



Newsletter Autumn 2005

The Club Looks Forward

After the drama of last year's survival, it was excusable to take a breather from financial stress. But this does not mean that the Club's financial problems have been solved for all time.

The Trust Board understands from Julian Rhodes that the annual charges for the Valley Parade site run at about £600,000 – money that must be found before a football is kicked. As Julian has also made public in the press, income is still falling short of expenditure. He made the reasonable point that his family cannot be expected to bail out the Club indefinitely.

Matthew's Dad Joins the Team

The facilities at Valley Parade – the one great legacy of the Richmond era – are an under-used source of income. Members may have seen that Peter Etherington's company has been employed to manage the commercial use of space. The whole of the top floor of the UpFront building will be made available to business tenants. This will bring in a substantial sum – over £100,000 p.a. – to offset the VP charges. Every pound earned is another pound towards the team.

Peter's son is Matthew Etherington, who made such a good impression here during his 2001 loan spell as a wily winger from Spurs. We hope that his dad will also dribble past the opposition and land a few fat contracts for the club.

CONTACT US

AT: Bradford City Supporters' Trust
PO Box 497
Wakefield
WF1 9AU

OR: contact@bcst.co.uk

Attendances, Attendances, Attendances

Attendances have been drifting slightly downwards, and this has clear financial implications. Christine Brook made a fair point in the *T&A* that 'results dictate the size of crowd'. The best thing for numbers at home games is to stop giving away daft goals from set pieces. But it is not the only factor. Some things are beyond our control, like the number of Yorkshire derbies in Division One. Yet if we remember the crowd in Premiership days – 15,000+ – we know that the potential support is there in the District. And we have the painful comparison with Huddersfield – 20% less population than Bradford, but home gates of over 10,000 at the Galpharm, whilst ours are hovering in the region of 7,500 to 8,000. This dipped below 7,000 for the Colchester game – understandable maybe on a Champions' Tuesday.

The arithmetic is still inescapable: 1,000 extra sales at each home game brings in around £400,000 over the season. This could be the margin that balances the books in May.

'Use our Club or Lose it'

Trust Chairman Phillip Marshall responded to Julian Rhodes's concerns with a centre-page column in the *T&A* before the Huddersfield game. He gave the direct message that 'we use our Club or lose it'. He made a specific appeal to those who enjoyed watching in the Premiership to come back. And he asked those local businesses and others who suffered during administration to renew their confidence in the club, and 'breed income for development as well as survival'. Board member Peter Truman has made a similar appeal 'to encourage a friend, colleague, neighbour or whoever to come along with you'.

The link between home support and team performance runs both ways – solid attendances create the platform on which the football side is planned and built. But as we all know, the link does not work out in every game. There was a healthy attendance against the Terriers, plus a nice slab of income from Sky, but painful comparisons on the pitch at the same time.

MAN OF THE MATCH PRIZE DRAW

- entries still open - see page 4 !!

Reaching out to New Support

David Ward has also been working hard at the club to develop new sources of attendance among groups in the population who are not represented in the ground as strongly as we might like.

The Trust Board supports this effort wholeheartedly. We think it is important to identify any barriers that are preventing football fans coming to Valley Parade from different sections of the community, and to take sensible measures to overcome any barriers. At the same time, we hope that this is done in a careful way that maximises everyone's commitment to Bradford City. There is no point in attracting numbers from one section of the community in ways that lose numbers from among the existing supporters. And we think it is important to debate the issues thoroughly with supporters, so that everyone understands and accepts the measures that are taken.

... we will be keeping in touch with members as the initiative proceeds.

... and Reaching out to Politicians

Trust Board members met Gerry Sutcliffe MP recently at his invitation, and Phill Marshall has talked in programme notes about last year's mixed experience with Bradford Council.

Gerry is well-respected in the Supporters' Trust movement because it was his 10-minute rule Bill in 1999 that led to the creation of Supporters Direct, to which we are affiliated. There is also the Football Foundation, which receives part of the Premiership TV money.

The word on the street is that the days may be gone when public money can go directly into the coffers of a sports Club. But there is more interest in imaginative schemes which contribute to both the Club and the locality, through education, skills and community development ...

... more news on all this next time, we hope.

The Shares Quiz

Our two questions received the following replies:

What's happened to the shares in the old club?

These are worthless, sadly.

What's happening about shares in the new one?

These are 100% Rhodes-owned.

Going Positive: BCST backs The Positive Lifestyle Centre

The Positive Lifestyle Centre (PLC) provides classes for school children (7-11 years) in:

- Citizenship, Friendship and Self-esteem;
- Health, Diet and Drugs Awareness;
- Football Skills and Active Lifestyle;
- Anti-Bullying and Personal Safety.

The Centre started life with Bradford Northern in 1996 and was brought home to the Bantams in December 2004, with a purpose-built suite in the UpFront building.

The BCST Board was particularly impressed by the integrated approach of the Centre's staff to young peoples' lifestyles. Stadium tours are part of the package, which gives the young people a great introduction to Club and ground.

The Trust has set aside £1000 to help with class fees and transport costs so that more Schools from around the District can take advantage of this opportunity. We are also encouraging groups of children and their parents to become regular fans, using the free admission for under-11s.

The Schools we have helped so far are:

- Brackenhill (Horton);
- High Fernley (Wyke);
- Lilycroft (Manningham);
- Westbrook Lane (Horsforth).

.. with a number of others in the pipeline. So watch this space, and contact BCST if you know of a School that might like to take up our offer.

Wrexham Comes Up Trumps

We have just received this touching message:

'I'm writing from the Wrexham Supporters' Trust. We have been given various programmes to auction for our cause – one of which is a programme from Wrexham v. Chester which was played in aid of the Bradford City Disaster Appeal.

As this was played to raise money for your cause in 1985 I was wondering if you would like it now?'

We have said 'yes', and we are donating this historic programme to the Bantam's Past Museum.

Nice one, Wrexham!

Thank You for Your Support

Since the last newsletter was distributed in July, there has been a tremendous response to the membership application forms that were sent out with the newsletter. All of the Board members of Bradford City Supporters' Trust would like to thank everyone who has either renewed their membership or who has joined the Bradford City Supporters' Trust as a new member.

Indeed, since July nearly 200 people have either renewed their membership or become new members. This has resulted in over £1,000 being raised for the Bradford City Supporters' Trust. Some of this money is being utilized to help local schools attend the Positive Lifestyle Centre at Valley Parade, as detailed elsewhere.

May I take this opportunity to apologise if you have had a delayed response in receiving an acknowledgement along with your new membership card. As the Membership Secretary, I try to respond to all membership applications within three weeks of receiving your completed membership forms. If you had to wait slightly longer than this, please accept my apologies and remember that all of the Board members work on behalf of the Supporters' Trust on a voluntary basis.

On a final note, I would like to thank Bradford City Football Club for allowing the Supporters' Trust to have representatives in the club shop before our home games at Valley Parade. This started when we played Yeovil Town at home and we have received some positive responses from Bradford City supporters; some who are already members of the Supporters' Trust and some who have just joined us. **If you haven't been in the club shop prior to our home games, come and see us and let us hear your views.**

Remember that membership application forms are available on www.bcst.co.uk, or write to:
Bradford City Supporters' Trust,
PO Box 497,
Wakefield, WF1 9AU.

Thank you once again for your support.

Richard Wardell (Membership Secretary)

Why is Bradford City always in the First Division?
Because they re-name the Division whenever we get relegated

Dates for Your Diary

BCST AGM

The Trust Board meets monthly, and you can raise issues with us at any time.

The next OPEN MEETING is the **AGM**

- at the **Dubrovnik Hotel, Oak Avenue**
- 6.00-8.00 p.m.
- Sunday 18th December 2005

Programme Fair

The Bantam's Past Museum is holding a Programme Fair at the Museum

- at the **UpFront Superstore, Valley Parade**
- between 11 a.m. and 2p.m.
- Sunday 27th November 2005

See bantampast.co.uk for more information on the Fair

BCST Sponsors the Museum

John Ashton, Dave Pendleton and their colleagues have done a fantastic job in creating the Bantam's exhibition at the Industrial Museum and then seeing through its installation as a permanent collection in the UpFront building. All the non-loaned exhibits belong to the Council's Museum Service, so this has become a public asset.

We have donated £500 to sponsor a display case in order to show our appreciation and support.

The website is at www.bantampast.co.uk. Check out the built-in virtual tour of the Museum, including a scary cardboard cut-out of Stuart McCall running at full tilt across the screen.

For further information, contact:

Michael Callaghan
Collection Officer
Bradford Museums,
Galleries and Heritage
Bradford Industrial Museum
Moorside Road, Eccleshill
Bradford BD2 3HP
Tel 01274 435885
Mob 07790 431923
www.bradfordmuseums.org

The best laid plans ...

It had been suggested that the UpFront Café could be re-opened on Match Days, to make use of the dormant catering facilities there.

This brilliant scheme has sadly become a casualty of the Club's master plan to develop office space on the top floor of the UpFront building.

Many thanks to member Graham Bean who came up with the idea in the first place, and the others who have expressed interest in helping out in running a revived Café.

... we will keep an eye out for similar opportunities

... and who knows, the day may still come when we go into the catering business.



The main priorities of the Trust are:

- **Communication;**
- **Youth and Community Development;**
- **Fundraising.**

The Board Members are:

Phillip Marshall	Chair
Mike Thompson	Vice-Chair
Richard Wardell	Honorary Secretary/ Membership
Alan Flood	Interim Treasurer/ Webmaster
Paul Spivey	Honorary Treasurer
Peter Truman	Public Relations
Cath Tomlinson	Fundraising
Alan Carling	Newsletter Editor/ Comm. Development

Bradford City Supporters' Trust is the trading name of Bradford City Supporters Society Ltd., a Supporters' Trust registered under the Industrial and Provident Society Act of 1965, registration number 29446R.

The Society is owned by its members: one member, one share.

BCST is a member of:



Yes !!

There's still time to enter our (wait for it)

fabulous PRIZE DRAW !!!!

Here's what you get to do:

- Attend the Nottingham Forest Home Game on Saturday 6th May 2006 for *FREE*;
- With 3 friends for *FREE*;
- In plush Sunwin Seats;

AND

- Present the *Man of the Match* award;

HAVING

- Dined in the Banqueting Suite at a Pre-Match 4-course Silver Service meal with your 3 friends;

WITH

- A Champagne Reception, plus
- An Exclusive Gift from the Club;

NOT TO MENTION

- *FREE* Half-time Tea and Coffee, plus
- A Complimentary Matchday Programme.

And here's what you have to do to get it:

- **GO** to the BCST website, www.bcst.co.uk;
- **OR** email an entry to contact@bcst.co.uk with the information below;
- **OR** send in the form below to:
Bradford City Supporters' Trust
PO Box 497
Wakefield
WF1 9AU.

of

MAN OF THE MATCH Prize Draw
Entry Form

Name: _____

BCST Membership No.: _____

Daytime Tel. No.: _____

Address/email: _____

I am over 16, and available on Match Day 6/5/06.
I am not a Club Director or BCST Board Member

THE PRIZE IS NOT TRANSFERABLE