honorary Members

No appointments made



8. Appointments of Trustees

No appointments made





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9. Notification of changes to County Cup Rules 23/24

No changes made

10. Notification of changes to Articles of Association

No changes made



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Any Other Business?



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Thank you!

