



## Contents:

200Up!	1
Meet The Team	2
Soccer Schools at the Bev	2
Fan Owned Clubs on the Way up	3
Pre Season Friendlies	4
Player News	4
The Case for a Supporters' Trust 5	
In and around Beveree	6
Trust In Football	6

## Hampton & Richmond Borough FC Supporters Trust

### 200 Up!

Welcome to our very first Trust newsletter! We hope to make this a regular quarterly update on matters concerning the Hampton & Richmond Borough FC Supporters Trust and also to update members on the wider issues facing supporters' trusts up and down the country and in the non league arena in particular.

To bring you up to date, the Trust held its inaugural Open Meeting on 14th January when the idea of a Trust was overwhelming endorsed by a vote of 66 votes to Nil. Since that time, working parties have been set up to establish the framework of the Trust and propose an initial Trust board to carry the Trust through to its first democratic elections which are

likely to be held later this year.

We have set up a Trust website at [www.hrbfcst.co.uk](http://www.hrbfcst.co.uk) which will also carry regular news updates and membership application forms which can be downloaded.

The Trust was officially established on 29th April and becomes a member of the wide family of Supporters Trusts throughout the professional and non league game. We set ourselves the objective of securing 200 members in our first year and I am pleased to say we have reached that target within the first few months and now look forward to driving up membership even further with our next target being 250 by the end of 2008. We have also been successful in gaining our first

community grant from the Richmond upon Thames Borough Initiatives Grant fund to support our summer soccer school initiative to be run in conjunction with the Club.

All in all a very busy first few months and still much more to do. If you are interested in getting involved with the Trust as a member, volunteer or Trust Board member please do get in touch (contact details on the last page).

Tony Nash

### Trust In the Community

For the first time ever, Hampton & Richmond Borough FC was represented by the Supporters Trust at the Richmond May Fayre which took place on Richmond Green on May 10th. The weather was very much in our favour and the crowds turned out in their thousands and our volunteers were kept extremely busy with the penalty shoot out and "Keepie Uppie" competition.

But more than this we helped raise the profile of the club in a part of the Borough which traditionally has been closer to the oval ball game. Amazingly still many borough residents do not know of the existence of their borough's leading senior football club, so hopefully we managed to put the club's name on the map.

By the end of an exhausting but worthwhile day The Trust managed to raise over £500 for its Soccer School initiative and development funds.

The Trust will be repeating the shoot out competition at the **Hampton Carnival on Saturday 14th June** from midday and we hope to see as many of you there as possible to test out your penalty taking expertise.



## Meet The Team .....



Chairman, Larry Dann

A Trust Board was "elected" from within the working party groups who helped bring together the initial Trust plan in order to take us through to formation and up to formal elections which will be held later in the year. The Trust Board has scope to co-opt a number of additional "non-executive" directors which will allow the Trust to widen its appeal within community interest groups and expand its strategic vision.

**Larry Dann: Chairman**  
Better known to many as Sgt Alec Peters from ITV's The Bill, Larry has been a popular chairman of the Supporters Club as well as recently appointed head of the club's management committee which oversees the day to day running of Hampton & Richmond Borough. Larry claims that he is now being more selective about which roles he is prepared to take so Hollywood's loss is Hampton's gain.

**Tony Nash: Vice Chairman and Treasurer**  
A life long supporter of more

than forty years, Tony has previously served on the club Committee, founded the first club website back in 1998, edited the match day programme and was the original founder of the Supporters Club and also found time to write a history of the football club. Tony has been acting as co-ordinator for the new Trust and in his spare time works for Barclays Bank in Canary Wharf

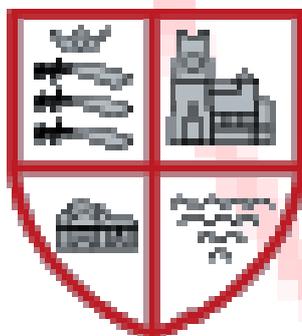
**Russell Clark: Community:**  
Russell is well known in local youth football circles for his Saturday morning mini soccer school which he has run for a number of years and as a manager for two sides for Hampton Youth FC for whom he also acts as Secretary. Russell has been a season ticket holder for the last 10 years and began supporting Hampton in 1984. He is very keen to develop the links between club and community.

**Les Rance: Press & Publicity**  
Long time club Press Secretary, Les and his family have been closely involved with the club

since 1991 with Les acting as Press Secretary since 1995. Les has extensive contacts within the local and national media as well as undertaking work for the match programme, club website and writing match reports for the local and national press. Les worked for Barclays for 30 years and is now a Student Support Assistant at Richmond College helping students with learning difficulties.

**Paul Robinson: Fund Raising**  
Paul lives locally in Hampton Hill and has run his own legal services business for the last eight years and prior to that spent 27 years in the banking industry so has plenty of experience on how to run and plan a business. Paul is heading up the Trust's fundraising initiatives.

If you are interested in getting involved with the Trust as either a board member or regular volunteer, please contact any member of the Trust Board. We want to hear from you.



## Soccer School Returns To Beveree.....

One of the key aims of the Trust was to promote greater community involvement with the football club and to this end the Trust are pleased to announce that Hampton & Richmond Borough FC will be holding a two week soccer fun week for 6-11 year old boys and girls in the first two weeks of August. And what is more the coaching will be free of charge! The club is able to do this following the Trust securing a grant from the Richmond upon Thames Initiatives Fund to buy equipment with which to run the soccer school.

The Club will run two one week courses with fully qualified FA coaches, one of which happens to be Hampton & Richmond Borough's Young Player of the Season, Shaun MaCauley. We are also expecting some guest

appearances from one or two other first teamers to help out with the coaching and manager Alan Devonshire will also be on hand each week, no doubt spotting Hampton players of the next generation. Activities will take place on the Beveree "top pitch" training ground from 10am to 3pm, Monday to Friday on the following dates:

- August 4<sup>th</sup>-8<sup>th</sup>
- August 11<sup>th</sup>-15<sup>th</sup>

We hope that these will be the first of regular holiday soccer coaching courses. If you would like to find out more about the courses please visit our website, [www.hrbfcst.co.uk](http://www.hrbfcst.co.uk) where application forms can be downloaded. If these two courses are successful then it is the intention of the Trust to hold

more such schemes. The Trust are grateful to Steve McPherson and Steve O'Neil for permission to use the Club's facilities.



Shaun MaCauley

## Fan Owned Clubs on the Way Up.....

**Four fan owned clubs – Stockport County, Exeter City, AFC Wimbledon and FC United – have all gained promotion this season via the play offs. Supporters Direct Chairman, Brian Lomax, was quoted recently on the matter:**

"What an answer to the so-called "football men" who say that supporters lack the business experience, the fundraising potential, the skills or the staying power to run a football club successfully.

This string of successes is our best advert to date, and we must make the most of it both nationally and locally. And congratulations to all concerned!"

Supporters Direct Chief Executive **Dave Boyle** further commented:

"It's fantastic to see well-run clubs achieving on the field as well as off it. They have all built their success on sustainable finances and it's important that clubs getting the sums right off the pitch get success on it."

"There's another way to getting ahead in football than having a debt-funded spending spree which might not get any success at all, but will leave a headache for the club in the future. With 40 out of 72 Football League clubs having been insolvent in the last 15 years, supporters' trust involvement is an important way to get some common sense and longer-term thinking into the game." In the report of Exeter's win at Wembley in The Times, it was remarked that "It was a financially bankrupt and morally bereft Exeter City that slid ignominiously from the Football League five years ago, but an altogether more appealing side

will grace League Two next season. Gone are the celebrity directors of Michael Jackson and Uri Geller, along with the disgraced businessmen, replaced by a supporters' trust."

**And one on the brink?.....**In our own league, the Blue Square Conference South, Trust owned **Cambridge City** faced an FA Appeal hearing on 28<sup>th</sup> May to find out whether they would be relegated due to failure to carry out necessary ground grading improvements at their Milton Road ground.

City have been in a long running legal dispute with their landlords, a property development company that had purchased the ground from the club's former directors. The sale was exposed in the High Court as fraudulent and the fans banded together to purchase the club.

However, unable to carry out

necessary ground grading improvements without their landlord's permission the club was relegated by the Conference to the Southern League Premier. Unfortunately the FA did not uphold the club's appeal and so Cambridge City drop down one division giving Weston super Mare their second relegation reprieve in two seasons.

Newcomers to the Conference South, **Worcester City**, have also revived their Supporters Trust following concerns regarding the possible sale of the St George Lane ground to developers. In theory the club should be swapping their existing ground for a new edge of town 6,000 seater stadium but lack of disclosure by the board has raised concerns that all is not well with the proposed development.

## What the Trust is all about.....

Taken from our Business Plan, our key aims and objectives are as follows:

### Trust Aims

- To support a sustainable business plan for the Club and encourage a strong governance culture which takes account of all the Club's and Trust's stakeholders.
- To promote and strengthen the bonds between the Club and the Richmond Borough community
- To encourage and promote the ongoing development of youth and ladies football in the Richmond Borough and in doing so provide financial support to relevant Community based initiatives with particular emphasis on those less able and

disadvantaged members of our Community

- To raise money for further investment in the Club to help improve its ground and facilities
- To encourage the Club to take proper account of the interests of its supporters and of the community it serves.

### Trust Objectives

- To identify specific needs and requirements in partnership with the Community
- Construction of new or improved facilities for joint use by the Club and the Community
- Increase Community use of

Club facilities for education, recreation or Community activity

- Acquiring additional land or buildings for joint use
- Developing programmes of Community activity both at the Beveree and elsewhere to engage the Club with the Community
- To promote social inclusion within the community by providing services and facilities for all
- Improve accessibility and facilities for those less able members of the Community.

## Join the Trust today.....

There are a number of ways you can join the Trust and support our aims and objectives. An annual subscription of just £10 secures you one share in the Trust and allows you to vote in all Trust business and elections. You can also support us with a discretionary monthly standing order. For details, please contact Tony Nash, Trust Treasurer (anthony@nash3101.fsnet.co.uk).

Annual	£10
Annual concession	£5
Junior Annual	£1
5 Years	£40
10 Years	£80
Life	£150
Corporate annual	£100

The Trust is a "not for profit" organisation and does not pay dividends to shareholders. All profits are reinvested into Trust projects.

If you are a shareholder in the club limited company, why not donate your shares to the Trust and maximise your voice in all matter concerning the club?

*"Why not donate your shares to the Trust and maximise your voice in all matter concerning the club?"*

## Club News - Pre Season Friendlies

Hampton & Richmond Borough's pre-Season gets under way on Thursday 17<sup>th</sup> July when Alan Curbishley brings his West Ham United team to Beveree. Mr Curbishley has promised Alan Devonshire that West Ham will bring their first team squad to Beveree for the game. The likelihood is that this match will be all-ticket. Ticketing details including prices should be announced by the club in due course. The game will kick off at 7.30pm.

X1 will be the visitors for a 3pm kick off.

On Tuesday 22<sup>nd</sup> July Swindon Town will be the visitors for a 7.30pm start. The final home friendly, at the moment, will be on Tuesday 29<sup>th</sup> July when Brentford will be making a return visit, again 7.30pm is the kick off time. Season Ticket holders should note that it will be all pay for the West Ham and Chelsea games, but they will be able to use their season tickets for the Swindon and Brentford games. Incidentally Season Ticket forms will be available from the Trust Stall at the Hampton Carnival

and also from Robbie Brownnett, or direct from the Club. A full list of friendlies is on Page 6.

The Club has entered into an agreement with Vandanel to supply the shirts for next season. Replica Shirt Order forms will be available from the Trust Stall at the Hampton Carnival

The Blue Square South season gets underway on Saturday 9<sup>th</sup> August. Fixtures should be available by early July.

The Blue Square South season starts on Saturday 9<sup>th</sup> August



On Saturday 19<sup>th</sup> July Chelsea

## Player News.....

The first close season player movement was the shock departure of popular centre half **Alan Inns** after 5 seasons with the club, 271 appearances and 26 goals. Alan was the last but one link from the pre Alan Devonshire days along with club coach Dudley Gardner and had played a vital role in Hampton reaching a third placed finish in the league in 2007/08 and the play off finals. Alan is joining local rivals AFC Wimbledon, newly promoted to the Conference South. Manager Alan Devonshire is quoted as saying:

"I am gutted because he has done a great job for me and has been with me all the time I have been here. It came as a total surprise," he said.

"It is a shame because I didn't really want to break up the team.

"We have done so well this year - but at the end of the day that is football and we move on.

"I have already spoken to replacements. I would expect to have new signings and the rest of the squad sorted within the next four weeks.

"I don't want to start pre-season without knowing what my team is going to be."

Better news is that five of last season's squad have signed new contracts to stay at the club: **Matt Lovett, Ian Hodges, Lawrence Yaku, Dean Wells** and **Shaun MaCauley**.



Alan Inns

## The case for a trust at Hampton & Richmond Borough FC.....

The stark reality of many football Clubs at all levels of the game is that they are not viable economically without substantial subsidy from wealthy benefactors, either individuals or sponsor companies. This often leads to a "yo-yo effect" as benefactors inject and withdraw their support causing Clubs to lurch from one financial crisis to another. This has happened twice at Hampton & Richmond Borough FC within the last few years, each time the Club has been left with significant debts and in a state of financial disarray.

This is not to say that all individual backers are a bad thing. Alan Simpson OBE, our Club President has been a consistent benefactor of the Club for a forty year period and little that we have achieved could have happened without him. However, whilst fans will undoubtedly enjoy the good times they are the ones who ultimately suffer when things go wrong. Directors, shareholders, players and managers can and often do move onto other Clubs. Fans rarely change their team but often feel powerless to do

anything about the situation.

This is where a Supporters Trust comes in. The Supporters Trust movement has grown up to protect fans interests at their Clubs and have a say in the way they are run. The most powerful way to do this is by owning the Club themselves and there are now many examples of Clubs which are owned and run exclusively by the fans – Brentford, Enfield Town, Cambridge City, AFC Wimbledon for example.

The reality for Hampton & Richmond Borough playing in the Blue Square Conference South is that a Supporters Trust could not in itself raise enough funding through its individual members to sustain the costs of playing at this level on a competitive basis. However, the downside of relying on one individual is that the supporters start to develop a dependency culture where there is no incentive improve the underlying financial position of the Club as the line of least resistance is to go to the benefactors for financial handouts. It is hardly surprising in these circumstances that "he

who pays the piper calls the tune." There is, however, no reason why a football Club should be run on a different model to any other well-run business with prudent budgeting and appropriate financial controls such that the Club does not become wholly dependent on any additional injection of funds by benefactors, i.e. the Club can remain solvent if benefactors no longer wish to provide funding.

Whilst never a panacea for all the issues a Club faces, a Supporters Trust can be a means for the Club to reinvigorate supporters' interest bringing longer term benefits through wider community involvement and enfranchising the supporter base. It may also attract skills from the supporter base which can be utilized on a volunteer basis by the Club.

*"a Supporters Trust can be a means for the Club to reinvigorate supporters' interest bringing longer term benefits through wider community involvement and enfranchising the supporter base"*

## End of Season Awards.....

**At the Presentation Evening on 23<sup>rd</sup> May at the Hotel Antoinette organised by the Supporters Club the following awards were handed out:**

Supporters Club Player of the Year - Elliott Godfrey

Golden Boot Award - Lawrence Yaku

Best Newcomer - Shaun McAuley

Sportsman Award - Dean Wells

Supporters Player of the Year - Elliott Godfrey

Players Player of the Year - Elliott Godfrey

Managers Award - Elliott Godfrey (notice the trend!)

Chairman's Award - Chas Milner

Supporters Club Supporters Award - Susannah Brand & Martin Jordan

The Supporters Club also made awards to David Rees, Chris Devonshire, Tracey Hathaway & Lesley Rance

Steve McPherson and Steve O'Neill also made a special presentation to Alan Simpson in recognition of his 40 years with the club.

All the players and the management team also received a glass trophy in recognition of getting to the Blue Square Play Off Final

## Hampton & Richmond Borough FC Supporters Society Ltd

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We're on the Web!

See us at:

[www.hrbfcst.co.uk](http://www.hrbfcst.co.uk)

*Hampton & Richmond  
Borough FC Supporters'  
Society Ltd is an  
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Societies Act 1965,  
Registered Number 30469  
R and authorised and  
governed by the Financial  
Services Authority. We are  
members of Supporters  
Direct.*

## In and around the Beveree...

One of the aims of the Trust is to help the club improve the facilities of the Beveree, our homely ground.

One example of the type of thing the Trust would like to promote is the Tuck Shop beside the Old Grandstand. Through the magnificent work of Trust Member Tracey Hathaway, The Junior Beaver Tuck Shop (pictured), as it has come to be known, has been a magnet for the youngsters who attend First Team games. The Tuck Shop has also helped relieve pressure on the Hammonds Kitchen on a match day. It is noticeable however that a great number of our older supporters have found the lure of penny sweets and flying saucers difficult to ignore!

Junior Beavers can also

purchase tee-shirts, pens, bags and car stickers from the shop as well.

Tracey would like to thank Waitrose and Sainsbury's for their help in the initial set up of the Tuck Shop.

With no football being played one might expect the Beveree to be very quiet at this time but during the summer there is always a lot of work being carried out. Trust Member Stefan Rance is organising working parties to help re-paint the ground to make it sparkle for the visit of West Ham United on Thursday 17<sup>th</sup> July. The paint has been provided by Steve O'Neill's company Decorative Rooms Ltd, all that is needed is willing hands to handle the paint

brushes. Anyone willing to help should contact Stefan on 07968778761.

If you can't manage a Saturday then Bob Morford, the Groundsman, is always at the ground from 11am and will welcome any help even for an hour or so, no help will be refused, even if you can only do a bit of weed the terraces.



## TRUST IN FOOTBALL

In each **Trust News**.....I will be looking at exciting Supporters Trust developments around the country and where better to start than in my homeland of Liverpool.

AFC Liverpool is a new independent football club owned by Liverpool fans and run by Liverpool fans: a genuine not for profit football club. Unlike other recent initiatives such as FC United, the creation of AFC Liverpool wasn't borne out of animosity towards Liverpool FC. On the contrary it is aimed at those Liverpool fans priced out of Premier League football. Same colours, same songs, same community of Reds. The club is meant as a grassroots addition to Liverpool FC not as a replacement for it. AFC Liverpool has also received the warm endorsement of Liverpool FC Chief Executive Rick Parry.

Managed by former Southport and Bangor City centre back Derek Goulding (who, as manager, famously masterminded Burscough FC's giant killing win over Gillingham in the 2005 FA Cup), the club is

hoping to compete next season in the Vodkat (North West Counties) League Division 2.

With credentials like that maybe Goulding would fancy trying his hand at a spot of FA Cup giant killing next season at the Beveree: stranger things have happened!!

AFC Liverpool's first ever fixture will be a friendly match against St Helens Town on Wednesday 16<sup>th</sup> July (if you go make sure you get back in time for our big one the next day!) to be played at Ashton Town's Edge Green Street Stadium with a capacity all ticket crowd of 1,000 expected. Full details can be found on the website [www.afcliverpool.org.uk](http://www.afcliverpool.org.uk)

.....and finally.....a mention about St Helens Town who play in the 1<sup>st</sup> Division of the Vodkat League. The club has provided tremendous assistance to AFC Liverpool in setting up the club and it is only fitting that they are rewarded by taking part in such an historic occasion.

**Paul Robinson**

## Pre Season Friendlies in full

17/7 West Ham Utd (h) 7.30pm  
19/7 Chelsea XI (h) 3pm  
22/7 Swindon Town (h) 7.30pm  
24/7 Beaconsfield Sycob (a)  
26/7 Wealdstone (a)  
29/7 Brentford (h) 7.30pm  
2/8 Walton Casuals (a)  
4/8 Leatherhead (a)

9/8 Season starts