

# The Posh Supporters Trust

NEWSLETTER No 9

MAY 2004

## AT LAST – A NEWSLETTER

We apologise for taking so long to produce another newsletter for you. In fact, we have been waiting for the football club to announce the date of its Annual General Meeting, in order that we could (a) arrange a Members' Meeting and (b) issue a newsletter to announce the meeting. Although we expected the AGM to take place in the New Year, the announcement was repeatedly delayed. However, we are now able to notify to you the date of our meeting:

### **MEMBERS' MEETING – TUESDAY, 22 JUNE 2004**

All members are invited to the next Members' Meeting, which will take place in the Executive Suite, London Road Stadium at 7.30pm on Tuesday, 22 June 2004. The doors will open at 7.00pm.

**The principal business will be to discuss the Annual General Meeting of Peterborough United Football Club Limited. There will also be a presentation on what football clubs can achieve by becoming "community clubs", as shown by Notts County, Lincoln City, Brentford and others.**

As usual you will have a chance to ask questions and/or make your views known about any other aspect of Peterborough United or The Posh Supporters' Trust. There will also be the traditional quiz set by Mick Robinson.

**\*\*\*PLEASE SEND US AS SOON AS POSSIBLE YOUR COMMENTS OR QUESTIONS RELATING TO THE CLUB, IN ORDER THAT WE CAN RAISE THEM ON YOUR BEHALF AT THE PETERBOROUGH UNITED ANNUAL GENERAL MEETING. WRITE TO US BY MAIL, E-MAIL OR VIA THE MESSAGE BOARD ON OUR WEBSITE. ADDRESSES ARE ON THE BACK PAGE.**

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This newsletter is sponsored by



**Oakham Ales, in Association with  
the 'Brewery Tap' and 'Charters'  
are Proud to Sponsor**



## **WHAT THE TRUST WANTS TO ACHIEVE....**

It has always been the ultimate aim of The Posh Supporters' Trust to gain control of Peterborough United Football Club for our members, on behalf of all supporters and for the benefit of the whole community. We believe that Barry Fry shares this vision with us.

Although the immediate future of Peterborough United is assured, the Trust Board is acutely aware that the medium- and long-term prospects are uncertain, as they are at many other clubs. This is why we are building up our funds by developing the Gold Bond Super Draw lottery and various other income streams. In other words, we are planning now for the future, long-term existence of the club.

## **SO, WHAT HAS YOUR BOARD BEEN DOING?**

As we have reported in our matchday programme notes, we are undertaking wide-ranging research into other Nationwide League clubs' efforts to become economically viable. We have targeted Brentford, Swansea City, Notts County, Port Vale, Chesterfield and Lincoln City, all of which have been wholly or largely saved by supporters' trusts in the last three years. In particular, we are investigating how football clubs can develop stronger links with their local communities and how stadia can be used as "joined-up" community spaces that act as hubs for sport, education, health and social enterprise.

It is widely recognised that, if football is to survive its current financial crisis, clubs must enlist the support of whole communities. The experience of many clubs is that, when times are tough, it is the local community that has dug deep to bail the club out. This is because football clubs are not like other businesses – they are community assets, embedded in the lives of the communities in which they exist.

In this regard we have visited Lincoln City, Notts County, Chesterfield and Brentford, attending seminars and meeting club officials.

We are developing a presentation to be made to local businesses, inviting them to become involved in the Trust, especially if they cannot yet justify direct support for the football club. We also want to enter into discussions with other organisations.

## **A MONTH IN THE LIFE OF THE TRUST**

We thought it would be interesting to record the activities of The Posh Supporters' Trust Board during a typical calendar month. February 2004 was chosen, although in one respect it was very unusual, since we held only one formal Board meeting during the month. However, our meetings on 27 January and 1 March demonstrate that on average they do take place every two weeks or so.

Inevitably the diary does not show everything we do. In addition to attending meetings and running the Club Shop, we organise the ballboys, man our counter in the family stand, sell Gold Bond Super Draw tickets, moderate the forum on the Trust website, trade in football programmes and undertake a host of other administrative duties. But whatever we do, we make sure we don't miss the matches!

	<b>February 2004</b>
2	Richard Bellamy attended the Commercial Forum Meeting at PUFC.
3	Four Board members attended a meeting with PUFC about the Club Shop.
7	Posh v Chesterfield. Leigh Porter attended a PUFC board meeting. Before the match a team of Board members re-stocked and then manned the Posh Club Shop.
9	All but two attended the Trust Board meeting.
13	A team of Board members re-stocked the Posh Club Shop.
14	Posh v Bristol City. A team of Board members manned the Posh Club Shop.
18	Some of the Board attended Posh Reserves v Gillingham Reserves.
19	Six Board members attended a meeting involving the Official Supporters' Club, PISA2000 and the Trust.
20	Most of the Board travelled to QPR v Posh.
23	Gill and Peter Williams attended a meeting of East Midlands supporters' trusts at Leicester City.
27	Gill and Peter Williams attended an FA presentation at Lincoln City concerning community partnership projects based on football clubs.
28	Posh v Luton Town. Before the match a team of Board members re-stocked and then manned the Posh Club Shop.

As you can see, we are working tirelessly to increase the Trust's funds, develop our contacts with other supporters' trusts and build up our knowledge of the community projects that are being launched at football grounds around the country. In addition many hours have been donated to help Peterborough United Football Club sell its merchandise.

## The Posh Supporters Trust

### **WHO'S WHO ON THE TRUST BOARD**

Chief Executive:

Leigh Porter

Deputy Chief Executive:

Barry Bennett

Treasurer:

Richard Bellamy

Membership Secretary:

Dave Colbert

Junior Membership Secretary:

John Henson

Public Relations:

Rhys Thrower

Business Development:

Keith Jennings

Financial Affairs:

Peter Lloyd

Marketing:

Gill Williams

Secretary:

Peter Williams

## The Late 'STEVE COOPER' (Coops)

Steve played for Peterborough United for only a short period of time in 1992. In that time as part of a promotion winning team, Steve scored a vital goal for us that secured an appearance at Wembley and in turn promotion to the 1st Division.

Steve's contribution to our success hailed him a Hero with Posh Fans, and he will always be remembered with great affection.

On hearing the sad news of Steve's untimely death at the age of just 39, the three Peterborough United supporters' organisations made a collection at a recent home game, and a total of £550 was donated from the Peterborough Supporters.

The supporters' organisations will also arrange a memorial game for Steve at London Road, where we hope to assemble the 1992 promotion winning team to play a team of celebrities. More details of this will be published when finalised.

The £550 collected was sent by Barry Bennett to Steve's Widow Hayley and his Children Dale and Jade. The following is the reply received from Steve's Parents.

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***"Dear Barry,***

***We are writing to you on behalf of Hayley to thank you and all Peterborough Supporters for the generous gesture you all made. It is only at this sad time that we realise how much our son Stephen was loved and respected by all who knew him, and to receive something as this, considering Stephen was only with Peterborough a short time is most overwhelming.***

***The Idea of a Memorial Match is most touching and if it is arranged we would like to attend if possible.***

***Thank You again Barry from the bottom of our hearts.***

***Yours sincerely***

***Ann & Malcolm (Cooper)***

***p.s.***

***Hayley will put the money to good use for Dale and Jade and with our support hopefully things will get easier as time goes on for us all, but at the moment things are very raw.***

**TRUST ACHIEVES FIVE-FIGURE SURPLUS**

The Board is pleased to announce that the Trust now has funds in excess of £12,650. Since it was established in November 2002 its income has totalled £22,500, while expenditure amounted to almost £10,000. Income includes £9,000 from original and renewal subscriptions and £4,600 from donations and sponsorship. We are gratified to note that so many members have renewed their subscriptions this year. Raffles and auctions have generated £2,829, functions and events £1,912, bucket collections £1,376 and merchandise £1,138. Since the Gold Bond Super Draw was launched late in January it has produced over £1,250 for the Trust and is now generating over £200 a week. As the scheme becomes established, we are optimistic that it will become our principal source of income and assist us to achieve our ultimate objective of gaining control of Peterborough United Football Club for our members, on behalf of all supporters and for the benefit of the whole community.

We naturally endeavour to keep our costs as low as possible and Trust Board members bear many of their expenses themselves. Expenditure includes postage, stationery and printing (£2,373), functions and events (£2,050) and raffles (£386). The other principal outlay was the £2,000, specifically raised for the club to help finance the floodlight improvements, in return for which we received 1,000 shares.

It is important to appreciate that various items of expenditure, such as printing and events, are sponsored. Thus it would be wrong to infer from the bare figures above that, say, expenditure on functions and events exceeded the income derived from them.

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## **ANNUAL GENERAL MEETING**

Please note that the Annual General Meeting of The Posh Supporters' Trust will take place in the Executive Suite at 7.30pm on Monday, 6 September 2004.

## **SURPLUS FOOTBALL BOOKS REQUIRED**

Do you have any surplus football books in your house? Why not do a little spring cleaning and bring them to our counter in the Club Shop before a match or to the Members' Meeting? We are planning to sell football books and programmes at a car boot sale this summer. All donations are welcome.

## **CAN YOU SPONSOR OUR ANNUAL AUDIT?**

As an Industrial and Provident Society The Posh Supporters' Trust has to be audited every twelve months. We are seeking sponsorship of the audit fee, which will be in the region of £200. If you can help, please make contact with Peter Williams or Richard Bellamy at the Trust.

## **DO YOU SHOP AT WESTGATE HOUSE?**

All Trust members (and non-members) are invited to request that dividends on purchases at Westgate Department Stores, AHF Home Furnishing Superstores and Westgate Optical be credited to the Trust's account number 473432.

Every little helps our fundraising. Thank you!

## **SUPPORTERS DIRECT\* MESSAGE TO MEMBERS** **OF THE POSH SUPPORTERS' TRUST**

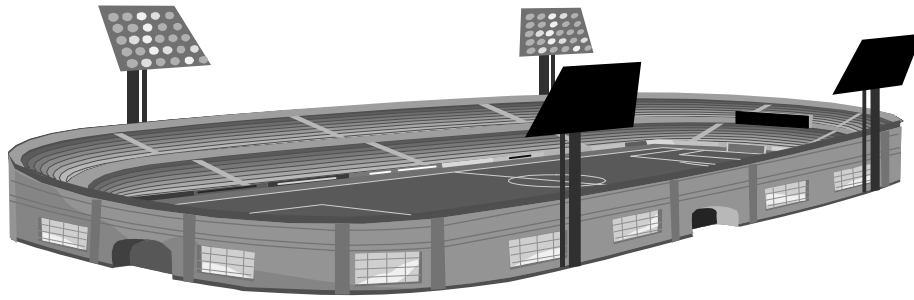
First of all, Supporters Direct is an Industrial and Provident Society, and accountable to its members – that's your trust and 108 others around the UK. We take pride in what our members are doing at their trusts (and in many cases, clubs) and are keen to publicise and celebrate those achievements. With every new trust that joins us, every new member recruited, every shareholding bought, every seat gained on the board and every club taken over, supporters' trusts are showing that they can not only have a serious voice in the game, but can run it better. Of course, it's a steep learning curve; no one expects it to be easy, but take heart that each one of our member trusts is learning, and, ultimately that can only be good for the movement, because we can learn from each other.

It's been a very busy time at Supporters Direct and across the trust movement in the last few months, and there is a lot of good news to share. First of all, we've gone past the 100 trusts mark reached by Ipswich Town 1st last year, with the likes of Worcester City, East Fife, Dundee and the Dale Trust at Rochdale joining us. Good news also at Newport (IOW) Trust, CFU (Cambridge United) and Trust Oldham (Oldham Athletic) – amongst others – as they have all gained seats on the boards of their respective clubs, and in the case of Cambridge and Oldham, have invested substantial sums of money in gaining a shareholding in their clubs. CFU, one of the unsung heroes of the trust movement since its inception, have become the second biggest shareholder in their club – congratulations to them. In Scotland, the trust at first division Clyde, as part of a wider consortium, are in the process of buying the club. With Bees United (Brentford) and the K's Trust at Kingstonian in negotiations to buy their clubs, we're now tantalisingly close to our trust-owned first eleven! Don't forget, whether your trust is in England, Wales or Scotland, you're all part of this increasingly influential organisation and we're proud of what you're all doing to change the face of football.

You may have heard that the Treasury was recently discussing, with Supporters Direct, the possibility of tax breaks for our trusts. This has moved on since the first announcement of a review in last November's 'pre-Budget Report'. Hidden away in the Budget Report published in March, the Treasury has pledged to seek a way for trusts to 'maximise the benefit they receive from the contributions of their members'. To the untrained eye, a short statement in a report of this size may not seem like much, but this now means the Treasury is moving the idea to the next stage and is in continuing dialogue with us over the best way to achieve this. The Posh Supporters' Trust will keep you in touch with developments.

*\* Supporters Direct is a Government-backed body that offers legal and practical advice to existing supporters' trusts and groups of supporters who want to form trusts.*

## **NEWS FROM THE TRUST WORLD**



### **Tax news**

Contrary to some expectations, there were no tax concessions for supporters' trusts in the Budget on 17 March. However, following a review of the tax position pertaining to trusts, the Treasury has pledged to work towards enabling them to maximise the money they receive from their members.

### **Bees United**

Bees United, the Brentford supporters' trust, have revealed that they are in talks to buy the club from the current owner, Ron Noades' company, Altonwood. They have been running the club on a day-to-day basis for nearly a year and recently posted a surplus for the first time in living memory.

### **Halifax Town**

The long-term future of Nationwide Conference club Halifax Town FC (and that of Halifax Rugby League Club) has been secured with The Shay Stadium Trust purchasing the home of both clubs.

### **Trust Oldham**

Trust Oldham, the Oldham Athletic supporters' trust, has taken a 3% stake in the club and now has a supporter-director on the club's board. This follows the take-over of the club in March by two US-based British businessmen.

### **Clyde**

Clyde Supporters' Trust have committed themselves to raising at least £100,000 to be part of a consortium seeking to take over the Scottish First Division club.

### **Worcester City**

Supporters of Worcester City, who are near the top of the Dr Martens League Premier Division, have registered as an Industrial and Provident Society. There are now 110 supporters' trusts in existence.

### **Swansea City**

The Swans' Trust now has two representatives on the club's board of directors.

## **MEMBERSHIP MATTERS**

We thank all Trust members who have renewed their membership in 2004, especially those who have become Life Members or have opted for the 5-Year or 10-Year Membership. Your subscriptions provide the income that the Trust needs to build its finances.

### **Changes of address**

Please remember to advise us of any change of address or e-mail address.

### **Paying your subscription**

If your subscription renewal is due, why not bring your cash or cheque payment to the Trust counter in the Club Shop or in the family stand?

### **Trust Seeking Help from Members**

Supporters' trusts around the country have been successful by utilising the skills of their members. Our own Board comprises: two financial advisers, two teachers, a customer services manager, a traffic policeman and four retired people. The last four are skilled in the following disciplines: purchasing, sales training, tourist information and risk management.

We are always seeking help from any member who can offer his/her time and expertise to the Trust. In particular we are anxious to acquire the services of anyone with **commercial legal experience**. But if you can help us in any other way, for example, with bucket collections or by distributing newsletters – please let us know.

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## **WHY WAS THE TRUST FORMED?**

The Posh Supporters' Trust was set up as an Industrial and Provident Society in November 2002 with the following aims:

- **To acquire shares in Peterborough United.**
- **To build a substantial membership.**
- **To establish a healthy relationship with the club.**
- **To have a representative of the Trust as a director on the club board.**

The Posh Supporters' Trust means business. If you want to support your club – the Posh – please join us now. Come and see us in the club shop, at our counter in the family stand or access our website. The annual subscription for adults is only £10, but we also offer the following options: Five-Year (£40), Ten-Year (£80) and Lifetime (£150). When you join, you receive a share certificate and also membership card to enable you to take advantage of the benefits provided by a wide range of local businesses.

# **GOLD BOND SUPER DRAW**

**Have you signed up for the Gold Bond Super Draw yet?  
It guarantees prizes of £2,000 every week, £5,000 every month,  
a new car four times a year and 400 cash prizes weekly.**

You pay only £1 a week to buy seven numbers. Full details are available on our website, in the Club Shop or at our counter in the family stand. Gold Bond is an established lottery operating for the benefit of football clubs and supporters' trusts. By buying tickets you help The Posh Supporters' Trust to build its funds. Full details of winners are published every week on our website.

## ***WANTED!!! 'Gold Bond Agents'***

We are urgently seeking more agents for the Gold Bond Super Draw. If you become one, you will receive 15% commission on all sales and 10% of winnings on tickets sold. You could sell them to your friends, work colleagues, at the pub etc. We are especially looking for agents in towns and villages outside Peterborough, such as Stamford, Oundle, Market Deeping, Wittering, Barnack, Eye, March, Chatteris, Huntingdon etc, etc. If you are interested, please call our Gold Bond Super Draw Organiser, Walter Moore (01733 313121) or Richard Bellamy (07782 359032), or ask any member of the Trust Board in the Club Shop before or after any home match.

## **WHO'S WHO IN THE POSH SUPPORTERS' TRUST**

### **WALTER MOORE**

#### **GOLD BOND SUPER DRAW ORGANISER**

Walter is becoming a familiar face around Peterborough as he recruits more agents and players for the Gold Bond Super Draw.

- 1. Occupation:** Retired.
- 2. How long have you supported Posh?** 59 years.
- 3. What was your first match?** Posh v Rotherham United Reserves in the Midland League, 3 October 1946. Score 1-1 (Warnes).
- 4. Where do you sit/stand in the ground?** North Stand, B Right.
- 5. Have you ever supported any other club?** No.
- 6. Best Posh player ever seen:**
- 7.** Dennis Emery.
- 8. Worst Posh player ever seen:**
- 9.** Mick Martin.
- 10. Best all-time Posh XI:** David Seaman, Dick Whittaker, Adam Drury, Terry Simpson, Chris Turner, Simon Davies, Dennis Emery, Bob Doyle, Terry Bly, Tony Adcock Tommy Robson.
- 11. Worst all-time Posh XI:** Scott Cooksey, Ashley Neal, Gerard Lyttle, Bill Green, Wakeley Gage, Mick Martin, Bryan Klug, Danny Carter, Jae Martin, Dominic Iorfa, Miquel de Souza.
- 12. Best Posh match ever:** The 2-1 victory over Arsenal in the F A Cup 4<sup>th</sup> Round on 30 January 1965. Scorers: Derek Dougan and Peter McNamee.
- 13. Worst Posh match ever:** The 0-1 home defeat by Doncaster Rovers on 10 February 1998.
- 14. Favourite manager:** Jimmy Hagan, who was also the shrewdest.
- 15. Favourite all-time Posh player:** Dennis Emery.
- 16. Current favourite players:** David Farrell, Curtis Woodhouse

## **DISCOUNTS FOR TRUST MEMBERS**

**\*BE IN THE MONEY\***

**\*MAKE YOUR MEMBERSHIP PAY FOR ITSELF AND MORE!!!\***

Every Trust member has a membership card (sponsored by Charters Bar) and, on production of the card, entitles him/her to benefits generously provided by many businesses in and around Peterborough. Members can save much more than their annual subscription every year if they use their card.

Please patronise these businesses, which help the Trust to help Posh.

<b>BUSINESS</b>	<b>DISCOUNTS</b>
Arriva Willhire Centres ( 01733 340493)	10% off the standard published vehicle hire rates on all vehicles. Discount available through all depots, but must be arranged through the Peterborough depot.
Best Bodies, Gymnasium, Mallard Road, Bretton, Peterborough	£19 per month for 2 years OR £25 per month for 12 months.
Blinds Direct (tel 0800 0282942)	10% off purchases.
The Brewery Tap, 80 Westgate, Peterborough	10% off food orders from Sunday to Wednesday at The Brewery Tap.
Charters Bar, Town Bridge, Peterborough PE1 1DG	Half-price entry to Charters Late Nite Live on Friday and Saturday evenings from 9.30pm. 40p off a pint of any Oakham Ale at Charters Bar in the two hours before and after any home match.
City Electrical Factors	Discounts available according to type of product.
Escape Health & Beauty 27 Winslow Road, Peterborough	10% off beauty treatment.
F Wade & Son Fishing Tackle 247 High Street, Fletton	10% off purchases, excluding bait.
Fitzjohn Ingle Estate Agents, 4 Fortune Buildings, Cowgate, Peterborough	20% off standard sole agency fee (with minimum charge of £1,000).
Fleur Florists, 31 Queensgate Centre, Peterborough	10% off purchases (excluding Interflora).
Gallery Worktops Limited – specialists in granite, marble Corian and Marlan solid surface kitchen worktops 07900 557001	10% off trade price list. James Teggerdine ( Installation service available )
Golden Cod Fish Bar, Crawthorne Road, Peterborough	10% off purchases.
Golden Cod Fish Bar, Staniland Way, Werrington P'Boro	10% off purchases.
Huntingdon Steeplechases The Racecourse, Brampton, Huntingdon	£3 off admission to The Paddock Enclosure for all weekday meetings (excluding Bank Holiday Mondays).

J W D'Arcy Limited, Jewellers, 7 Westgate, Peterborough	10% discount off purchases (new sales only, not repairs)
Lambe's Lawnmowers, 1440 Lincoln Road, Werrington, Peterborough (tel 01733 321940)	10% off spares and service. Possible discount off new products.
Living Well Premier Health Club, Papyrus Road, Werrington, Peterborough (tel 01733 292600)	One day free trial and reductions on Health Club membership.
Michael John, Hair Stylists, 30 Queensgate, Peterborough	10% off hair styling.
Michael John, Hair Stylists, 289 Lincoln Road, Millfield, P'Boro	10% off hair styling.
Penco Fine Art & Graphics, 65 Queensgate Centre, Peterborough	10% off purchases.
PD Kitchens & Bedrooms – made to order units (tel 01733 762039)	10% off trade price list for kitchen and bedroom cabinets
Peterborough Greyhound Stadium	Two entries for the price of one on any Tuesday or Wednesday evening OR four meals (including admission) for the price of three in the Raceview Restaurant on any Tuesday or Wednesday evening (pre-booking only).
Peterborough United FC	10% off replica shirts. Priority ticketing arrangements (after season ticket holders).
Plough Inn, Ramsey Road, Farcet Fen (tel 01733 844307)	10% off meals.
RAC Telephone 1 0800 716 976 and quote DT0120).  Weblink: <a href="http://www.rac.co.uk/join/posh">http://www.rac.co.uk/join/posh</a>	20% discount on RAC Roadside, Recovery, At Home, Onward Travel and all Standard service levels except RAC Solutions. The offer, which includes free Joint Membership (worth £22) for another member of the household, is unfortunately not available to existing RAC members and applies only to certain payment methods. Terms and conditions apply. Calls may be monitored and recorded.
Speedy Hire Centres (Southern) Limited, 577 Lincoln Road, Peterborough	25% off equipment hire.
Terry Wright Cycles, 39 Bridge Street Deeping St James, Peterborough	12 ½ % off bicycles or accessories.
Thorney Golf Club Thorney Peterborough	25% off green fees on the Lakes and Fen courses.
Woodston MoT Centre, Wharf Road Industrial Estate, Woodston (tel 01733 315268)	£5 off any MoT test.

The Trust thanks all these companies for their support. If you own or are involved with a business that would benefit from joining our discount scheme, please contact us at The Posh Supporters' Trust, P O Box 587, Peterborough PE4 5XL.

**The  
Posh Supporters Trust**

*Registered with the Registrar of friendly Societies as an Industrial & Provident Society*

**MEMBERSHIP APPLICATION FORM**

*Mr/Mrs/Miss/Ms* [Please delete as applicable]

*Surname*.....*First Names*.....

*Address*.....

.....*Postcode*.....

*Home Phone No*.....

*E-mail Address*.....

I wish to become a **Member** of The Posh Supporters' Trust in accordance with its Rules and enclose a Membership Subscription of **£**.....  
 (Members must be aged 16 or over) *please select your subscription from:-*  
*£10 for 12 months / £40 for 5 years / £80 for 10 years / £150 for lifetime*  
 Signed.....Date.....

Please Enrol the following **Children** (0 to 16 years old) as Members of The Junior Posh Supporters Trust. I enclose **£1** joining fee for each child.  
 Full Name.....Date of Birth.....  
 Full Name.....Date of Birth.....  
 Full Name.....Date of Birth.....

I wish to **make an additional voluntary donation** of **£**.....  
 to The Posh Supporters' Trust in accordance with the objects of the Trust  
 (contained within its rules). Signed.....

**TOTAL ENCLOSED** **£**.....

Please make cheque made payable to----- The Posh Supporters' Trust

**Please either hand this completed form with the appropriate amount, to any Committee Member or it send to:-  
 The Posh Supporters' Trust, P O Box 587, Peterborough PE4 5XL.**

*Information supplied is held on our database and will not be passed to a third party without your permission. Contact us for full details of the rules and objects of The Posh Supporters' Trust, or visit our website.*

Visit our website at **[www.theposhtrust.co.uk](http://www.theposhtrust.co.uk)**.  
 Email us at **[theposhtrust@yahoo.co.uk](mailto:theposhtrust@yahoo.co.uk)**