

MESSAGE FROM THE
NEW CHAIRMAN: SEE PAGE 2

THE CLARETS TRUST

ONE CLUB ONE FUTURE

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LEN: EX-CLARET, NEW MEMBER

We were delighted to present Len Johnrose with Honorary Membership of the Clarets Trust in recognition of both his contribution as a player, and the inspirational and positive way he has approached his illness. When we went to do the presentation Len was in great spirits and was appreciative of the recognition.

Len first came to Burnley in 1999 with Stan Ternent, making 39 appearances for the Club in that promotion winning 99/00 season. He stayed with us until 2002 – re-

signing for a few months after being released on a free transfer. He then returned to Bury, before moving to Swansea and then returning again to Burnley where he helped us avoid relegation from the Championship in 2004.

In 2017 Len was diagnosed with Motor Neurone Disease but has tackled it with positivity and is an inspiration to us all. Since being diagnosed he has written a book, *Finding a Way* – Len's mantra since being diagnosed – and it is much more than a footballing memoir. As WH Smith's review puts

Len was diagnosed with Motor Neurone Disease but has tackled it with positivity and is an inspiration to us all

it: 'The book – full of humour – will also appeal to those who are fascinated by the human spirit and how it can vault the most intimidating barriers to happiness.'

In November 2020 Len launched a bid to raise £92,000 from the football community for motor neurone disease research and care. As a part of this the #icefoot92 challenge has been born and this year we've seen the likes of BBC North West weatherman Owain Wyn Evans screeching while he endured having his feet in ice water for 92 seconds. (If you didn't see it do look for it online, it was so funny!)

And we think it would be great if we could have a Trust #icefoot92! So...who's in? The idea is to get a gang of us together to do it so give us a shout if you're up for it and look out for more information about this. Let's honour our new Honorary Member by getting a few cold feet!



New BFC chairman speaks

Since having the honour of becoming Burnley FC’s latest custodian I’ve encountered the special community that comes with Burnley – so with that I’m delighted to have been invited to share my thoughts in the Clarets Trust End of season/summer newsletter.

A club’s relationship with its fans has been a theme during the second half of this season and I shared my thoughts quite openly on the European Super League plans. Rest assured, engaging and listening to supporters is important to us.

One of our first acts was to commission and circulate a Fan Survey. We were taken aback by the numbers of fans who took the time to respond – more than 5,000 – and it has raised some very interesting points.

Since then we’ve put plans in place to really focus on improving the fan experience at Turf Moor – there is more to come than what has been announced so far and we hope fans will see a tangible difference when they return next season. Our plans to install state-of-the-art digital signage and LED screens are the first steps in creating a more digitally connected stadium whilst retaining the authentic football experience at Turf Moor we know and love.

Of course, the data from the survey has been very helpful as a start but communication and dialogue will continue to be important and improved upon.

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Honouring Burnley’s sense of community and creative closer connectivity between fans and the club is something that will be a focus of our plans for the next step of fan engagement.

Whether that is through the stadium experience, developing content on our channels, creating more opportunity for our women’s team and esports team we hope there will be lots for fans to engage with and feel closer than ever to Burnley FC.

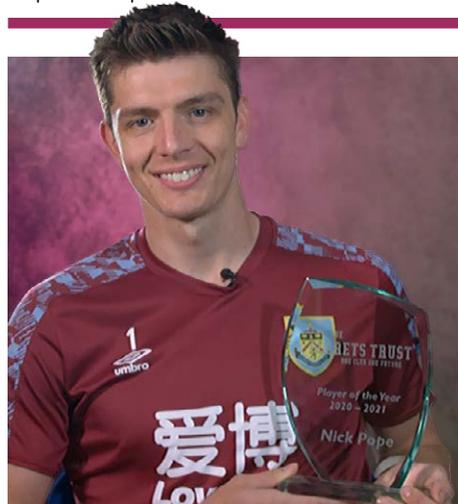
And that is of course without us even mentioning the first team. I can say it has been an incredible, sometime stressful but always rewarding, experience during my first season as Chairman.

It is testament to Sean and

the players’ commitment to this football club that after such a tough start to the season and a gruelling campaign we have secured Premier League football and can turn our attention to next season.

Now we face an important summer and you can be assured we’ll be working as hard as we can to continue to push the club to greater heights.

Having 3,500 fans returning to Turf Moor was fantastic and now I look forward to welcoming even more back for the start of next season – I hope everyone had an enjoyable summer.



Pope is your Player of the Year

Thanks to those of you who voted in our Player of the Year poll. Nick Pope was the clear winner with a 9.5% lead on the team skipper, Ben Mee, who came in at second place with 19% of the vote. Joint third were Dwight McNeil and Chris Wood.

Due to ongoing Covid restrictions to the end of the season we were unable to make the presentation in person, but our thanks to the Club for arranging to present the trophy on our behalf and take

photos and video of the event for us. The results in full are as follows:

1. Nick Pope – 28.6%
2. Ben Mee – 19%
3. =Dwight McNeil – 11.9%
=Chris Wood – 11.9%
4. Josh Brownhill – 9.5%
5. =James Tarkowski – 7.1%
=Ashley Westwood – 7.1%



Chairman's statement

Looking forward to the new season

The last year has been a most unusual one for both the Football Club and the Clarets Trust. Covid axed the Trust's planned programme and fundraising as we had to resort to Zoom meetings, which are no real substitute for real meetings; just as watching games on TV was no real alternative to going to the game!

Covid badly hit the club's finance – reduced money from gate receipts, sponsorship, on ground sales, etc. The team managed to secure an eighth season in the league with three games to play. While just one place above the relegation zone the points gap was a fairly good one: well done to Sean Dyche and all the squad. We await this summer's transfer window with hope.

December 2020 will be a landmark day in the history of the Clarets as for the first time the Club was taken over by an American group. The buy-out strangely led to the former directors having the money they did not have to put into the club before the sale. The Trust have already built a good relationship with Alan Pace. It was good to be a locally owned club but the Trust looks on the



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new era in a positive way and we will judge it by what is delivered!

Nick Pope won the Player of the Year award in a vote of Trust Members and we thank the Club for presenting the trophy to him and providing us with video footage which you can see on our website.

Thanks to all those who have worked for the Trust and the Trust officers, particularly Liam Hallinan who is standing down as Secretary. Let's hope that as Covid restrictions lift and the Club prepare to admit fans again that we start the new season well. People may approach a return to the stadium in different ways, with some feeling more cautious than others. We must hope that the return is managed carefully and that any concerns some of us may harbour are allayed. The Trust are looking to have dialogue with the Club about their plans on this front.

The Club's Football Supporters Board on which Liam and I served was wound up in this last year and the Club need to look again at how they tackle structured dialogue to meet the requirements of the Premier League. The Trust hope to play an important constructive role in this.

Peter Pike
Chair, Clarets Trust

We also welcome Cat Jebson to the Board as a co-opted member. Cat is particularly interested in supporter engagement, campaigns and sustainability.



Congratulations to Matej

Whatever your interest in the Euros, I'm sure we all were thrilled to see our own Matej Vydra's inclusion in the Czech Republic squad. In the group stage, he came on as a sub against Scotland and England. The Czech Republic progressed to the last 16 and beat the Netherlands.

In the quarter-finals they met Denmark in Baku. Vydra came off the subs bench,

for the last 11 minutes of normal play and 6 minutes of added injury time as they sought to equalise against Denmark and force the game to extra time. But the goal eluded them and they lost 2-1.

We're sure it was a great experience for Vydra to be part of the squad, gain that international experience, and build his confidence as a player.

Trust Officers

Chairman
Peter Pike
Vice Chair
Terry Hephrun
Treasurer
Nigel Cotterill

Secretary
(position vacant)
Membership Officer
Martin Barnes

Board Members
Jane Pike
Andy Tatchell
Maggie Lishman
Cat Jebson

Trust Corporate Members:
JD Wetherspoon
Lancashire Telegraph
UHY Hacker Young
Moorhouse's Brewery

Let them eat cake

Trust member Sean Cole pens his thoughts on the recent UEFA Super League debacle. What do you think? Why not pen your thoughts for our next newsletter?

'They came to York in their thousands, they're going home as champions!' Those famous words, well famous in these parts, left Clive Tyldesley's mouth one night in York in April 1992. As Burnley fans celebrated the fourth division title, the world was still our oyster. Only 32 years had passed since we had last been English Champions. I don't think sensible Burnley fans thought it would be easy, but it didn't seem impossible.

In 1992 football was changing. The Premier League was due to start later that year. The initial 'sky' high TV rights figures of £304m now seem quite modest, but at the time were game changing. The European Cup was also renamed to the Champions League. Change continued as UEFA and the big clubs looked for more lucrative matches and the competition was expanded. The newly named Champions League accepted more teams that weren't champions, funny that.

As the game evolved, Burnley continued their climb, and since 2000 we've been a permanent fixture in the top two tiers. Even so, at times, the prospect of winning a title and competing for the Champions League, has seemed ever more distant. Billionaires entered the game, and the biggest clubs have gone into commercial overdrive using their now global fame to bring in hundreds of millions of pounds in income.

Amazingly, Burnley have prospered. Under the fantastic leadership of Sean Dyche, we have become a competitive Premier League club. Yet we still seem a million miles away from being able to compete for a Championship or be a genuine contender in Europe. So close, yet so far as they say.

Just when you think it could not get any worse, we found out on 18 April that the 'biggest' clubs in England and the continent weren't satisfied and had created the ill-fated European Super League. They're losing hundreds of



The outrage saw a quick about turn. We all know it's temporary though

millions of pounds a year. It's unfair when the global audience wants to watch them that they have to share the money from TV income with Johnny-come-latelies who only qualified for the competition on sporting merit, despite fighting an uphill battle with the only vast differences in TV money. Yeah, so unfair.

Dig a little deeper though and the ring leaders already had it in for their rivals. One of the founding principles of the ESL was to limit what each club could spend. At first you could congratulate them on this, but the reality is that clubs like Barcelona and Real Madrid lose hundreds of millions to keep up with Man City and Chelsea of New Kids on the Block fame. Florentino Pérez can often be seen acting like Kevin and Perry on Real Madrid's propaganda TV station.

The good news is that the outrage saw a quick about turn. We all know it's temporary though, and the ring leaders are still scheming to how they not only preserve the status quo, but also

cement their place in it. There are some promising signs. Regulation has been mentioned, and across the pyramid, not just at the top end of the game. Deals have been done with UEFA to dissuade the clubs from trying again, though the figures involved seem like pocket change if they did try again. How much of this is realistic though? What can the government do to make clubs share the wealth more? UEFA have been sucking up to the big boys for years. Even now a club's Champions League earnings are weighted in performance for the last ten years. UEFA have already encouraged a closed shop and continue to make rules that play into the hands of the biggest clubs. Their main gripe is they weren't invited to the party.

Is it time to accept football has changed, encourage an ESL and ask that the biggest clubs remove themselves from the domestic game? It would be a sad day for fans of those clubs who did still want a rainy night in Stoke. It would also be a seismic change in domestic football, but if handled right, does that really matter? 'Money would drain away from the game,' I hear people say. No one in football is making money, so what does it matter? My hope is we would be left with a domestic league where anyone could prosper. Europe in its current format would be a thing of the past, but we'd have a competitive league where players wages would be much more inline with money coming through the turnstiles. The prestige of winning the league would not be the same, at least for the first few years while we adapted. It would be sustainable though. I expect we would lose the billionaires. It would be tough for a few years, but that is where we come in. Clubs could be returned to the fans and supporters trusts could look to take control up and down the country.

This might be seen as a contentious start for my first appearance in a Claret's Trust newsletter. I just think we need to guard against naivety and Premier League clubs burying their head in the sand. Plan for the inevitable and make it work for us rather than trying to fight it.

Maggie: missing match day



In the next of our series in meeting Trust Board members, we meet Maggie Lishman as she shares her thoughts on what she's missed about matchday.

I didn't get a ticket for the Liverpool match so it will be next season before I get to go to Turf Moor. I do miss the home games. I have not got used to watching on TV with artificial sound.

Going to the match used to be a real event for us: I go with my sister-in-law, great nephew and niece. I sit next to a friend and the surrounding people know each other well. When one of them fell seriously ill we sent a photo of us all at a match and kept in touch until they came back well again. We've sat together now for over 15 years and I'm sure that can be said for lots of other groups. I miss:

- The excitement of the game**
- Watching the big screen to see the replays and what new features they've worked out to use each time we go!**
- Watching the guy a few rows down getting up and yelling when Burnley don't play well.**
- Listening to our friend to see whether Burnley are 'poor', 'pathetic', or 'worse than the amateurs on Towneley on a Sunday'.**
- All standing up to watch when it looks like we might score.**
- The roar of the crowd when we score and win!**
- Being part of the crowd when we leave, the banter, the friendliness and the belonging.**

Roll on next season and, hopefully, a chance to see Burnley play live at Turf Moor.

Wembley's aftermath

Obviously, as England fans we were disappointed to fall at the final hurdle but congratulations to Gareth Southgate on a good Euros campaign. In the end Italy were marginally the better team but we can now look forward to a great World Cup. Three things were, however, very damaging to the England name.

First, the racist abuse after the game to the three penalty takers who failed to score was totally unacceptable. The Clarets Trust condemns all those guilty of such abuse: they are not true football fans and should be banned from all games. Racism has no place in football. The Clarets Trust stands with the Club, players, and all those involved in tackling racism within football, it cannot be tolerated and must be rooted out.

Second was the failure of all those responsible for the security of Wembley, that includes the stadium itself, the FA, the police and the stewards. Some of those ticketless fans claim as many as

5000 got in. It highlights failures in both design of the ground and in the systems. Following the inquiry which is to take place action needs to be taken to ensure this cannot happen ever again. Hopefully those guilty of invading the ground and who are probably keeping very quiet now need to be tracked down and punished.

Third was the scenes of violence within the ground after the game. It seems no sooner do we make strides to improve the image of football and fans in this country than something happens to set this back. Clearly the stewarding and security are responsible to a large degree for this violence being able to happen, but we must address the problems with football attracting a certain element who seem determined to cause disruption. It is important that we come together and send a message that there is no place for this in the football community and that we will stand together and not tolerate it. Failure to do so will reflect badly on us all.

Renewal headaches

The Clarets Trust hope that all phase 1 season ticket holders were able to renew their tickets, despite initial teething issues with the new system from the club. With numerous changes and updates to the website and ticketing section over the years, many members have been left confused regarding any updates to their tickets.

We must acknowledge that a major failure of the process was not in the club's hands, with the ticket office running on low numbers due to the pandemic. As such, when thousands of fans got in contact for help, the majority were left unanswered for weeks, leaving many up

in arms and disillusioned with the process. In any normal time, we are certain the club could have coped better. But the ticket office was caught during a tough period for all and they will have sadly taken unearned criticism.

We thank the club for extending the phase 1 period and ensuring that no fans missed out. Also, an acknowledgement must be made to Chairman Alan Pace, who graciously stepped into the streets and talked to many fans who had waited in the line for the ticket office. We are still in the early days of his tenure, but his dedication to communicating with the fans is appreciated.

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