

Blackburn Rovers Independent Supporters Association

DRAFT MINUTES

Meeting No: 3

The Fernhurst

12th July 2005

Present: Paul Brooking
Dennis Gasgarth
Hazel Gasgarth
Ste Birtwell
Clare Nolan
Sue Nolan
Scott Thornton
Stuart Wilkinson (Chair)
Matt Howard
Mark Kennedy
Craig Fox
Carole Billouin
James Billouin

Apologies: Claire Lloyd
Glenn Pegden
Gill Pegden
Tristan Stock
Mike Graham
Peter Henderson
true blue

Item	Welcome and Apologies	Action
1.0	Introductions Stuart opened the meeting by welcoming all present and offering apologies on behalf of others. Individual introductions were made, contact details collected for circulation after the meeting. It was mutually agreed Stuart should lead the meeting. Paul would take minutes.	Paul
2.0	Minutes of the Second Meeting and Matters Arising The Minutes of the second meeting were read and agreed as a true record. Matters Arising would be covered as the current agenda progressed	
3.0	Persuading Rovers Fans to Join BRISA	
3.1	How much Will Membership Cost? Deferred to discussion at 6.1	
3.2	Is There an Age Limit? The meeting agreed there should be no age limit to membership, especially in light of the importance of younger fans to Rovers. Membership would be free to under 16s but only fully paid up members would be entitled to vote at the AGM	
3.3	What do People get When They Join? Anything? The meeting discussed a number of possibilities mindful that many good ideas would require funding and BRISA's funds are currently very limited. Initially BRISA will look to address and/or provide the following: BRISA Badge Badge design Newsletter	Ste B Clare Nolan All
	Other long-term possibilities might include T-shirt, negotiating discounts on Rovers related purchases, travel etc. Such benefits were seen as desirable but very much in the future	

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3.4 What can we say to Persuade Fans to Join?

After much discussion it was agreed the key “selling” points BRISA should present to fans are:

- BRISA will represent fans views to the club
- BRISA will represent fans views to the media
- BRISA will present a positive view of the club to the media
- BRISA will improve communication, in both directions, between the club and the fans
- BRISA will ensure supporters’ issues are addressed and answered by the club
- BRISA will be a voice for the fans

3.5 What Causes can we Promote?

The meeting agreed BRISA should not be seen as a ”crusading” organisation and as such it would not be wise to focus on any specific issue at first. The meeting felt a series of smaller successes would be more beneficial than highlighting one single major issue. For example “standing” is a national rather than club issue, as such it would not be appropriate to begin by focusing on such areas.

3.6 How Will People Join? Via letter, e-mail, internet, in person, leaflets?

All possible methods should be made available. In particular BRISA should avoid focussing on internet-based methods. While these are simpler for BRISA to manage such methods risk excluding some fans.

A membership form to be designed as soon as possible. Examples to be obtained ASAP

Scott

3.7 How do we Market Ourselves? What Media Outlets can we use?

All available outlets are to be investigated. The meeting agreed the following possibilities and individuals agreed to make contacts as appropriate:

The club have offered use of the programme and BRISA would hope to take advantage of this in the long term but not for the official launch. Radio Rovers and Roversvision are seen as important

Local printed media – LET, LEP, Chorley Guardian, Accrington Observer etc to be contacted

Stuart

Radio Lancashire – Gerald Jackson

Matt

Radio Lancashire – Gary Hickson

Stuart

LET – specifically Jason Whalley

Ste B

Leafleting inside the ground with a minimum of 10,000 flyers was discussed

Interviews on / in media. Several individuals have experience of this and would be prepared to be available for interview. It was agreed the ability to respond quickly to enquiries was essential. A number of fans, who have expressed interest in BRISA, have contacts within the media and BRISA should take advantage of their skills.

Paul

Ste B

Stuart

Scott

4.0 **Setting up Local / Regional / National / International Supporters Groups**

4.1} How can we Encourage Fans to do This?

4.2} How do They Link to the BRISA Committee?

4.3} What is the Process to Setting up a Group etc?

This is felt to be a very difficult but vital area. Great emphasis is placed on the social and inclusion aspects. Groups some distance from Ewood must have a voice and receive a response. Equally committee representation might not be practicable. Methods must be found to ensure all groups felt BRISA worthwhile and had the opportunity to influence BRISA’s direction. The meeting concluded more time and information was required.

Scott

5.0 **BRISA Official Launch**

5.1 When?

The meeting targeted early October but agreed being fully prepared to launch is more important than setting an actual launch date. With every meeting it becomes more apparent a great deal remains to be done prior to a launch date.

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- 5.2 Where?
To be decided but independent of the club
- 5.3 How Will it Work?
This point relates primarily to a formal committee structure. The meeting agreed for the current “Steering Group” to stand down at the launch would be counter-productive. The Steering Group would remain in place for six months after the launch date to provide continuity. After this period a formal committee to be elected at an AGM
- 5.4 Guest Speaker?
The meeting hoped to invite Tony Parkes for a short Q&A session
- 5.5 How do we Quantify a Successful Launch?
It was agreed BRISA could attract an initial membership of 100. The meeting appreciated building membership will be a long and continual process.
- 6.0 **Money**
- 6.1 How do we generate Money for BRISA? Sponsorship – how, who?
The meeting unanimously voted for a £5 membership fee with free membership for under 16s. Until BRISA “has something to sell” potential sponsors would not be approached.
- 6.2 How Much do we need to Generate? What are our Costs?
The meeting did not discuss a specific budget but considered the need for funding was pressing. Paul and Ste B indicated Admin of brfcs.com was in a position to make a small loan to BRISA if the meeting agreed. A vote was taken on with the unanimous result to accept the offer provided this clearly a loan, which MUST be repaid to brfcs.com. Ste B and Paul did not participate in the vote.
- 7.0 **Any Other Business**
Communication?
Emphasis was placed on the need to communicate swiftly and positively to every fan who expressed an interest in BRISA
Football Supporters Federation
Discussion took place on the need to be affiliated to this body. More information required
- 8.0 **Close of Business / Next Meeting**
There being no further matters to discuss the meeting closed at 10.15pm. The next meeting to be held on 16th August at 7.30pm, venue The Acqueduct. This meeting will be BRISA’s first opportunity to meet with other existing / now defunct supporter’s groups.

Dennis

Scott