



Minutes of the Annual General Meeting of the Wiltshire County Football Association Limited, held at Green Lane on Thursday 13th June 2024 at 19:00.

Present: Mr Alan Smith (Chairman of the Association) presided over the meeting. In attendance was Mrs Tina McCosh (Vice Chairperson), Mr Simon Russell (Chief Executive Officer), Craig Gorton, Colin Tewksbury, Chris Dean, Terry McCosh, Ian Hibbard, Colin Kennerson, Clive Archer, Phil Chamberlain, Anthony Ottaviano, and Shane Comb.

24/01 Chairman's Address: The Chairman thanked everyone for attending tonight and highlighted some of the successes within Wiltshire this season:

- Chippenham Town – Winners of the Premier Shield Final Winners.
- Swindon Town Women's – Women's cup final winners with a record attendance of 800 spectators which was the highest of all cup finals.
- Salisbury – Gained promotion to Conference South.
- Amesbury Town – Promotion to Wiltshire League Premier.
- Downton FC – Promotion to Wessex League Division One and Senior Cup winners.
- All County FA league and cup winners

Sam Allison – Promotion to premier league and kindly refereed the Wiltshire FA Premier Shield

Alan thanked all the Wiltshire FA volunteers who make up each league/club/team.

Thank you to Clive Archer (former chair) for huge contribution in growing football within Wiltshire over the last 9 years.

24/02 Apologies for Absence: The Chairman reported that he had received apologies from Steve Mitchell, Pete Lowe, Tony Williams, Dave Buckley, Nick Edwards, Adrian Riddiford, Richard Gardiner, Rob Herrett, David Burns, Paul Fox.

24/03 To pass minutes of the previous Annual General Meeting of the Wiltshire County FA Ltd: The minutes of the 2023 meeting were agreed with 12 members voting in favour and 0 against.

24/04 To receive Directors' report and annual accounts prepared by Charlton Baker Accountants: The accounts have been prepared by Charlton Baker Accountants for the year ending 30th June 2023. There were no questions on the accounts and all present voted in favour to approve the accounts with 12 members voting in favour and 0 against.

24/05 CEO update: Simon Russell provided an update on the new FA strategy 2024-2028 which he and Alan presented to the FA last week. Simon explained how Wiltshire are in a strong position and this is due to the work that has been done by former CEO Oliver Selfe, Former Chair Clive Archer and the rest of the Wiltshire FA workforce.

Simon highlighted the current governance and staffing structure for the organisation.

The FA announced a 5.1% reduction in funding each season over the next 4 years. Wiltshire FA will focus on generating income through productivity and utilising Green Lane Playing Fields and becoming more sustainable.

Strategic priorities include:

- The FA's strategic priorities areas are to:
- Improve playing choice and opportunities.
- Deliver equal opportunities for women and girls to play.
- Build more and improve existing facilities
- Tackle poor behaviour
- Develop a valued network of volunteers, coaches, and referees.
- Support thriving community clubs.

Previous strategy:

- Was positively received and clearly, given the evidence, has served us well over the period.
- Though the input work for the strategy revealed: 76% of respondents were unable to confidently explain our role, 33% of respondents didn't know our Vision, 29% of respondents rated our communication as 'poor'.
- There was nothing that we did then or since that has addressed these – we will correct that.

Further, with our new strategy, we will:

- Make a stronger connection between: PURPOSE – VISION – MISSION – IMPACT.
- Be clear on the 'DRIVERS' that will enable us to deliver this strategy effectively – recognising that our mindset and the development of our capabilities will be key to being successful.

Our Purpose:

- To improve the experience of all involved in #WiltshireFootball, and
- To extend our reach to deliver positive change through #WiltshireFootball

Our IMPACT:

- Tackle poor behaviour, for the benefit of everyone involved in #WiltshireFootball.
- Be relevant, responsive, and respected by everyone involved in #WiltshireFootball.
- Prioritise safeguarding, providing relevant training, support, and guidance on this issue to those we serve.
- Provide outstanding training, education, and support that meets the needs of all those involved in #WiltshireFootball.
- Continually improve facilities across #WiltshireFootball, both directly operated and otherwise Address the accessibility, affordability, and sustainability across all #WiltshireFootball

When we do all of these effectively, we know retention and participation increases.

Immediate operational priorities:

Here are important pieces of work we need to do quickly, that have the potential to be game changers for us, though all will require some level of investment.

- Our financial position is sufficiently strong for this investment to be a realistic proposition.

First, we need to map the workforce capability and capacity we will need. Then we can consider:

- Investing in both our capacity and capability to increase revenue through commercial partners and other funders (investment that will probably take some time to produce a positive ROI)
- One or more additional facilities that we can operate to generate a surplus.
- Whether we develop a 'Shared Service' proposition for other County FAs.

- It is probable that we could not, sensibly, progress all three concurrently

Simon then welcomed questions:

There was a discussion around what qualifies as a registered player within our KPIs. A player who is registered within the FA club portal will count towards the KPI stats. There is a push on walking football participants and registering them onto the portal to increase the numbers.

There was also a discussion on building the bridge between VETs' football and Walking Football.

There is an appetite for a walking football referee course which Wiltshire will explore with the walking football members.

Alan thanked Tina McCosh (Vice Chair) for all the advice and guidance that Tina has provided to Alan since his appointment. An extended thanks was given to Terry McCosh for the work he has undertaken as FA representative for the 2023/24 season and work he does most weekends acting as our safeguarding mascot RON.

24/06 Appointment of accountants to prepare accounts: The members voted in favour of continuing to use Charlton Baker accountants for season 2024/25 with 12 members voting in favour and 0 against.

24/07 Place of the next Annual General Meeting: The next Annual General Meeting will be scheduled for Green Lane Devises on Thursday 5th June 2025.

24/08 Any other competent business: The board have approved work to be done on Green Lane car park.

The Chairman closed the annual general meeting and thanked everyone for attending. The meeting closed at 19.41pm.

24/09 Close of Wiltshire County FA AGM:

Ian Hibbard, Secretary to the Trustees, welcomed everyone to the 2023/2024 Annual General Meeting of the Wiltshire Football Benevolent Fund.

He commenced his Annual Report by giving the opportunity for those present to remember the late Dennis Kilford, who died earlier in the year, whose dedication and drive many years previously resulted in the setting up of the Fund as a Registered Charity. £26,358.67 of financial hardship funding has to date been awarded subsequently to deserving beneficiaries.

Tina McCosh, Keith Cooper and Ian Hibbard, who served as the Joint Football Services & Football Development Committee's Trustees in 2023/24 were re-appointed unanimously for the ensuing year.

John Gingell (Corsham Town & Chairman), Terry McCosh (Chippenham Town Youth), and Peter Wallis (Bromham) were re-elected unanimously as the clubs' Trustees for 2024/25. The bank account had an opening balance of £3821.33 and closed at £3641.33 after £180 had been awarded to a self-employed player on the only occasion the Trustees met during the year in which no income had been received.

The Secretary referred to the Funds dwindling resources and the possibility of it ceasing to exist in the fairly near future.

He also spoke about the extremely useful meeting he had with WFA Chief Executive Simon Russell earlier in the week when they discussed a number of issues relating to the Fund which they agreed to pursue when time permits during the forthcoming season.

In the meantime there is enough money in the Fund to continue supporting applicants provided it doesn't become subject to a sudden increase in activity.
In concluding his report, the Secretary thanked members for their attendance to receive his report which was accepted unanimously.

The meeting concluded 19.58pm