

## **OPEN MEETING REPORT - 23<sup>rd</sup> JULY**

The meeting was held in the Foundation Lounge at Turf Moor after the friendly against Malaga when over 50 fans, members and non-members alike listened to an update on the progress of the Trust followed by a question and answer session.

After a brief welcome, the chairman Steve Corrigan reported back on recent happenings. The ongoing issue of lack of volunteers willing to help was highlighted and that due to the resignation of the secretary, Dave Roberts due to work and time pressures, the board elected in April was too short of numbers to continue. Rather than have another set of elections the remaining members of the board decided to revert to a steering group and enlist help where necessary.

Steve said that the Trust are approaching people to get involved and former Burnley MP, Peter Pike had already joined the steering group in a major coup for the Trust. Along with David Newton, the man behind the Clarets Trust polo shirts they were both introduced on the top table alongside existing members Steve Corrigan, Tony Scholes, Darren Irvine and Meg Fawcett. (Martin Barnes is also on the steering group but was away on holiday). For those not able to provide the level of help required at steering group level, the Trust said they are hoping to make specific requests for help with tasks and events.

Problems with website, mainly with regard to the lack of someone to run the website and provide the content for it were detailed but there was also a technical issue regarding putting pictures on the site and the ease of update.

Jonas Brown, responsible for providing the original website has kindly provided new easier-to-use software and the site was in the process of being redesigned and rebuilt by two of the members along with Jonas's assistance.

Steve went on to say that despite the issues and problems the Trust had achieved a great deal having put on a race night, beer festival and the Audience with Steve Cotterill, all of which had raised money for the Trust and increased its' profile. Clarets Mad have also raised a lot of money through the auctions of items on e-bay.

A good relationship has been built between the Trust and the football club and several meetings have been held with the chairman, Mr Kilby and the Chief Executive, Dave Edmundson regarding issues such as the ground buy back and the walk-on fee. It was reported that Mr Kilby has even offered to speak at a future open meeting. The Trust also has a representative in the Supporters Consultation Group.

The Trust also has links with other Trusts through the Bi-monthly North West Trusts meeting and the annual national conference where good practices and success stories can be shared.

The newsletter was also mentioned as a method of keeping the membership in touch with what is happening.

Tony Scholes then gave the Treasurer's update saying the Trust has just over £9,000 in the bank. The Launch Night raised £1500, the race night £230, the beer festival £720 and the Audience with Steve Cotterill £250. The remainder came through membership and donations.

Tony then gave an update on the Communications and Media area saying that a team of eight had been put together to try to make a big improvement in this area. Darren Irvine was taking on the role of membership liaison where he would answer all queries or requests from members and the Trust were hoping to set up a voicemail number to make contact easier.

The website was again mentioned as an area of concern that was being addressed.

Feedback regarding the meetings with the club and with Mr Kilby regarding the walk-on fee and the ground buy back was then given (see later in the newsletter for more detail).

The Community Officer, Martin Barnes provided a written update detailing the literacy project and the anti-racism 5-a-side (both detailed elsewhere).

Pete Moser from MorMusic in Morecambe then spoke about a community music project, which is again detailed later in the newsletter.

Tony Scholes provided an update on that morning's Supporters Consultation Group. The meeting attended by the new Police Matchday Commander Jeff Brown discussed uses for the Jimmy Mc void, pre-match entertainment to be provided by 2BR, the go-live for the customer contact centre on the 1<sup>st</sup> August, requests for reports from mystery shoppers in the ticket office and club shop, health and safety issues (as Alex Wood the Safety Officer was in attendance) and the relaunching of the club website.

### **CLARETS TRUST CONTACT DETAILS**

**Website: [www.claretstrust.co.uk](http://www.claretstrust.co.uk) General Inquiries: [info@claretstrust.co.uk](mailto:info@claretstrust.co.uk)**

**Postal Correspondence : Clarets Trust, P.O. Box 1960, Sports Desk, Burnley Express, Bull Street, Lancashire, BB11 1DP**

David Newton then gave an indication of the Steering groups plans for the future. He stated that membership renewal was the key to success and the Trust had to show that it was taking steps towards its' aims and will achieve more in the coming year. It was also realised that a better deal was needed for corporate members  
Matchday presence was also considered an important issue as David said the Trust has to raise their profile amongst the fans. To help do this the Trust needs an achievable aim and the most obvious one is to build up their shareholding and eventually obtain a place on the board for the Trust. Something that the chairman himself is not averse to.

David also said that the Trust need to be active in the local community and community events particularly as this will mean the Trust are not, in the main, competing for the Claret dollar from the same core supporters. The jazz concert, literacy event, Anti-racism event and the beer festival are all good examples of community-based events

Dave finished by saying that ' It's not that we are not doing things it's that we are not shouting enough about what we are doing.'

Questions were then invited from the floor. Issues were raised regarding existing members publicising the Trust and encouraging new members, running events like the literacy event and child protection issues and the difference between a Trust and a supporters club.

Note that since the meeting Tony Scholes and Darren Irvine have both resigned from the steering group.

## Website re-launched!

By the time you read this the Clarets Trust website will be back online. Check it out at [www.claretstrust.co.uk](http://www.claretstrust.co.uk). All articles and suggestions are welcome – contact [webmaster@claretstrust.co.uk](mailto:webmaster@claretstrust.co.uk)

## THAT'LL DO NICELY!

At the Open Meeting in April the Clarets Trust members voted that the Trust make a statement to the club voicing our disapproval the walk-on fee. The Trust did this and a meeting was held on 8<sup>th</sup> June. A summary of that meeting is detailed later and although the Trust did not get the club to reconsider their decision we did persuade them to drop the credit charge for buying tickets on line or over the phone. This is a major success for the Trust and not only one we should be proud of but it also shows that the club will listen.

The statement read 'After discussions with the Clarets Trust, Burnley Football Club have agreed to remove the transaction fee that is charged to supporters using credit or debit cards whenever they purchase from the Ticket Office.

Historically, supporters have had to pay this fee as the Club was charged by the credit card handling houses. It was only charged in the Ticket Office because of the high number of credit card transactions that were processed in this department.

However, after discussions between the Club and the Clarets Trust it has been decided that the club is willing to absorb this cost as both parties believe it was a barrier to people purchasing tickets.

This means that fans that want to purchase match tickets with a credit card or debit card, whether this is over the phone, online or in person, will pay face value for them.

This is now uniform throughout all departments of the Club and speaking about the decision, Chief Executive Dave Edmundson said: "We have spoken with the Clarets Trust and listened to their thoughts on the matter and that is why we decided to remove the credit card charge on supporters buying tickets.

"It will make things easier for those supporters who can't always get to Turf Moor to buy their tickets and rely on the

phone and online service that we offer."

Speaking on behalf of Clarets Trust, Darren Irvine said: "This is a step forward, particularly for those supporters who are unable to get to Turf Moor to purchase tickets ahead of match day. The waiving of credit card and Internet charges now allows them to purchase tickets at the same price as callers to the ticket office.

"Clarets Trust look forward to this being the start of a positive relationship with the Club and we will continue to discuss the pricing issues, and the concerns of the Trust members, at our next meeting.'

The club has also agreed to meet again once the season is well under way to assess the impact of the walk-on charge.

## Jazz Evening Cancelled

It is with regret that the Clarets Trust must announce the cancellation of the Jazz Concert at Colne Municipal Hall on Friday 9 September.

Unfortunately, due to disappointing advance ticket sales, the Wigan Youth Jazz Orchestra decided to withdraw from the event. The only alternative would have been for the Clarets Trust to guarantee them a minimum payment irrespective of the revenue received. We were unable to meet such a guarantee unless we put trust funds, which ultimately belong to trust shareholders, at risk.

The trust was confident that a significant number of last-minute 'walk-ons' would attend on Friday, thus making the event viable, but our optimism alone was not enough to convince the WYJO that this would materialise into hard cash on the door.

Colne Municipal Hall, as a gesture of goodwill, have kindly agreed to transfer the booking fee paid to them, to an alternative event to be organised by the trust at that venue. This means that the trust has incurred no financial loss as a result of this unfortunate cancellation.

We apologise to all those ticket-holders who have been inconvenienced, and of course full refunds will be made. The Clarets Trust has learned from this experience, and future events will be structured in such a way as to prevent this happening again.

### Help promote the Trust

The club has kindly offered to allow the Trust to use the programme booths on the concourses of the James Hargreaves and Jimmy McIlroy stands on match days. From there we will be able to sell memberships, badges, polo shirts and offer information on the Trust and the Trust movement. Volunteers will be required to man these in the run up to the game and at half-time. Anybody interested in giving an hour of his or her time to help promote the Trust please get in touch. With enough members willing to help out it wouldn't be required every game so every little helps.

### Sing up for the Clarets!

Pete Moser from MorMusic is looking for fans to get involved in a song-writing project. You don't need to be musical and you don't have to have written anything before. All you need is some enthusiasm and a willingness to turn up once a month to put forward your ideas and hopefully the end product will be a CD of old and new songs available from the Clarets Trust.

Pete has already worked in Burnley and Pendle on a cross-community music project and is keen to hear from any Clarets interested in making some noise. Pete can be contacted via e-mail to <mailto:pete@mormusic.net>

Meetings are in the Bob Lord Stand at 7pm on the 1<sup>st</sup> Monday of the month.



### 5<sup>TH</sup> ANNUAL ANTI-RACISM 5-A-SIDE COMPETITION

IN ASSOCIATION WITH "KICK IT OUT", "WHEN THE BALL MOVES" FANZINE AND "THE CLARETS TRUST" AS PART OF THE "ANTI-RACISM IN FOOTBALL" INITIATIVE.

**BFC LEISURE CENTRE  
SUNDAY 16<sup>th</sup> OCTOBER 2005  
10 A.M. – 3 P.M.  
£10 PER TEAM**

#### HOW DO I ENTER A TEAM?

- 1) SEND A CHEQUE FOR £10 - PAYABLE TO MR M.P.BARNES - ALONG WITH YOUR NAME, CONTACT PHONE NUMBER, AND TEAM NAME, TO 41 BATES STREET, CROOKES, SHEFFIELD, S10 1NP.  
Or
- 2) DROP A CHEQUE FOR £10 - PAYABLE TO MR M.P.BARNES - ALONG WITH YOUR NAME, CONTACT PHONE NUMBER, AND TEAM NAME, TO THE BFC LEISURE CENTRE RECEPTION DESK

Referees, helpers and spectators are all required in addition to any teams. Anyone interested in helping out please get in touch with Martin via [community@claretstrust.co.uk](mailto:community@claretstrust.co.uk) or phone 07958 143757. It has been a very successful event over the last five years and the Trust are pleased to be involved. We are also hoping to run an anti-racism poster

competition in local schools and display the best entries at the ground on match day during 'Kick it Out' week.

### A Trust Team?

Anyone interested in entering the Anti-Racism 5-a-side as part of a Trust team (any standard accepted) please contact Steve at [chair@claretstrust.co.uk](mailto:chair@claretstrust.co.uk) or on 01422 842328

### Read all about it!

As part of national book week (October 1<sup>st</sup> – 7<sup>th</sup>) the Clarets Trust is running a pilot scheme at a local primary school to promote literacy and encourage children to read more. Burnley Football Club and Football in the Community are also involved and we have received some sponsorship from WH Smiths and support from the National Literacy Trust.

It is hoped that if the pilot is successful a bigger project will be rolled out to schools across the area next year. Anybody interested in helping out please get in touch with Martin via [community@claretstrust.co.uk](mailto:community@claretstrust.co.uk) or phone 07958 143757

Gifton Noel-Williams, Ade Akinbiyi and Wayne Thomas are all nominated reading champions at Burnley but what is a reading champion?

"In modern times, where footballers are treated like Rock Stars, 'Reading The Game' gives the ideal opportunity for players to become real role models."

Reading the Game is the National Literacy Trust initiative using footballers to promote reading amongst children.

**Next Open Meeting : 24<sup>th</sup> Sept at 5pm (after the Brighton game) in the Foundation Lounge**

## **Notes from the Clarets Trust meeting with Burnley Football Club regarding the walk-on fee – 08/06/05**

Attendees:

Trust: Steve Corrigan, Darren Irvine, Tony Scholes, Meg Fawcett

BFC: Dave Edmundson, Edoardo Abis, Chris Gibson, Dean Ramsdale

At the outset it was agreed that the meeting would be a constructive discussion regarding the walk-on charge and ticketing in general and any output would be via the Clarets Trust.

The club believes that the walk-on fee will not affect very many fans. They state that approximately 700 fans usually pay on the day at Turf Moor and of those up to 500 are away supporters.

The club stated that by improving the ticketing system, the phone system and providing on-line booking via the Internet they are improving the 'customer experience' and avoiding match-day queues.

The club hopes that by spreading the workload in the ticket office they will need to employ fewer staff on match days but be able to provide booking by phone until 8pm.

The Trust argued that booking via the phone or the Internet still costs more due to the surcharge on credit card bookings. In the carrot and stick analogy the stick is the fact that paying on the day will cost £3 more but the carrot is that if you book early by phone or Internet it will still cost more!

The club argued that there is almost always an inherent cost in buying a ticket whether that is petrol costs, bus fares or stamps and envelopes.

The club stated that by booking in advance they will get a better idea of the crowd and be in a better position to make a judgement on the figures for catering and programmes thus avoiding unnecessary wastage.

The Trust argued that some supporters, for example shift and standby workers do not know whether they will be able to attend the game until a matter of hours beforehand. The club said that provided they are notified prior to the game they will transfer the ticket to another game or in exceptional circumstances provide a refund if a supporter is unable to attend.

The Trust suggested that perhaps supporters should be able to buy bundles of tickets i.e. tickets for a number of games. The club agreed to look at this when the fixtures come out.

The Trust pointed out that at 15% of the ticket cost £3 was very high as a walk-on charge. The club said that they wanted to make it high enough that it would actively encourage fans to purchase early.

The club had stated that we are one of the cheaper clubs in the Championship and that several other clubs have a walk-on fee. The Trust said that Burnley supporters had argued strongly against the walk-on fee levied at places such as Reading and following other clubs does not make it right. The Trust also pointed out that it was cheaper to go to Everton to watch Premiership football and a broadly similar price to watch Wigan (now in the Premiership). It was also pointed out that top-flight European football was far cheaper in Germany, France, Spain and Italy with prices for seating starting at approximately 12-15 euros (£8-£10).

The Trust also presented the case of Swansea who, when languishing at the foot of the bottom division 4 years ago halved their admission prices for the remainder of the season. Initially gate revenue decreased slightly despite the increase in crowds but overall match day revenue increased. They avoided relegation that season and have since improved season ticket sales year on year.

The club did point out that Swansea's improved performances and subsequent promotion would have increased the gate anyway. The Trust put forward the argument that improved performances only came as a result of the increased gate due to the price decrease.

The Trust asked if any decision had been taken on cup matches where a much bigger percentage of supporters would want to pay on the day. The club said that they would judge each cup game individually.

The club then said that, by using the management reporting part of the new software they would be able to target their marketing more effectively. They will be able to look at customer buying patterns across the board from tickets to club shop to hospitality to events. With much better information available about the customer base they aim to provide a better and more pro-active service.

Overall the club were not willing to consider removing or even decreasing the cost of the walk-on fee. They did agree to meet again once the season is underway to assess the impact.

## **Buying back Turf Moor – an update**

Representatives of the Trust met with Mr Kilby to discuss the idea of the Trust being given the same options to buy back the ground as Burnley Football Club. It was agreed by both parties that £3M is an awful lot to raise for 600 members and Mr Kilby felt it would take a long time and withhold money from other areas of income for the club such as the Foundation. He also felt that the lease was set such that it was secure for the 99 years and a good deal as the rent is a lot less than other clubs are paying. A League One club is paying nearly three times Burnley's rent.

Mr Kilby also stated that he doesn't want to do it and if anybody including the Trust were to put up the money now and offer the same terms to the club he would take it. If the Trust were to try to buy the ground it would be difficult to get help or funding from either the sporting bodies such as the Football Foundation or Sport England or indeed Burnley council. As they are not a unitary authority (like Blackburn) they do not have the budget or the influence and the county council are not interested as they feel that doing this for Burnley would mean having to do the same for the other football clubs in the county. Mr Kilby felt that the Trust buying shares would be a better option and if the Trust acquired enough he was not averse to the idea of a supporter director.

Finally and most importantly, if the Trust bought the ground in 10 years time after a lot of hard work, what is to stop Burnley Football Club moving to a new ground and leaving the trust with a rather expensive white elephant?

**The Trust Board feel after investigating the feasibility of buying back the ground that whilst such an emotive issue as ground ownership may gain publicity it will interfere with short term aims and projects such as building share ownership, projects within the local communities and support of issues such as youth development.**

## **5 good reasons to renew your membership**

Your membership will be due for renewal at the end of September. However you can renew from now onwards. All new memberships booked now will be valid until the end of September 2006, so get your friends and family signed up now. A membership form is included with this newsletter and it can also be found on the newly re-launched website.

1. **To give your opinion a voice.** The Trust has regular contact with the football club and has formed an excellent working relationship. If you let the Trust know then we will endeavour to let the club know.
2. **Share ownership.** The Trust already has one share and as money is raised by a strong membership more will be bought. The more members, the more shares, the bigger the say. Each and every share will be owned by all the Trust members and as the Trust builds its' stake so it will build its' standing.
3. **To help promote Burnley Football Club within the wider community.** The Trust don't just organise events for Burnley fans. The jazz concert, the beer festival, the literacy event and the anti-racism 5-a-side all aim to bring in people who aren't necessarily Burnley fans. As well as providing other revenue streams that don't compete for money from the same fans – you – we may just encourage a few more people to get interested in Burnley Football Club.
4. **To join with like-minded Trusts to provide supporters with a voice at regional and national level.**
5. **We are only just beginning.** Remember that the Trust is still under a year old and no organisation could be expected to reach its' full potential in such a short time. If we can retain all the current members and continue to add new members we will achieve more and continue to build on our successes.



**EXCLUSIVE CLARETS TRUST POLO SHIRTS  
NOW AVAILABLE**

**£2 DONATION TO THE TRUST FOR EVERY  
SHIRT SOLD**

We are pleased to announce that the Clarets Trust is now able to supply top-quality ladies, gents and children's polo shirts, printed with the Trust logo and slogan in full colour.

The logo (on the left breast) is screen-printed directly onto the garment. Please note that all orders will now also have the Clarets Trust website address printed beneath the logo, so that you can really spread the word! All garments are, of course, fully pre-shrunk and colour fast.

These top-quality shirts are priced at **only £13.99 each** (plus P&P) for ladies and gents, or **£9.99** (plus P&P) for children's/youths sizes. **For every shirt sold, the supplier will donate £2 to the Clarets Trust.** So this is an excellent way to obtain a superb new shirt (not available elsewhere) and show your allegiance to the Trust at the same time.

**TO ORDER: Send an email to [info@claretstrust.co.uk](mailto:info@claretstrust.co.uk) with the following information for each shirt ordered:**

- Style (Ladies, gents or children's / youths) Colour, & Size
- Your full name, address and postcode and Total order value (£13.99 per adult shirt, £9.99 per children's/youths shirt) plus P&P – see below)

**POSTAGE & PACKING:**

UK: **£3** (1shirt\*) / **£4** (2 shirts\*) EUROPEAN UNION: **£6** / **£8\*** USA & AUSTRALIA: **£8** / **£11\***

- **PLEASE CONTACT US FOR P&P FOR LARGER ORDERS, OR FOR OTHER DESTINATIONS**

MENS SIZES	S	M	L	XL	XXL
TO FIT CHEST	38"	42"	46"	50"	52"

**MENS COLOURS:** White, Black, Navy, Royal Blue, Gold, Yellow Haze, Sand, Forest Green, Charcoal, Sport Grey, Indigo

LADIES SIZES	XS	S	M	L	XL
TO FIT BUST	30"	32"	34"	36"	38"

**LADIES COLOURS:** White, Black, Navy, Light Pink, Aqua, Light Gold, Lilac

YOUTHS SIZES	XS	S	M	L	XL
TO FIT CHEST	24	26	28	30	32

**YOUTHS COLOURS:** White, Black, Navy, Royal Blue, Sunflower, Bottle Green, Grey

**HOW TO PAY:**

To pay by post please send a copy of your email order and a cheque payable to 'Clarets Trust' to the Trust address, which is: PO Box 1960, Sports Desk, Burnley Express, Bull Street, Burnley BB11 1DP

To pay electronically or by bank transfer, please remit to the Trust Account, which is:  
Sort Code: 20-15-70 Account No: 60365610