



**BACK2BORO STEERING GROUP MEETING
DECEMBER 27th 2009
OLD VIC HOTEL, SCARBOROUGH, 7pm
AGENDA**

1. Welcome
2. The scheme so far
3. The scheme and what we want it to be
4. Steering group
 - 4a. The purpose of a steering group
 - 4b. Positions within the steering group
Secretary, treasurer, media and publicity officer, events
co-ordinator, merchandise buyer, website administrator
 - 4c. The role of steering group members
 - 4d. Steering group rules
5. Fundraising and events
 - 5a. Clashes with SAFC and SAFCSC events / joint events
 - 5b. B2B sole events
 - 5c. Ideas discussion – are they practical and achievable?
 - 5d. Merchandising
 - 5e. Fundraising calendar
6. AOB
7. Next meeting
8. Close of meeting

POINT BY POINT

Point 2.

The scheme so far

The scheme was first talked about in an official capacity in May 2009 at the club board meeting. Five months later it was officially launched when a website (www.back2boro.co.uk) went live. From then a small amount of work has been done in terms of publicity and fundraising. Both Yorkshire Coast Radio and the Scarborough Evening News have dedicated space on their websites to publicise the scheme, and radio and newspaper interviews have been conducted. We also had a small piece in the Non League Paper. The total money raised so far stands at little over £400 – mainly via donations and a generous gift of £100 donated by the supporters club.

Point 3.

The scheme and what we want it to be

Notice the constant use of the word 'scheme' rather than 'fund'. This is very deliberate as we need to ensure that the two main aims of the scheme are not confused or mixed together – and likewise it is understand that the priority aim of the scheme is not to make money for SAFC.

Our first priority is raising awareness of SAFC's current lack of a home in Scarborough, and to ensure that SAFC continues to have a voice within the town in terms of finding a way home. The Weaponness Valley project is one we are fully behind, and we back Scarborough Borough Council all the way. B2B will continue to publicly raise awareness of our plight which in turn reminds everyone in the town that the senior football club of Scarborough is playing 18 miles away.

Within this objective also lies a need to communicate with, and work alongside, other sporting and community bodies within Scarborough – such as the Lawn Tennis Association, Athletic's club, Scarborough Ladies FC, Pindar Academy, disability groups, Scarborough and District Minor League, etc. Although we as a club may not have direct control over the possible tenants or users of the be facility in which we hope to be anchor tenants, it is important that will speak to these groups so they know our aims, and that we are keen to be a community based club.

The second objective of the scheme, is of course to raise money to assist in the club's return to Scarborough. This may fall into the provision of facilities and/or equipment at a new stadium built for us as tenants, or it may be needed for a 'plan b' should the need ever arise. The latter will only be considered if it looks likely the Weaponness project is not going to happy, or that it is deemed unsuitable for us. However, to clarify, B2B and it's steering group will be fully behind Weaponness and will back it 100%.

Point 4.

The steering group

- a.** The B2B steering group is so-called as it will be put in place to steer the scheme in the right direction for the benefit of the club, it's stakeholders (fans, sponsors, partners, etc), and the wider sporting community.
- b.** The group will be made up from willing volunteers in unpaid roles, who will work to produce publicity, events, fundraising and administer all aspects of the fund. All steering group members will be able to communicate with the directors at SAFC for advice, help and contacts, as well as ensuring the scheme events, etc are not hampering any club plans.
- c.** Each steering group member will be assigned a role, and that member will be assigned tasks to help that role be fulfilled. Members may also participate in other areas of the scheme. For example, the treasurer wouldn't just look after the money, but would also be able to help with promotion of events.
- d.** At all times the steering group members must be aware they are acting as ambassadors for not only Scarborough Athletic FC and the B2B scheme, but also for the sporting community of Scarborough. As such any action deemed to be out of keeping for someone in such a position will be dealt with as necessary.

At meetings group members will grace their colleagues in a polite and well-mannered way, and respect one another's opinions.

Likewise, steering group members will act in the best interests of Scarborough Athletic FC and B2B, including any and all public debate pertaining to the scheme and it's issues.

Point 5

Fundraising and events

a. All events or fundraising schemes will need clarification first so that they are not clashing with any SAFC or SAFCSC events. It is imperative that no budgeted income is diverted from the club or supporters' club into B2B as a matter of course. With that in mind all B2B planned events and ideas must be sanctioned by the SAFC board of directors before being given the go-ahead.

There will be opportunities however for joint-fundraising events encompassing not only SAFC and the SAFCSC, but also other community groups such as SLFC, other sporting bodies, charities, schools, etc.

b. Sole B2B events, once sanctioned by SAFC, will bring in money only for the B2B coffers. These events will be allocated a small budget if necessary, however, most expenditure will need to be at an absolute minimum, or be budgeted for within the event costings. For example if a Race Night is to be held, the cost of the race tapes and compere, buffet, room-hire, etc will all need to be finalised before a commitment is made. NO B2B event should run at a loss, and will need to be planned for as such.

Events which are purely fundraising and without expenditure, such as sponsored walks, bike-rides, etc, which are set up outside of, but for the benefit of, B2B will need to be controlled correctly by the B2B team to ensure monies are passed on correctly and events in the scheme and club's name are not liable to any disrepute.

c. Ideas. Please see attached appendix.

d. Merchandising. As with any events which could effect club income – merchandising also needs to take into account the club merchandise income stream. For example if B2B produce mugs and t-shirts, will the scheme be taking income away from mugs and t-shirts for sale via the club shop? Where will B2B merchandise be sold? How will buying be funded?

e. A fundraising calendar will be put together to outline when events can and will happen. Larger events will take planning and co-ordination, and will be set specific, measurable goals for completion. All larger events and sponsorship events will be added to this calendar which will appear on the B2B website.

EVENTS AND FUNDRAISING APPENDIX

Events and ideas to discuss

- Cake day – have fans bake cakes for sale at 100% profit
- Auction night for all club's playing strips/Are Guttlevik's shirts
- Unwanted Christmas presents – fans donate unwanted presents for a raffle on the night of the shirt auction?
- Annual fans game – extra charge to play – 50/50 to club and B2B
- All day event Ask your local pub or sports club if they can arrange a 24-hour sponsored event such as darts, squash or bridge.
- Book Sale Dig out all those old books and have a book sale at home or at work
- Ebay sale – all old unwanted programmes and memorabilia
- Car Boot Sale Get all those unwanted items stashed in the back of cupboards or in your loft and sell them at a car boot sale.
- Pensioners Coffee Morning.. Get all friends together and have a coffee morning, it's a great way to catch up on all the gossip!
- Disco Organise a disco or 70's night - with fancy dress!
- Film Show
- Question of Sport.. Local sports names have a special show with a Q&A around it for publicity purposes, perhaps around other events.
- Talent Contest.. B2B's very own X Factor
- Race night
- Sponsored Events Bike Ride, walk, silence, swim, slim, headshave.
- Wine Tasting Invite an 'expert' or local wine dealer to bring along a few cases of wine and donate some of the proceeds to charity.
- Golf Day
- Merchandise

Ideas for B2B from SS and other sources

Most of these ideas are large in scope and would need a lot of planning to achieve.... However, they could also be the ones which create the largest income.

Invite Jimmy Glass and sit him in stocks for publicity

Idea (mjc)

Mad idea no 1. We invite Jimmy Glass to a game (boxing day) ? put him in the stocks and throw wet sponges at him (or something similar) . Half to Jimmy's charity of choice half to B2B. How much would you pay for the chance (also guaranteed national media exposure) ? This might be a possibility.

How to Plan it

Jimmy is reportedly working as a cab driver in Poole, Dorset.

Boro Old Boys Game with Dinner Afterwards

Idea

I think a better idea is some sort of game (which could be held at Bridlington). Scarborough FC all-stars (Mark's John Ashdijan thread got me thinking about this) against... either the present team?? or Scarborough FC villains (this is admittedly shit, but the only way I could think of incorporating Jimmy Glass - I can't think of any more) Ashdijan, Foreman, Hicks, Rockett are four names that I can think of almost instantly that you'd probably be able to get to play. Doing something like this, with a well organised dinner afterwards with a bit of a raffle and you might be on to making a bit.

Replica Nostalgia Kits

Idea

EDIT to say this could lend a way to producing the one-off shirts Simon was talking about the other night at the AGM. Vote for your favourite SFC strip of all time by text (makes money) and then do a run of them (somehow), not necessarily the same manufacturer but... names and numbers on the back, embroidery of the occasion on the front. Darren Foreman and Tommy Mooney reunited in the Ronson home kit of 92/93 playing against Ryan Blott and Scott Phillips in the Le Coq Sportif - YCR blue away shirt of 96/97....

Invite to Old Boys to a Match

Idea

How about a game where we invite a load of old Boro players to come along. Invite fifty, I'm sure half would come along. Having a pint with Tommy Mooney, Jason Rockett, Gary Bennet, Stuart Young, Steve Wicks, John Ashdjian, Dave Pounder, Michael McElhatton, Chris Tate, Steve Charles, Neil Thompson, Craig Short, Jeff Barmby, Ben Worrall, John Kay....

The list goes on. I'm sure this would increase both attendance and ties with the old club...

Coast to Coast Sponsored Walk

Idea

A sponsored walk. It would be from the East to West coast that will bring in publicity and a few quid.

How to Plan it

It would be relatively simple for whoever was involved. Advance B&B bookings may be required

Good Points

Very easy to organise. It would also cost no money.

Snags

Bad weather and personal fitness could hamper attempts.

Bike Ride from Wembley to the Athletic Ground

Idea

A proposed bike ride over a week if work leave can be arranged calling in at clubs on the way.

How to Plan it

Get a back up driver in a van to store the bike on a night and to carry out repairs where required. Get accommodation at a good rate in exchange for sponsorship. Contact clubs

and the FA to see if any souvenirs/publicity can be given for a raffle/auction later. A bike required on hire in return for sponsorship.

Good Points

It could be relatively inexpensive to run. It only needs 2 people and a publicity officer, although that can be done by the 2 people involved. It will get us good publicity. It may raise some money through sponsorship and/or bucket collections.

Snags

Possible injury could lead to abandonment. Inclement weather could be a hazard.

Timeframe

Preferably pre season 2010/11 if leave from work can be arranged to co-incide with a home friendly that afternoon.

Fans and Community Open Day

Idea

A fun day to be held in Scarborough to heighten awareness of the club and the ground predicament. It could comprise of many different stalls and club displays.

How to plan it

A venue would be required where a captive audience could be reached out to, possibly school playing fields? Contacts would need to be made for the use of a venue. Local companies could be approached to have stands on the day in exchange for some kind of sponsorship monies being given to the club. Other possibilities are a junior 5-a-side competition which would require a co-ordinator. Venues to be considered: Hinderwell School, Scarborough Cricket Club, Pindar School, McCain Sports Field, Northstead School, Oriel Cricket Ground.

Good Points

It would be relatively inexpensive to hold. It would hopefully appeal to people of the community and not just Boro fans

Snags

Costs may have to be laid out for marquees, a possible drinks license and first aiders. The weather could deem such an event a total wash out.

Timeframe

Pre season every season in late July or early August, preferably to dovetail with the launch of the seasons new kits.

Merchandise

Items that could be produced to promote our campaign and raise money where possible

- Ties
- Badges
- Baseball Caps
- T Shirts

Lobby SBC to have buildings or streets named after former Boro heroes

This is would enhance our club throughout the community and leave a lasting legacy to our former heroes.

Back to Boro for a Pint

Idea

Arrange some kind of deal with pubs where fans who attend games are given discount on a pint when they get home after a game on production of their match ticket.

How to Plan it

Go around and speak to landlords who may be bothered to get involved, possibly long term with the club. Volunteers are required to do this. I suggest just a limited and selected bunch of pubs are chosen initially to see if the scheme works.

Good Points

It will raise awareness of our campaign amongst locals. Match posters could also be displayed in participating pubs. It would cost nothing to implement apart from getting round and speaking to landlords. It could be integrated with the match poster people who currently go round.

Snags

If it doesn't work, landlords may get bored with it and question why they are involved. It will cost money to produce match tickets with the token on them.

Sport for Scarborough

Idea

To try and arrange some kind of initiative with other sports clubs in the town so that they all back our campaign and may be encouraged to get involved in our events.

How to Plan it

Get in touch with the various sports clubs in town and perhaps arrange an open evening function and invite them along. At the same time invite people from the Town Hall and leading businessmen. Alternatively just hold a meeting and do it at low cost.

Good Points

This will show a united front to the people of the town and show that we appreciate other sports and we are not too big for our boots. It will build links and good will.

Snags

Possible costs of such an evening such as finding a venue and providing catering and drinks.

Appoint a B2B Patron

Idea

Appoint a prominent local figure to work with us and represent us at functions and to put our cause to the forefront. Hopefully the right person would have influence in business and politics.

How to Plan it

A suitable candidate needs to be identified and see if they are willing to take on the role. Perhaps speaking with our President, John Fawcett or Councillor John Blackburn may throw up some ideas?

Good Points

It may get us into the ears that we would struggle to reach.

Snags

The person appointed may get carried away and use the position for their own benefit. It may cost us money?

Timeframe

ASAP. It could assist us immeasurably.

Penalty Shoot Out with Chris Marples

Idea

Get Boro's old adversary to go in goal for a penalty shoot out, either at a home game or the open day.

How to Plan it

Try and find him and see if he is up for it.

Good Points

Good publicity.

Snags

He may not want to know. Possible expenses incurred. Outside chance of a Boro fan thumping him.

Timeframe

Any home game or once a year at the open day.

Buy A Brick

Idea

Sell engraved bricks that can be displayed at the new ground when it is built.

How to Plan it

Find out how much it would cost by contacting other clubs who have done similar schemes.

Good Point

It will bring in money and make fans feel that they will part of the club forever.

Snags

The price could be prohibitive. It may be a hard sell as patrons won't see an immediate result. It would need a lot of administration and planning

Timeframe

It can be an eternal scheme.