



Client – Liverpool County FA, Liverpool



Liverpool FA

Liverpool Football Association was formed in 1882 and controls all aspects of football in and around Liverpool. The association looks after 2,300 clubs organised into leagues, organising and managing all the supporting structures to run football within its region. Its mission:-

TO USE THE POWER OF FOOTBALL TO BUILD A BETTER FUTURE!!

is delivered by the Directors in conjunction with the members of council, employ a professional staff of 9 full time and 5 part time, who undertake the duties and assist the County in achieving its aims and goals.

This small professional team identified a need to develop a wider understanding of the organisations finances, so that everyone within the management and council members could make more informed decisions regarding the financial impact of strategy and direction decisions they were making. The association had traditionally relied upon its financial director to advise on all aspects of financial decision making.

This dependence and knowledge gap limited financial knowledge and confidence in developing the organisation. We put together a bespoke programme designed and delivered [by Alison Gourlay ACA \(chartered accountant\)](#), developed a practical course developing new skills in understanding all relevant aspects of finance.

The bespoke course covered balance sheets and profit and loss finances coupled with how to use them in making financial decisions, as well as how to drive profitability through financial decision-making.

"This has enabled more people to be financially aware when thinking through decisions within the organisation, and that's made a real difference in our confidence and our decision making process" said one senior board member.

"The return on investment (ROI) of such a course is hugely significant to organisations such as Liverpool FA, as the quality of informed decision making after such courses is so much better." commented Alison Gourlay, Cowden Consulting.