**Strategic Review**

* We, the Board of Directors of Altrincham Football Club fully accept the findings of the Strategic Review. We would like to thank Nicky and Peter for their diligent work in compiling the Review and their excellent presentation of its results. We would also like to thank all the people that contributed to the Review – it has certainly changed the way of thinking around the club and its future pathway as you’ll see as we progress through our response. We would also like to thank Nicky and Peter for helping us draw up a 5 year plan for the Football Club – more about that later. Now onto the Board’s response to the findings …..
* With shareholder approval I was re-elected for the next 3 yrs at the last AGM
* I’m passionate about this Football Club and am up for the battle that now faces the club
* Been on the Board for over 16 years now – 14 of which have been relatively successful and I remain committed to sort out the on field mess of the last 18 months which we find ourselves in.
* The Review highlights many of the strengths of our club and those that we should be proud of – Financial stability, the volunteer base (many of whom are here this evening), the community activities superbly organised by Stacey and Judy and their team and the recently acquired 80 year lease on the ground but…….
* Moving on to the key recommendations from the Review – they make uncomfortable reading but we now must look at how the club and the Board are going respond to them.

1. Not to throw the baby out of the pram – we need to look at where we want the club to be over the next few years. I would like to re-iterate that the Board does believe that the most important thing at this Football Club is the 1st team and how it is performing. However the club needs to remain financially sound whilst this rebuilding process takes place. Your support during this period is paramount. We are stronger when we’re all pulling in the same direction
2. Restore on field success – Mistakes have been made over the past 18 months. We have allowed the managers too much freedom on player recruitment / releases. This freedom has been used wisely by past managers inc Graham Heathcote, Ken McKenna and Lee Sinnott – but not so with recent appointments - however going forward we must have more control with more than one person being involved in player matters. A formal review will be taking place. Times however are changing and gone are the days of the Stuart Coburn’s of this world who played over 600 games for one club. However, we have much to offer prospective players and our great reputation in non-league football should ensure that we are able to compete for players when they become available. We will do our utmost to make an extremely competitive budget available to our manager giving him the best possible chance to achieve our aims.

As I’m sure that you are well aware we also have serious decisions to be made about next season with regard to our management structure and pricing policies. Matt and Robbie were appointed until the end of the season to try and resurrect the situation we found ourselves in but we have to be realistic – and being bottom of the league with a large gap between ourselves and safety we will have to make decisions quickly with the close season upon us within weeks. These decisions – which are Board decisions – will be made at our March Board meeting in order for us to be able to move forward. You will be kept informed of all our decisions with regard to next season as and when they are made. We thank you for your patience in this matter.

1. Refresh Board structure / re-establish good stakeholder relations.

Andrew Shaw has stepped down as vice Chairman

Paul Daine has resigned from the Board.

Nigel Collins has relinquished his role as Associate Director.

Bill Waterson has accepted a role on the Board and Mike Adams has also joined the Board as an Associate Director

There will be more new roles on the Football Club Board and there will be an open book policy in advertising and filling these roles – more details to follow.

We will be looking for a marketing leader, a volunteer co-ordinator and 1-2 non-executive Board members to compliment our existing members.

As most of you will know – Bill Waterson, a life long fan of the club has recently joined the Board with the responsibility of overseeing the Commercial and PR/Communications departments within the Football Club. I would like to ask Bill to say a few words at this point…………….

Happy Birthday Mike Adams

Mike Adams has accepted a role as an associate Director on the Board as our financial controller. Mike already does a fantastic job of providing management accounts which he presents to the Board at each meeting and is an invaluable source of information regarding all things to do with finance. Long may this continue. I’ll ask Mike to introduce himself and his connections to the Club and in a first move to re-establish stakeholder relations, I have asked him to briefly run through the funding of the Community Sports Hall Project which has drawn much discussion since its construction………..

Myself, Neil Faulkner, Derek Wilshaw, Barry Pond and new member Bill Waterson are all committed to working tirelessly to ensure that this club clams its place back in the Vanarama National League within the next 5 years.

1. Re-establishing Stakeholder relations

We are committed to an open book policy to strengthen links with our fan base. You’ll see in the 5 year plan that we plan to engage more with the fans via 3 monthly meet the manager / Board sessions, setting up an email distribution list for all volunteers / staff, to build on our excellent social media presence and to allow some fan representation **to** the Board on a regular basis. We will also continue with these yearly reviews to ensure that we are delivering what we have promised and to add items that occur throughout the season. The email address set up for fans to pose questions to the Board is also still in operation – so please use it.

newsletter@altrinchafootballclub.co.uk

**The first one of these review meetings will be on April 8th following the Brackley game**

1. Management Structure – A new club management structure has been drawn up with individual responsibilities for each Director on the Board ( Planogram to be shown) All these areas will be reported on at each Board meeting and actions taken appropriately for any concerns raised.

A new drive for volunteers is essential and we must look at ways that we can reward our volunteers to remain loyal to the club. A volunteer co-ordinator will need to be found to oversee this process.

As well as this we will also be looking for a Match Day Organiser, a Community Sports Hall announcer / interviewer, a scouting co-ordinator with associated scouts, a Commercial Manager and additional Board members. If anyone is interested in applying for these roles or knows anyone who would be interested please see any member of the Board following this meeting. Again your support would be greatly appreciated.

1. The 5 year plan – following on from the Strategic review, the Board along with the Review team have been working on putting together a 5 year plan for the Football Club. A copy of this will be available for collection tonight or to download. We wish to stress that this is our **first draft** on this and alterations will be made as and when applicable. A yearly review of progress will be published reporting against our aims and taking on-board comments made regarding specific issues. This plan is far too large to go through tonight but please take / download a copy and we can meet again on April 8th to discuss its contents.
2. Diversity / Inclusion – The Board is well aware that the club lacks a certain degree of diversity in its fan base and Board structure and measures will be taken over time to address this matter.

Finally, I’d like to thank each and every one of you for taking the time to come here this evening to listen to the findings and the responses to the Strategic Review. I would once again stress that this is an ongoing process and one which the Board take very seriously as we strive to get our great club back to where it belongs – with your help and support, that journey will be made all the easier.

Q & A to follow