



**scarborough**  
**athletic** football  
**club**

**our**  
**club,** **our**  
**community**

web: [www.scarboroughathletic.com](http://www.scarboroughathletic.com)  
tel: 07842 151116

email: [info@scarboroughathletic.com](mailto:info@scarboroughathletic.com)  
fax: 01723 337170

## February 2010 Agenda

### Item 3.1 Operational Reports

#### *Community Report from Wendy Danby*

*Sport Relief* – runners required for weekend of March 21<sup>st</sup> – information on [www.sportrelief.com](http://www.sportrelief.com) Simon Cope, Steve Smith and Wendy Danby already running as part of the Scarborough Athletic FC team.

*Level playing field activities* – Eastfield Disability Centre to contribute. Anyone willing to undertake Entry Level Disability Awareness Training contact [wendy@scarboroughathletic.com](mailto:wendy@scarboroughathletic.com)

*NADS* - SAFC now members of NADS (National Association of Disabled Supporters)

*Help for Heroes bucket collection* – Tuesday 23<sup>rd</sup> February (Long Eaton). In support of Steve McNamara's sponsored cycle ride. GPCSC Combined Cadet Force (CCF) has been contacted with regard to attending the match (with their Officers) in uniform to help with the collection.

*Red Cross info and collection Day* – May 1<sup>st</sup> (final home game of the season)

*SAFC coaching sessions* - Letters sent to all school holiday care clubs re. SAFC coaching sessions in the Easter holidays. (Andy Dorsey to run with players as available. Ryan Blott willing to attend as able) WD and AB to attend also.

*SAFC Supporters Club* - SAFC Supporters Club entering the Crown Tavern Walk – raising funds for Scarborough charities – contact [wendy@scarboroughathletic.com](mailto:wendy@scarboroughathletic.com)

#### *Commercial Report from Andy Troughton*

*Sponsorship* - If we do not beat Northallerton and get a home draw we have only one match left which does not have a sponsor. We are in talks with a new match sponsor for next season. We have also put in place a timescale and strategy for obtaining sponsorship for next season.

*Merchandise* - There are 2 new lines which have been introduced, SAFC Birthday cards and SAFC mega fridge magnets. One other new line is being sought, news on this next month

*Easter Draw* - An Easter draw has been arranged, tickets are arriving next week. A stall is to be organised in the town centre on Good Friday. Many thanks to Confisirie Arosa for donating a giant Easter egg.

*Away replica shirts* - The away replica shirts have arrived from Koolsport and after sorting out one or two problems are now available from the club shop and Sydenham's.

*University Shop* - One new line has been introduced to the university shop. Preliminary talks have taken place for the club to have a stall at the university in Fresher's week.



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### *Football Report from Tony Brown*

Snow, ice, rain, fog, freezing fog, snow ice, rain, fog, freezing fog, snow etc.,  
etc.....

But, a light at the end of the tunnel - A game in the North Riding Senior Cup takes place against our local rivals Whitby Town. On a cold, dark and thoroughly unpleasant night and on a pitch which resembled a ploughed field (although I have to say that the ground staff did a magnificent job to get the game on), the side came out to a very welcome support from the large contingency of fans. The side contained new players Mike Price and Rob Northen both making their first appearances after being signed recently by the club. The team did exceptionally well under the circumstances and gave their all under very trying conditions. The final outcome was a 1-1 draw although in the end, we should have won in normal time. You all know the result from the penalty shoot out so I won't go over that again, suffice to say that every one in the squad pulled their weight and deserved the outcome. The next round provides us with a game against Northallerton Town which some fans maintain was our first real game after the setting up of Scarborough Athletic.

Back to the league – er

Snow, ice, rain, fog, freezing fog, snow ice, rain, fog, freezing fog, snow etc.,  
etc.....In the meantime, Craig Hogg has left the club in favour of joining Bridlington Town. We wish him well.

As this is a very short report, I don't wish to explore the reasons for our poor performances against Hallam and Bridlington Town other than to say I think it was simply a matter of lack of match fitness as opposed to being fit. Although not in any way, excusing the performance at Hallam, I do honestly think that the match should not have started given the weather conditions but the referee saw fit to play the game and the final decision rests with him.

Saturday 13<sup>th</sup> February and at last the team won three points in the league against local rivals, Hall Road Rangers. There was nothing really outstanding about the game except to say that the players put in a solid performance on the day and let us now hope that the programme of matches will continue without disruption to the end of the season.

Finally, Mike Price has had his operation and should be fit within the next two to three weeks.

### *Communications Report from James Hunter*

*Programmes* - The Long Eaton game being postponed unexpectedly has given the programme income another blow. Future programmes, as was previously planned anyway, will be decreased in number and page-size to ensure sell-outs and no extra loss in income. This may lead to disappointments in supporters missing out on programmes if sell-outs occur early, but in terms of club finances this is the correct decision to make. Fans will be reminded to get to games early to purchase programmes.

Programmes from the three postponed games have sold well at the reduced cost of £1 for all three or 40p each. This practice has seen roughly £100 come back into the coffers.



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*Communications with Society Members* - Once it becomes clear which direction the Society communication is heading, a plan will be implemented for communicating to all current members regularly, as it is obvious that at present this is one area in which the club is severely lacking.

#### *B2B Report from James Hunter*

The B2B facebook group now has nearly 1,300 members, after a push on membership recently. The SAFC facebook group has also increased in numbers. Not only is this good for spreading the word of SAFC and B2B, it also allows us to contact a large number of people in one go about club events and possibly club membership, depending upon the future communication strategy taken up by the membership co-ordinators.

The Launch Night plans are coming together with invites and raffle letters being circulated this week. Over 70 people have committed to attend from the facebook group, and many others have hinted their willingness to be at the event. At the moment a figure of 150 is expected and this would be seen as a great success. Raffle and auction prizes are being pledged already.

Future plans for the campaign will be discussed at a meeting in mid-March.