

**BACK2BORO STEERING GROUP MEETING**  
**DECEMBER 27<sup>th</sup> 2009**  
**OLD VIC HOTEL, SCARBOROUGH, 7pm**  
**MINUTES OF MEETING**

**1. Welcome**

In attendance:

Richard Adamson RA (SAFC chair)

Rob Bernard RB

Wendy Danby WD (SAFC community director)

Nick Finch NF

Helen Hobson HH

James Hunter JH (SAFC communications director/B2B co-ordinator)

Peter Kitson PK (part of)

Richard Oldale RO

Becky Powell BP (SAFCSC secretary)

Barrie Watson BW

Mark White MW

Apologies:

Stuart Fairbridge SF

Mark Gregg MG

JH welcomed all in attendance, introduced each attendee and thanked all for their willingness to become further involved in the B2B scheme. It was noted that Mike Price, who had indicated he would like to be involved had not been contactable, and Mark Gregg and Stuart Fairbridge were unable to make the meeting due to distance.

RA agreed to chair the meeting, while JH took the minutes. WD attended in her role as SAFC community director.

**2. The scheme so far**

From the agenda notes:

*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](http://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.*

RB suggested that B2B needed a clearly defined 'mission statement' to allow everyone to understand the campaign and its aims.

RO suggested that the word 'campaign' should replace 'scheme' or 'fund' when referring to B2B. This was wholly accepted.

**Action:** JH agreed to draft the mission statement to be circulated to all for approval.

### **3. The scheme and what we want it to be**

The following wording appeared on the agenda for the meeting:

*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, Athletics 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 facility in which we hope to be anchor tenants, it is important that we 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 happen, or that it is deemed unsuitable for us. However, to clarify, B2B and its steering group will be fully behind Weaponness and will back it 100%.*

These statements were discussed alongside a general discussion of the Weaponness project and possible tangents for that project, as well as what would be required from the B2B steering group should the club feel it needs to go it alone.

At this stage, there are no specific plans available from SBC regarding the individual aspects of the project. Therefore it was agreed that the B2B steering group would be tasked with continuing to raise awareness of the club's plight and begin to organise events to do this, alongside raising money through the campaign.

JH thanked RB for his excellent preliminary work in contacting thousands of football fans through club facebook groups via B2B's own facebook group, which had resulted in many messages of goodwill

from around the country, and attracted a membership of over 500 so far.

#### **4. Steering group**

##### **4a. The purpose of a steering group**

It was agreed that the steering group would be 'semi-detached' from the club, but would still involve co-ordination from club board members to ensure full clarity is maintained.

The steering groups purpose is to continue and increase the campaign's persona in terms of awareness raising and publicity, and also to organise events which will benefit the campaign.

##### **4b. Positions within the steering group**

It was agreed that the campaign needed a figurehead to be the main contact for B2B for media publicity and for the group leadership. RO agreed to take on the role of Secretary with support from JH.

BW offered his services as treasurer, which was accepted.

Although not in attendance, SF had previously agreed to take on responsibility for the B2B website administration. Again this was accepted with thanks.

All others in attendance agreed to sit on the B2B steering group. RA, WD and JH sit on the group in co-ordination with their role as SAFC board members. BP will sit on the group in co-ordination with her role as secretary of the Supporters' Club. RO, RB, BW, NF, HH, MW and PK become steering group members.

##### **4c. The role of steering group members**

As noted within the agenda notes:

*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.*

*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.*

##### **4d. Steering group rules**

It was agreed that the steering group needed a set of rules which gave a more formal approach. JH will work alongside BP to formalise the document based on the Supporters' Clubs set of rules.

### **Resolutions:**

That the B2B steering group be formally begun, comprising of RO as shadow-secretary, BW as treasurer, SF as website admin, and JH, RA, WD, RB, PK, BP, HH and NF as steering group members.

### **Actions:**

BW to contact Sandra Troughton to discuss the B2B bank accounts and what is required to run these.

JH to give BW access to the B2B Paypal account.

JH to set-up access to the B2B website admin for SF.

JH to contact Steve Smith about set-up of a B2B group googlemail for all steering group members to aid communication.

JH to contact MP, SF and MG to check on their availability to sit on the group.

JH to work on a set of steering group rules.

## **5. Fundraising and events**

### **5a. Clashes with SAFC and SAFCSC events / joint events**

From the meeting agenda:

*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 purposefully or indirectly 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.*

It was agreed that the steering group would work alongside SAFC and the SAFCSC to ensure any events are held away from club and SC functions. With SAFC board members and the SC secretary on the steering group that would not be an issue.

### **5b. B2B sole events**

From the meeting agenda:

*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.*

### **5c. Ideas discussion**

Many ideas were discussed at length, and it was agreed that the first B2B event would be an official Launch Night. A date of February 27<sup>th</sup> was agreed upon, with a venue to be decided after investigation of costs. It was agreed the centre-piece of the evening would be a sporting quiz, and that invites would be offered to members of the town's other sporting groups to attend the evening and participate in the quiz. A raffle and bucket collection would also be held on the evening.

Other events and ideas discussed included setting up an ebay shop (SF has offered to help), a weekly car boot at Leeberton Sunday market during the summer (MW volunteered to help organise), the possibility of a patron or president for the campaign, utilising existing events such as the Crown Tavern Walk to raise 50-50 funds for both charities and B2B, a possible increase in cost of the fanzine with the increase coming to B2B, Ian Anderson and Matt Lawson's idea of a coast to coast walk, a shirt auction to be organised towards the end of the season, the integration of the annual fans game and Seadogs FC into B2B, a buy a brick/plaque campaign for when a new stadium is begun (RB overseeing investigation into costings and logistics, etc) and the possibility of the club holding an open day in Scarborough during the summer at which B2B can have a large presence. All these ideas will be discussed in more detail at future meetings.

It was stated that there will be one home match per month dedicated to B2B collections and fundraising, so not to impact on the club's and supporters' club's income at every game. However, there would be opportunity for supporters to contribute via a static collection bucket at every game, possibly at the programme hut.

BW mentioned the possibility of having a dedicated B2B turnstile at which supporters could pay extra, with the added money going to B2B. However it was decided that due to problematic issues with league rules over admission charging and the VAT aspect of ground admissions, that this would not be pursued further.

It was agreed the website needed a totaliser, showing the current amount raised. JH to contact Steve Smith about this.

BP raised the issue of public liability insurance for B2B events, and whether we can use the club policy for this. JH to contact Sandra Troughton. Likewise can B2B use the club's gambling license for events? JH to contact Andy Troughton.

### **5d. Merchandising**

It was agreed that any merchandise organised by the B2B steering group must be okayed with Andy Troughton at SAFC to avoid any possible clashes. RO can provide merchandise through his business and will look into possibilities.

## **5e. Fundraising calendar**

The fundraising calendar will be organised via discussions with SAFC and SAF CSC to ensure no clashes occur.

### **Resolutions:**

To hold a launch night quiz event on February 27<sup>th</sup> to officially launch the campaign.

### **Actions:**

JH to investigate costs of rooms to hire for the event and book a suitable venue.

RO to contact Scarborough sporting groups and invite to the event.

BP to contact Sally Elwick about the possibilities of her father producing the quiz for the event as he did for the Xmas Draw evening.

WD to arrange for signed shirts as raffle prizes.

JH to contact Steve Smith regarding a website totaliser.

RO to contact Andy Troughton regarding merchandise and to follow up with Steve Smith about an offer of cost towards B2B car-stickers.

JH to contact Sandra and Andy Troughton regarding public liability insurance and gambling licenses.

## **6. AOB**

None raised

## **7. Next meeting**

Wednesday January 27<sup>th</sup>, 7.30pm, Old Vic Hotel, Scarborough

## **8. Meeting closed at 9.20pm**