



## Action Plan for 2014-2015



## **Our Aims**

### **The key aims of The Cards Trust are to:**

- work in partnership with Woking FC to ensure its viability and success
- represent Woking FC supporters and ensure their voice is heard in decisions affecting the Club
- provide a range of services and benefits for Trust members and other Woking FC supporters

### **The Cards Trust Board is working to achieve these aims by:**

#### **1 Encouraging as many Woking FC supporters as possible to become members of the Trust in order to strengthen its role as the principal body representing supporters' interests.**

Our current membership stands at around 300 but has, since the Trust was first set up, numbered more than 400. We believe that the Trust should now work to encourage a far greater number of supporters to sign up to the Trust in line with its stated aim of becoming the principal body representing supporters' interests.

*From the start of the New Year (2014) we will launch a new initiative that will aim to double our membership to 500 by the end of 2014.*

#### **2 Liaising with Club representatives to ensure that the Trust is well-informed, and consulted, about key issues affecting Woking FC and is able to offer its support whenever practicable.**

We see the development of ever-closer links with the Football Club and its Board as central to the Trust being in the best possible position to offer appropriate support but also to ensure that the views of supporters are considered when decisions are made about any key issues affecting Woking FC. The Trust now has an elected representative on the Club's Board of Directors, which represents a significant development in our ability to remain well informed and to consult with the Club.

*The Trust Board will seek to agree at least two meetings a year with the Football Club Board for the purpose of a further exchange of views, in order to assist in the Trust's own planning in providing whatever support it can to the Club and as an opportunity to give and receive feedback as part of our role of representing the views of the supporters.*

#### **3 Raising funds and using them as far as practicable to support the Club, and to enhance the Trust's influence, through the purchase of shares in Woking FC.**

The introduction of the Trust's "Boost the Budget" initiative has been very successful in raising money to support the Club's playing budget. For the seasons 12/13 and 13/14 the Trust has been able to pay over to Woking FC £30,000 each year in exchange for shares in the Club. For the coming season 14/15, with some subscribers dropping out, our projected income from the scheme indicates that the Trust will only raise around £26,000.

*The Trust will look at various ways to re-invigorate the "Boost the Budget" initiative and target an income of £30,000 to be added, in exchange for shares, to the playing budget for 2014/15.*

#### **4 Supporting the Club in its fundraising initiatives**

The Trust has continued to work alongside the Club in organising a variety of fundraising activities. In the current, difficult financial climate it is not always easy to generate further income from hard-pressed supporters.

*The Trust will continue to organise fundraising events as follows:*

- a. The Goldrush scheme at each First XI home game*
- b. At least three fundraising events per year (Race Nights/Quiz Nights etc)*
- c. The Club's annual Beer Festival*
- d. A further major set piece fundraising event for 2014*
- e. The Football Club's annual prize raffle.*

## **5 Ensuring that members receive information, and are consulted, regularly about the Trust's activities and matters affecting the future of the Club**

The Trust, since its inception, has been concerned to remain as transparent as possible in all its work and to keep members as fully informed as possible.

*For the coming year the Trust Board will seek to:*

- a. Provide all members with three issues of the Trust Newsletter*
- b. Provide regular updates on the work of the Trust Board after each of its meetings*
- c. Undertake further work to develop its website and to make it as informative as possible*
- d. Look to provide some form of Noticeboard at Kingfield that can be used to provide information for members on match days*
- e. Seek to organise a Fans Forum at the beginning and a second mid way through the season*
- f. Explore ways in which the Trust's AGM can be made more attractive to all the membership*
- g. Work to promote the profile of the Trust through press releases, a regular page of information in the matchday programme and any other opportunities as they arise*

## **6 Using the Trust's influence in the best long-term interests of the Club and its supporters**

Woking Football Club relies heavily on the work and support of a small army of volunteers. The Trust believes that by encouraging supporters to act as volunteers and supporting them in the work they do for the Club it is providing a valuable service, which is very much in the long-term interests of the Club. The Trust has already held a successful 'event' for volunteers but now believes that it is time to revisit this particular aspect of its work.

*The Trust will review and update its directory of volunteers and plan a further 'event' for volunteers and those interested in volunteering towards the end of the present season. The Trust will also explore further ways of encouraging the Club's younger supporters to get involved with the Trust and, as appropriate, work as volunteers themselves.*

## **7 Providing benefits for supporters such as the organisation of coach services to away games and members' discounts in association with the Club and commercial bodies**

The Trust has already developed a number of services to its membership. These include the provision of coach travel to the majority of away fixtures with reduced rates for Trust members and discounts in the Club Shop.

*During 2014 the Trust will seek to negotiate further discounts for its members with the Football Club.*

## **8 Representing Woking FC supporters in discussions with national supporters' bodies and other organisations**

Since the Trust was set up there has been little communication with organisations such as Supporters Direct. One of the current Board members is a Club representative on the Football Supporters' Federation.

*The Trust Board will explore possibilities for further meaningful links with national supporters bodies and report back to the membership on any proposals.*

This action plan will be reviewed and amended by the Cards Trust Board at regular intervals through its programme of meetings. Trust members will be informed of agreed changes through the Trust website and Newsletters.

December 2013