

Whitehaven Independent Supporters Trust

Steering Group Meeting

Sunday 19th December

Sponsors Lounge, Recreation Ground

1. Present - Vikki Chappell, Anna Byrne, Jonathan Chappell, Paul Blacklock, Frank Scott, Ian Stephenson, Andrew Ross
Apologies – John Hurst, Karl Connor, Lee Scott, Dave Farrell
2. Minutes of the last meeting 8th December - Minutes agreed to be a true reflection of the meeting.
3. Executive Review – Ian distributed updated draft copies of the review and provided attendees with an overview of the contents. It was acknowledged that as a Steering Group it was the member's responsibility to lay guidelines down for future elected Board members. It will be the newly elected Board's responsibility to put a development plan in place. The Board will further be responsible for establishing a financially sound organisation in order to look to gain a place on the Whitehaven 2010 Board. Ian confirmed he has included the Steering Groups original objectives into the Executive Review, it will be the responsibility of the elected Board to agree timescales for all activities to be undertaken. It was agreed there will be a need for the Trust to look at the potential for long term achievements for the club and the engagement of local amateur clubs to get youngsters involved.

Key Strategies within the Executive Review are as follows;

- How do the Trust engage with the Club's Board to ensure more transparency in the future.
- Focus on communications with fans and the local community
- The establishment of the Trust as a community presence and the engagement of local organisations

The Trust will have a 'business relationship' with the Whitehaven 2010 Board. The Trust Board will consist of 6-12 members. Board members will be able to seek assistance from non Board members in order to complete tasks and roles. It was agreed that a succession plan was required for key roles; Chairman, Secretary and Treasurer.

The Memorandum of Understanding has been attached to the Executive Review with one minor change, the sum of £5.93 has been amended to £6.

Membership – Members will receive a welcome pack containing their share certificate. The Steering Group is to further consider the possibility of family membership. It was agreed that a junior section be included in the Executive Review under membership.

Membership Benefits – It was agreed that there should be specific benefits for child members. Paul suggested having a bouncy castle and meet the player opportunities. Other suggestions include facepainting, the opportunity to be the match mascot and a concession on matchdays. Ian confirmed there had been no feedback from the ex-players association to date.

The group discussed having a tiered membership system with different fees. A Platinum membership had been suggested for those wishing to donate £100 which could potentially link with the ex-players association. It was agreed that all members should have access to the same facilities with those wishing to donate more than the standard fee being able to do so.

Targets – Part/full ownership is not possible at the present time. The Trust must first look at smaller initiatives. It was agreed that membership numbers need to increase before the Board elections take place. There is the possibility of part/full ownership of the club in the long term depending on turnover. Highlighting this intent at this early stage shows the Trust's serious intentions.

All members will have access to the Trust's website.

It was agreed by the attendees that an approach be made to the Whitehaven 2010 Board in January and a presentation made to the full Board explaining what we expect from them and that the Trust's main aim is partnership/ownership.

Ian confirmed the Executive Review has been read by Laura Harrison of Supporters Direct who has advised no alterations are required.

Jonathan to re-circulate the paper application form with pricing information and return address.

4. Raffle & Tickets – All Steering Group members now have raffle tickets and are selling however some concerns have been raised as to the rugby bias of the prizes. Andrew confirmed that he has secured a one week stay in Florida for a future auction prize.
5. Website Development – There has been progress on the website by John Flanagan due to a family issue. Jonathan is awaiting an update from John. A problem has been identified with the email addresses and this is currently being rectified.
6. Logo Design Competitions – It was agreed this be postponed until Launch Night as no entries have been received. Lakes College's art department are happy for students to work on designs to enter when they return from the Christmas break. Paul suggested Trust in Haven pens for members and is looking for potential suppliers.
7. Membership – There are currently 25 members on the in-touch system including the Steering Group. 24 of these are individual memberships and one is a corporate sponsor. John Flanagan has further expressions of interest. It was agreed that Karl be asked if it would be possible to get a piece in the Whitehaven News on how to become a member and to look at the potential for printing a membership form in the paper. There is the potential to hand out forms at the Whitehaven V Workington game to attendees and in programmes. Raffle tickets will also be sold at the game.

Paul agreed to create an A3 sign before the game for use when selling raffle tickets/ handing out forms. Andrew is to speak to First Image about the possibility for a sign for the portakabin at the ground.

8. Portakabins – Portakabin One is now in situ at the ground. It was agreed this should be partitioned into two areas, one for the shop and one for the Trust. Andrew is to let Ian know how long he has spent on securing the Portakabin and its delivery. The club paid the £100 delivery fee. Portakabin One could potentially be worth £1k when restoration work has been carried out.

9. Leeds Rhino Evening – January 2011 – The Trust has a table for this event being held on the 29th January. The price is to be confirmed, anyone interested in attending should let Ian know.
10. Player Pathway Development & Squad Builder – Ian confirmed that he had met with Gary Hewer, Head of Performance and Player Development whom he has invited to attend a future Trust meeting to present on the ‘squadbuilder’ programme. Attendees agreed that the Trust should be supporting youth initiatives and agreed to sponsor the U23 team players shirts at a cost of £1000. It was further agreed that Gary should be invited to launch night to talk about youth initiatives.
11. AOB - Launch Night – Frank is working on the preparation of the launch night, including looking at the newsletter and ensuring the bar is correctly staffed for the evening. Dave has sent a list of VIP’s to Steering Group members who need to be invited. A buffet for the evening will be arranged.

Vikki confirmed there is £500 in the bank account. The account details will be forwarded to Mike Rothery to allow the Internet Support Group to transfer their funds. Jonathan confirmed that the Trust have a page in the programme and that this could potentially include a piece from Gary Hewer on the sponsorship of the U23’s.

Next Meeting – 5th January 2011, 19.30, Sunny Hill, Whitehaven