

# **Broughton Park Football Club**

## **Notes from a Special Members' Meeting – 19<sup>th</sup> December 2016**

### **1. Welcome**

Dave Poppitt (Club Chairman) welcomed those present and indicated that the Meeting had been called to consider the Club's financial situation, to raise awareness and encourage a wider participation in discussion than was possible in Management Committee Meetings. (He underlined the fact that Management Committee Meetings are open to all members who wish to raise issues, make suggestions or offer assistance)

### **2. Recovery Plan Presentation**

Jim Rochford (Club Treasurer) then gave a presentation outlining the current financial plight of the Club and offering ideas for a Recovery Plan. He highlighted the fact that the Club's Business Plan was no longer viable. A major factor was the loss of anticipated income from daytime lettings for NHS, Social Care and Mental Health training sessions and meetings. (See the Powerpoint Presentation attached.)

[The following are (a) some of the major points/issues raised and (b) suggestions made for action. The list is not exhaustive and the placement under (a) or (b) may be arbitrary! ]

### **3. Concerns/issues**

- The lack of volunteers.
- Lack of visibility – people do not know the Club is here. (Signage had been looked into but found to be very expensive.)
- People agreeing to take on tasks but not carrying them through
- Breaking down what is needed into clearly defined and manageable 'modules'.
- The players group which had been established did not seem to be functioning
- People refusing or delaying to pay their subscriptions, including some seniors and former players who use the Clubhouse.
- Opening hours of the facility. (Noted: that the Club has to provide office space free of charge and a financial contribution for the RFU Development Officer.)
- The establishment of a Ladies Team and their willingness to become involved in e.g. social events was a plus for the Club.
- The desirability of a seamless approach in players moving from Youth to Senior

(including girls into the Ladies Team) and between Senior sides.

- Utility bills are an ongoing concern, partly due to the layout of the building and, e.g. because people switch on floodlights too quickly causing a spike in usage.
- We are not fully accessing funding available via Sponsorise and need to follow steps as set out by RFU.
- The need to give Pitch 1 a break from usage in the Summer affects availability.
- The parents of some minis/juniors see the Club as a crèche.
- The demands on volunteer coaches to obtain qualifications and attend training courses are considerable
- The state of the physio room is a matter of concern. It must be used appropriately and carefully.

#### **4. Suggestions for action**

- Establishment of a Social Committee and a Sponsorship Committee
  - Investigate player sponsorship
  - Identify Club members with particular skills/expertise
  - Increase Senior membership by at least 100, e.g. among former players who attend reunions but are not currently members. Those who attend infrequently might be willing to become Social Members.
  - Exploration of tag/touch/non-contact rugby during the summer months
  - Holding an event in collaboration with Manchester Chargers Touch Rugby. (Matt Raybould agreed to pursue this.)
  - Identify other sports groups without a 'home' who might use the facilities and bar, e.g. GAA, a local running club. There was no objection to this in principle on the understanding that there would be no threat to our identity as a Rugby Club.
  - Mark Flynn indicated a willingness to make the bar available to groups using e.g. the All-weather pitch when he is on duty in the Clubhouse.
  - Take steps to recover all monies owed to the Club, especially unpaid subscriptions. (It was noted that a full implementation of the RFU's GMS system should help with identification of non-payers, but they will still need to be chased!)
  - Consider what are the most important tasks to be assigned to the Operations Manager.
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- Look for possibilities of publicity in the local press.
  - Make use of professional fund-raising expertise within the Club, and be willing to pay for this. Dave Poppitt agreed to undertake a feasibility study for the next Management Meeting.

- Seek professional advice, perhaps from a local estate agent, about potential lettings to companies involved in running physiotherapy, fitness classes, pilates, dancing classes etc. Agreed: that this be investigated forthwith.
- Alan Marsland indicated willingness to consult other clubs such as Widnes and Burnage who seem to have achieved a greater level of financial stability.

It was agreed that a further meeting should be held in January and that all members should be encouraged to consider ways in which they might contribute to putting some of the suggestions/recommendations into effect.