

Cardiff City Supporters Trust

Communications and Launch Event Sub-Group

Feedback and actions points from meeting held on 21st April 2008

Present: Stuart Ropke, Phillip Nifield, Tracey Marsh, Tim Hartley, Mike Morris

Apologies: Ryan Thomas

Purpose of Sub-Group

There was a discussion around the aims and objectives of the sub-group and agreement was reached around the following

1. To communicate aims and objectives of trust to supporters and stakeholders
2. To assist in building a coalition of support for the Trust amongst the community
3. To ensure that a successful and profitable launch event is delivered

Identification of Trust Stakeholders

The next step was for the sub-group was to identify the relevant groups of stakeholders who will be targets for the Trust's communications and activities

Local Authorities (Councillors and Officers)

- Cardiff CC
- Vale of Glamorgan
- Rhondda Cynon Taf
- Merthyr
- Bridgend
- Caerphilly

Politicians

- MPs
- AMs - particularly Culture and Sports Spokespeople

Key Local Businesses including club sponsors

Cardiff City FC

Supporters' Groups

- CCSC
- BDU
- 1927 Club
- Disabled Supporters

Individual Supporters

Supporters-Direct

The How and What of our developing communications strategy

(Currently in no particular order of priority)

Press and Media – Pro-active PRs on issues of importance to club and supporters

Stakeholder Events – Tailored presentations to specific audiences including politicians (hosted at Assembly by Leighton Andrews for instance)

Website – Mike Morris to look at re-launch of website with increased emphasis on interactivity to enable supporters in particular to influence the Trust and feel involved

Publications – Newsletters/E-bulletins

Flyers/E-Flyers – on a selective and targeted basis

Bi-lateral Meetings – with key stakeholders as part of process of establishing credibility and building relationships

Social Events – As well as raising funding, social events are an opportunity to broadcast Trust messages in a low key manner

Merchandise – While primarily a fundraising activity there may be communication opportunities when selling

Trust Meetings – AGMs/EGMs etc

The Launch Event

Discussions around the Launch Event mainly involved a brainstorm of some of the available options and the group was conscious that further guidance and views from the wider Steering Group are required.

The purpose of the Launch Event was summarised as:-

1. Celebration of the launch of the Trust and publicity
2. Promotion of the Trust and its aims
3. Attract membership of the Trust
4. Fundraising

Ideas

A wide range of ideas were placed on the table, and the thoughts of the group are summarised below. However, it is clear that there needs to be both buy-in and assistance from the wider steering group on organisation of the event and consensus on how we should approach the launch of the Trust and how ambitious we wish to be. The sub-group are currently assuming a launch in late August to enable publicity at the start of the 2008/09 season.

Ideas included the following for a community fun day. Some of the ideas suggested may stand on their own as future fundraising ideas.

Fun Day (to include some of the following elements)

High profile attendees

Wickes Challenge

Kids' 5-a-side

Auction of City memorabilia

Beer Tent/Bar

Programme Fair

Raffle

Face painting

Forum with ex-players

Barbeque.

Recommendations

Comms Strategy can be put into place easily once Trust Business Plan is produced, we are legally registered and are ready to publicise the Trust

Launch Event – needs wider discussion on how ambitious we need/want to be. There is an opportunity to learn from other Trusts how they did it but we need to remember that many Trusts were formed against the backdrop of financial disaster and the Launch Event was not as important an element for them.

Is a high profile big launch event important? Or should we hold a smaller event to mark the Trust's birth and take an organic approach to building membership? Once again – our aims and objectives falling out of the Year 1 Business Plan are probably crucial in determining what approach we take.