

TRUST IN HAVEN

Presentation to the Board of

WHITEHAVEN RUGBY LEAGUE FOOTBALL CLUB 2010

Background to Executive Review

Multi-various groups now combining efforts
Registration with FSA and part of Supporters-Direct
Steering group formed to take Trust forward to full operation

Vision & Objectives

Agreeing formal responsibilities in supporting the Club's operation
Ensuring we have joined up Strategies
Operating in tandem to take the Club forward
Helping to create financial stability for the Clubs long term future
Contributing towards the player development/squad builder programme
Re-establish the Club as a community club
Work with the club to ensure sustainability on and off the field
Ensure supporters views are considered when important decisions are made
Facilitate communication between club and fans

Our aim, to be *The voice of the rugby league community in West Cumbria*

Key Strategies

1. Operating Protocol with the Club

Work closely with the Club to agree an operating protocol
Agree delegation of responsibilities
Operate with respect
Act with corporate responsibility
Share Strategies:

Marketing
Communications
Fundraising
Long Term Vision

Become a 'critical friend on behalf of Supporters
Agree communications process for feeding back to Trust Board and it's members, both from Board meetings and generally
Agree on exchanges of funds and/or 'values in kind' for shares with responsibility as a Member on the Club Board

Under-pinned by the Trust's Memorandum of Understanding agreed

Added Value - Resource support possibilities

For example -

Turnstile operators, programme sales, match day announcements, security -
(possible project - to train fans as security/stewards & save club costs)
& other general match day support, etc.

To be recognised at a nominal value and recorded

2.Development of a credible Supporters Trust

Communications Strategy

VARIOUS FORMS OF PUBLICITY – WEBSITE, NEWSLETTER
TRUST LEAFLET

To contain information on the Trust

Plus, identifying how the club can be supported

- Trust membership
- Match day packages
- Season Tickets
- Merchandising
- Sponsorship packages

3.Establishing a Community presence

Engaging with all facets of the local community, for example –

Local Amateur RL Clubs

Local Sporting Clubs

Young people / Youth Organisations

(Juniors Section/Membership)

Local Educational Institutions

Social Groups (Including People with disabilities / learning difficulties

Local Residents

Local Businesses & organisations such as Chamber of Commerce/Trade

Operation Process & Planning Cycle

The Trust will operate as a small business

We will have a minimum of 6 & a maximum of 12 Committee members, each with a designated responsibility

Launch night 21 January to announce Election Process that will commence on 24 January 2011

Results to be announced at first AGM on 18 March 2011

TIH will set out a 3–5 Year Development Plan within 6 months of the 1st elected Trust Board/Committee.

Business Plan & Business Partnership

There will be targets and a fund raising strategy

Some of the targets could influence match attendance –

500-1,000 trust members = 500-1,000 contribution to spectators

The overall aim is to make the Trust more than self-sufficient and to reinforce our status as primary Business Partner to Whitehaven Rugby League

Membership & Benefits

There are immediate benefits for fans and supporters on joining the Trust and more are to be developed

Equally there are other benefits that the Club itself might offer

KEY DOCUMENTS

(Constitution/Trust Rules)

Memorandum of Understanding

SUMMARY

The Trust has already shown its commitment to perpetuating all that is good about rugby league at Whitehaven –

It has –

- Set in motion a true, single supporting organisation

- It is a proper business recognised by the FSA

- Trust In Haven itself receives professional guidance from Supporters-Direct

- There is already tangible evidence of support –

 - The supply and setting up of a Portakabin

 - The offer of sponsorship towards the U23's

 - It extends an open invitation to its Launch Night

It seeks to work with the Club and to share its responsibilities

The Trust would like to be part of and provide an input towards any ongoing and future Club/Ground/Player development plans – we would like to understand what you need and how we can help

It wishes to have shares in the Club and Board representation

The Trust would welcome an early acknowledgement of our participation

This can be under-pinned by acceptance of the Trust's Memorandum of Understanding, agreed and signed by both parties

IAN STEPHENSON

5 January 2011