



FOR ALL

Surrey FA General Meeting

15 January 2024

Starting at 7pm

Housekeeping for virtual EGM

Please don't admit attendees

The Management Team will do this as we are taking attendance

Whilst you wait for the GM to commence, we ask you to please do the following:

STEP 1 - Mute yourself by clicking the microphone icon (circled in **yellow**) and turn your video off

STEP 2 - Open the chat window by clicking the speech icon (circled in **red**). It's important the chat window is open as you'll need to vote using this functionality

STEP 3 - Once the chat window is open please type your name followed by your Club (i.e. **Jane Smith - Surrey FA**) to register as an attendee

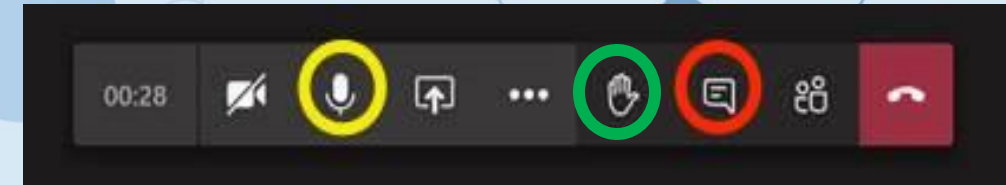
STEP 4 - Questions can be asked after each segment by:

- a) click on raise your hand (circled in **green**)
- b) post in the chat function

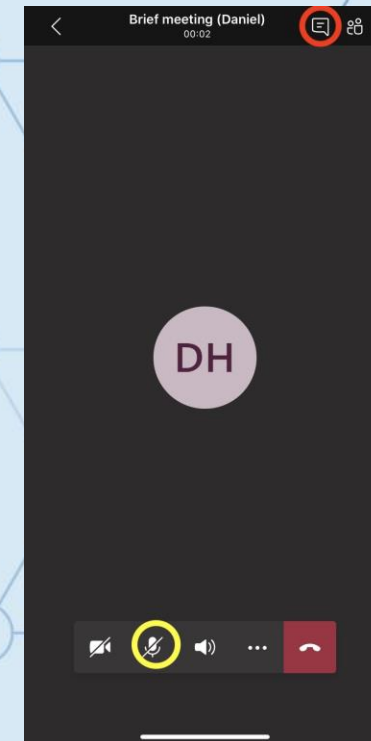
STEP 5 - To vote - enter yes, no, or abstain into chat window when prompted.

This presentation is being recorded.

Laptop View



Mobile/
Tablet View



SURREY FA



Interim Chair — Soye Briggs

WELCOME

Agenda

1. Apologies

2. To receive and consider the accounts for the year ended 1st July 2022 to 30th June 2023 and the reports of the charity trustees and auditors

3. Surrey FA 2030/31 Strategy Update Presentation

4. Announcement of the appointment of any Life Vice-Presidents, Vice Presidents and Honorary Members, if appropriate

5. Any other relevant business as admitted by the Interim Chair

6. Closure





1. Apologies

Sue Aspinwall

Brian Carroll

Barrie Hogan

Alan Holmes

Mike Jermey

Tony Loveridge

John Waddelow

Mitcham Park



Nicola Novell, Head of Finance

2. PRESENTATION OF ACCOUNTS AND REPORTS TO YEAR ENDING 30 June 2023

A young woman with blonde hair, wearing a blue jacket, is holding a white soccer ball above her head with both hands. She is looking upwards with a focused expression. The background is a blurred stadium with white railings and a green field. The image has a semi-transparent dark overlay.

2022/23 Financial Results

15 January 2024

2022/23 – Executive Summary

- 2022/23 was another year of progress for Surrey FA, but not without challenge. However, the Board of Trustees are pleased to confirm the organisation remains in a strong financial position
- Available funds of:
 - £714k as at 30th June 2023 *(incl. £175k in Sinking Fund for Meadowbank pitch replacement)*
 - £763k as at 31st December 2023 *(incl. £192.5k in Sinking Fund for Meadowbank pitch replacement)*
- Income levels allowed £1.4m to be re-invested into the grassroots game in Surrey
- Overall net £40k deficit as funds carried-forward from the previous season were invested during the 2022/23 season

Income increased Y-o-Y primarily as a result of increased Coaching Income and Grant Funding

| | Note | Unrestricted funds £ | Restricted funds £ | 2023 Total funds £ | 2022 Total funds £ |
|-----------------------------------|------|-------------------------|-----------------------|--------------------------|--------------------------|
| Income from: | | | | | |
| Income from charitable activities | 2 | 178,248 | 494,130 | 672,378 | 563,755 |
| Other trading activities | 3 | 672,158 | - | 672,158 | 548,073 |
| Investments | 4 | 2,845 | - | 2,845 | 80 |
| Other income | 5 | 6,500 | - | 6,500 | 1,050 |
| Total | | 859,751 | 494,130 | 1,353,881 | 1,112,958 |

Extract

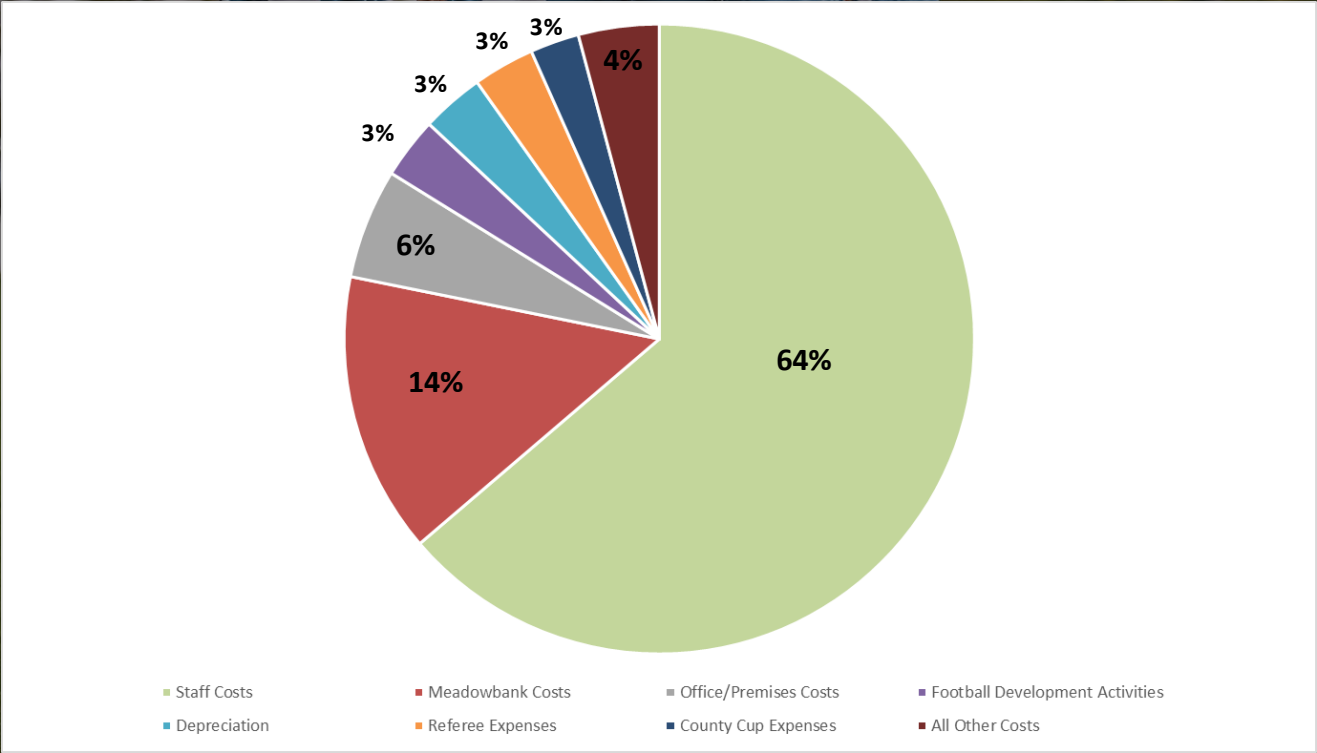
| | | | |
|----------|--|----------------|----------------|
| 2 | Income from charitable activities | 2023 | 2022 |
| | | £ | £ |
| | <u>Football development</u> | | |
| | Referees' registration fees | 15,040 | - |
| | Development income | 96,420 | 64,069 |
| | Coaching income | 117,939 | 99,639 |
| | <u>Football services</u> | | |
| | County cup competitions | 45,269 | 31,902 |
| | <u>Other</u> | | |
| | Salary and revenue grants | 397,710 | 368,145 |
| | | 672,378 | 563,755 |

£1.4m Reinvested into running football in Surrey in 2022/23, representing a 27% increase YoY

Extract

Expenditure on:

| | | | | | |
|-----------------------|---|----------------|----------------|------------------|------------------|
| Raising funds | 6 | 465,120 | - | 465,120 | 351,657 |
| Charitable activities | 7 | 440,896 | 488,399 | 929,295 | 749,673 |
| Total | | 906,016 | 488,399 | 1,394,415 | 1,101,330 |



Other Key Information from Report

Directors and Trustees

The directors of the charitable company (the charity) are its trustees for the purpose of charity law. The trustees and officers serving during the year and since the year end were as follows:

Mr N. Drew
Mr S. Briggs
Mr W. Douglas
Ms E. Liebenhals
Mr V. P. Olisa (resigned July 2023)
Ms S. Lockyer
Ms Y Rees
Mr A Warner (resigned October 2023)
Ms E. Clarke (appointed October 2022)

In our opinion the financial statements:

- give a true and fair view of the state of the charitable company's affairs as at 30 June 2023 and of its incoming resources and application of resources for the year then ended;
- have been properly prepared in accordance with United Kingdom Generally Accepted Accounting Practice; and
- have been prepared in accordance with the requirements of the Companies Act 2006.

Achievements and Performance

Surrey FA has developed a new ten-year strategy to 2030. Our Vision is to make football in Surrey inclusive, safe, sustainable, and fun. Our Mission is to provide exceptional service and support to the people and places that make football happen in Surrey. We underpin our strategy with four values - Collaborative, Ambitious, Respectful and Excellence.

Our 5 Strategic Goals:

1. More Participants
2. Great Places to Play
3. Exceptional People
4. Excellent Organisation
5. Long-term Sustainability

Future Outlook

- **Surrey FA continues to explore new commercial opportunities with the aim of introducing incremental funding to help maximise reinvestment into the grassroots game across the County**
- **The Board are continuing to work closely with and support the Executive team in delivering on the new, ambitious 10 year strategy**
- **The Cost-of-Living continues to present challenges across the County and beyond. Surrey FA, working closely with The FA, will continue to help and support all stakeholders impacted by these challenges**



Sally Lockyer, CEO

3. STRATEGY UPDATE PRESENTATION

Strategy Overview

June - Dec 2023

- Double CFA Recognition Award Winners
- Intermediate Equality Standard

Recruitment

- Youth Forum
- IAG New Chair - Soye Briggs
- Board Recruitment – Chair, FD, 3 x NEDs



S|B|H|L



Emma Barnes, Head of Football Development

MORE PLAYERS, GREAT PLACES TO PLAY AND WORKFORCE



Female + 2%

Q1 = 8,046

Q2 = 8,192



More Players

Male + 1%

Q1 = 56,029

Q2 = 56,831



Disability + 7%

Q1 = 683

Q2 = 734

CFA Recognition Awards 2023

- Double Award Winners
- 242 submissions across 50 CFAs
- Shortlisted across 3 categories
- EDI
- Partnerships
- Youth Engagement

Winners - EDI Category

- Unite Through Football: Refugees
- **Winners - Youth Engagement Category**
 - Surrey FA Youth Forum







Young Carers: 'Time Out' Project

36 participants aged between 5-15

12 week programme

Reduction in anxiety and anti-social behaviors

Increase in confidence and social interaction



Great Places to Play

Vibrant Clubs & Leagues

England Accreditation

Accredited Leagues - 8

Youth Clubs – 86%

Adult Clubs – 50%

High Quality Facilities

Good Quality Grass Pitches – 180

Football Foundation Investment - £562,034 (July-Dec 2023)

Workforce

Develop & Support Coaches

Trained coaches – (I2CF) 323

SFA delivered CPD – 18
events

Referees

Registered – 1,273

Recruitment (Trainees) - 358

Conversion – 60

Conversation about

OUR GAME

Surrey Sports Park
Richard Meyjes Road, Guildford,
Surrey, GU2 7AD
Wednesday 24th January 2024
18:00 – 21:30

Kingston University Sports Ground
Tolworth Court, Kingston Upon
Thames, Surrey, KT4 7QH
Monday 29th January 2024
18:00 – 21:30



David Miller, Head of Governance

REPECTFUL PLAY (DISCIPLINE) GOVERNANCE (AFFILAITION) & COUNTY CUPS



ENGLAND
FOOTBALL

DISCIPLINE

2023-24 SEASON SO FAR



***450**

TOTAL
ALLEGATIONS

*189 CASES STILL UNDER
INVESTIGATION



261

TOTAL
CHARGES



51

CHARGES
AGAINST
SPECTATORS



47

DISCRIMINATION
CASES



43

REFEREE
THREAT OR
CONTACT



16

ABUSE CHARGES
TO REFEREES U18



147

NON-PLAYING
PARTICIPANT
SANCTIONS



617

SIN BINS



53

ABANDONED
GAMES

* 189 CASES STILL UNDER INVESTIGATION.





- Surrey FA is committed to working with all of our stakeholders to reduce the amount of misconduct within the game, creating a positive environment for everyone involved.
 - Earlier in the 2022/23 season Surrey FA worked proactively and collaboratively with all 20 Affiliated Leagues to produce a 'Pledge of Positivity'.
- 1) Referee Armbands for U18 Referee's
 - 2) Football Watch
 - 3) Introduction to Refereeing Video – (For parent and club volunteers) – Published on Website
 - 4) Discipline Intervention workshop
- This multi-faceted approach will reach more than 150k participants across the game in Surrey

County Cup Finals 2024

| Date | Kick Off | Competition |
|-----------------------------|---------------|---|
| Sunday 17th March | TBC | Thorpe Park U16 & U15 Girls Cup Final Thorpe Park |
| Wednesday 20th March | 7.30pm | Thorpe Park U18 Youth Midweek Floodlight Cup Final |
| Sunday 24th March | TBC | Thorpe Park U12 Youth, U12 & U13 Girls Cup Final |
| Wednesday 17th April | 7.30pm | Sunday Premier Cup Final |
| Friday 19th April | 7.30pm | Thorpe Park U18 Youth Cup Final |
| Sunday 21st April | TBC | Thorpe Park U14 & U15 Youth Cup Final |
| Monday 22nd April | 7.30pm | Veteran's Cup Final |
| Wednesday 24th April | 7.30pm | Saturday Premier Cup Final |
| Friday 26th April | 7.30pm | Thorpe Park U16 Youth Cup Final |
| Sunday 28th April | TBC | Capital Women's Cup Final |
| Monday 29th April | 7.30pm | Saturday Intermediate Cup Final |

County Cup Finals 2024 cont

| Date | Kick Off | Competition |
|---------------------------|---------------|---|
| Wednesday 1st May | 7.45pm | Specsavers Surrey Senior Final |
| Sunday 5th May | TBC | Thorpe Park U13 & U14 Girl's Cup Final |
| Wednesday 8th May | 7.30pm | Saturday Junior Cup Final |
| Thursday 9th May | 7.30pm | Saturday Lower Junior Cup Final |
| Tuesday 14th May | 7.30pm | Sunday Intermediate Cup Final |
| Wednesday 15th May | 7.30pm | Sunday Junior Cup Final |
| Thursday 16th May | 7.30pm | Sunday Lower Junior Cup Final |
| | | |
| Monday 13th May | 7.30pm | Contingency Date |
| Monday 20th May | 7.30pm | Contingency Date |
| Tuesday 21st May | 7.30pm | Contingency Date |
| Wednesday 22nd | 7.30pm | Contingency Date |
| Thursday 23rd May | 7.30pm | Contingency Date |



Kirk Ritchie, Head of Marketing & Partnerships

ENHANCED PROFILE and SUSTAINABLE REVENUES

Enhanced profile

- Increase across all social media channels. Delivering better content, more engagement, more contact
- Instagram +62%, LinkedIn +30%, X (Twitter) +14%, Facebook +3% in followers
- Live events included: SFA Grassroots Awards, Referee Awards, Refugee League, Charity Matches, Senior Cup Draws back at BBC Radio Surrey HQ
- Consistent development of profiling the podcast which saw guest appearances
- Ending the year strong with 12 Days of Christmas campaign across all social channels. Engagement + 11%, followers + 66% v Dec 22



S2 E5: Arsenal Fan TV and CONCACAF presenter: Cecil...



S2 E4: EFL referee experience: Craig Hicks



Sustainable Revenues



S | B | H | L



veo





Andrew Dickinson, Head of Operations

GOVERNANCE (OPERATIONS, SAFEGUARDING, EQUALITY) MEADOWBANK

Exemplary Governance

- IAG Chair Recruitment: Nov – Soye Briggs
- NED Board Recruitment: Dec – Mar
- FA Code of Governance Compliant: Working towards V2

Football is Safer & Inclusive

- Safeguarding 365 – Compliant
- Intermediate Equality Standard: Achieved
- IAG Skills Audit underway
- IAG Member Recruitment



Safeguarding

Safer Internet Day

Tuesday 6th February

Players Welfare Course

A course for all those working with 16/17 yr playing Adult football

Welfare SPOC's

Open Age clubs/teams

Referee support

Supporting U18 & Parent referee's

Verifiers

League Officials as Verifiers – still face to face and will need to meet people to physically verify

Safeguarding Reporting

Increases in reporting of all incidents including poor practice and sexual abuse cases

Equality, Diversity & Inclusion

- Award Winners - Unite Through Football: Refugees & Surrey FA Youth Forum
- Unite Through Football: Refugees Season 2
- Intermediate Equality Standard Achieved
- Celebrated day of International Disabilities
- Rainbow Laces Campaign
- Race Relations Training
- Evening championing Inclusion



Meadowbank Football Stadium

- On target to beat record of 71k players in 2023/24
- 95% community football
- 95% from Mole Valley
- Average 60 hours per week
- Deliver surplus to reinvest in grassroots football

People

Leavers

- Josh Symmonds
- Dominic Fairhurst



New Joiners

- Andrew Lovegrove, Facilities Duty Manager
- Kirk Ritchie, Head of Marcoms & Partnerships





4. Appointment of any Life Vice-Presidents, Vice Presidents and Honorary Members, if appropriate



5. Any Other Business

No questions received

A photograph of a woman and a young girl standing on a soccer field. The woman, on the left, is wearing a dark blue jacket with a white Nike logo and a crest on the chest. She is smiling and holding a white soccer ball. The girl, on the right, is wearing a red and blue striped soccer jersey with a crest and the text 'VELOCITY TRADE' on the front. She is also smiling and holding the soccer ball. In the background, there are spectators in the stands and a banner that reads 'NEGATIVE HOMES' and 'negathomes.co.uk'.

THANK YOU