



A VISION FOR THE FUTURE



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On behalf of

Albion Rovers FC

ALBION ROVERS: JOIN THE JOURNEY

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Introduction

JOIN THE JOURNEY

DEAR SUPPORTERS

While my time at Albion Rovers Football Club was shorter than I had hoped, the people I met, the community I was introduced to, and the institution itself resonated with me in a way I hadn't fully anticipated. The Club has found a place in my heart, and above all, I will continue rooting for the supporters who are the lifeblood of this historic and proud Club and who have welcomed me with open arms.

Albion Rovers Football Club stands at a critical crossroads. Years of reactive rather than proactive management at the Boardroom level have left the Club in a precarious situation. The next 6-12 months will be crucial for the Club, and a dramatic course change is essential.

Currently, with crowds of under 200 paying spectators, diminished League and Cup money, no more parachute payments, and other commercial difficulties from dropping out of the Professional Leagues, the Club faces significant challenges. The current revenue is insufficient to support the playing budget long-term. Without fresh ideas, new revenue streams, and a strategic plan to increase attendance, the Club will have to operate with one of the lowest playing budgets in the league. This is especially challenging as more junior teams rise from the lower leagues and invest heavily in promotion to the SPFL. While some may view this as alarmist, I believe Albion Rovers face the very real prospect of falling further down the leagues or, even worse, ceasing to exist in its current form.

However, this is not a foregone conclusion. The fate of the Club is still in its own hands and those of its supporters, but decisive action is urgently needed now. In the following pages, I have outlined the changes and initiatives I was working on before my untimely removal, along with other projects that were in the pipeline. This document does not constitute a fully-fledged business plan or an exhaustive list of ways to generate new revenue, but it is there as a potential starting point for whoever takes up the Challenge. The first step is to treat the Board Room like the playing squad and bring in the best talent available. The Board already has passionate Albion Rovers fans, but the net must be cast wide to replace not only myself and Margaret Riza but also the incoming Financial Director who will no longer be joining. The Club need individuals who can bring the drive and business acumen that the Board currently lacks. The idea that this needs to come from within the fanbase is outdated and holding the club back, if the club needed a striker the first port of call would not be the Season Ticket list, the same logic should apply to the next appointments to the Board. The Club can survive a misfiring striker, it however cannot afford a Board of Directors who have been hamstrung or who lack the skillset and experience to steer Albion Rovers to a secure and positive future.

STUART BLACK

FORMER ARFC DIRECTOR





Goals

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Too long has Albion Rovers Football Club gone without a clear and constructive plan for the future. Goals are as important for the off-field operations as they are for the team on the field, they give direction an impetus to an organisation as well as being a useful benchmark to judge future progress. The following are the goals I would urge the Board and everyone who takes up the call to save Albion Rovers endeavours towards:



Improve the Club's internal structures and procedures, to give greater transparency and to empower those involved to drive the club forward while ensuring proper accountability.



Put the redevelopment of the Pitch and Stadium at the heart of any Business plan going forward while strengthening existing ties with the Community Trust and Supporters Trust in order to build a true Community Centred Club that will serve not only the team, the supporters and staff but the wider Coatbridge and surrounding populations.



Invigorate and expand on the existing Fanbase, concentrating primarily on attracting families and young fans to home games with an eye on boosting attendances to regularly surpass the 500 supporters mark.



Diversify and maximise existing revenue streams to build a self sufficient business model that allows the club to be competitive but more importantly, secure and profitable.



Build for the future. Invest in a coaching programme that is not only an asset to the community but also the bedrock that the Clubs eventual return to the professional leagues is built upon.



Club Restructuring

JOIN THE JOURNEY

Albion Rovers is fortunate to have a dedicated group of hardworking and generous volunteers. However, it's essential to recognize that the Club, along with these volunteers, requires additional support to achieve a **secure and sustainable position** as a business.

A comprehensive review of staffing is necessary, encompassing every level of the Club. This review should establish clear lines of communication, defined responsibilities, and a well-documented reporting hierarchy. Such measures will not only enhance clarity and efficiency within the current setup but also facilitate the smooth onboarding of new Directors and Staff members which is currently not the case.

Board of Directors



The current Board of Directors (BoD) faces an unenviable challenge: income has significantly dropped and will continue to do so on the current path. Parachute payments have ended, gate money has diminished as the team competes in a less well-supported division, and cup money has become increasingly difficult or impossible to secure, as seen in the case of the Scottish League Cup. Additionally, player development that leads to decent transfer fees is becoming increasingly unlikely, as clubs with larger budgets scoop up young talent, leaving Albion Rovers without the means to produce their own.

It is crucial to supplement the current BoD with new faces who bring experience in multiple relevant fields. This is not a reflection on the remaining current Board members, who bring different strengths and insights to the table. They should serve as the foundation to build a dynamic and forward-thinking core that instils confidence in the employees and volunteers working for them, the fanbase, and the shareholders.

The Club would greatly benefit from a clear blueprint of how the Boardroom should look when complete. I recommend adding a Vice Chairman to support and manage the workload with the Chairman. A Club Secretary should be appointed and should be a staple for all future Boards.

In addition to these roles, it is imperative to identify a suitably qualified candidate for the role of Financial Director—someone fully aware and unfazed by the size of the task ahead. The incoming Financial Director should be tasked with implementing procedures and infrastructure that allow the Board to stay up-to-date with the Club's current financial health and projections. It was a significant source of frustration that I entered a situation where basics such as access to online bank statements for the Board were not available until much later, despite significant pushes to meet this basic need. This situation must not be repeated.



Club Restructuring

JOIN THE JOURNEY

To supplement these core roles within the Boardroom, I believe that **Board seats should be permanently reserved for a Community Trust Representative and a Supporters Trust Representative**. Their replacements would be nominated by the Trusts they represent, fostering strong relationships between all parties.

To complete the Boardroom, three additional Directors should be in place, each with a different skill set, background, and network of contacts. Replacing Margaret Riza and her wealth of experience in grants and funding is of utmost importance. I stated at the AGM that she was the most important person at the Football Club, and replacing her feels like a Herculean task. She was the main reason I joined the Board, having worked with her previously through her incredible work with deserving charities and it is difficult to see how she can be adequately replaced, given her strong working relationship with the funding team from the SFA and other funding bodies. To not do so would be courting disaster and should be a priority.

If the current Board members decide to remain in place, I would suggest Hugh Morrison as an ideal candidate to fulfil the role of Club Secretary. His dedication, commitment, and passion for the Club did not go unnoticed during my time. **Additionally, Ben Kearney, is an absolute credit to himself and the Club belieing his years and should be retained at all costs.** His responsibilities for the media side of the business and liaison with different League bodies and associations should be further formalised and recognised.

Employees & Volunteers



As no Board Directors receive a wage or any other form of income from the Club, and most have their own professional and personal lives, there can be a disconnect between the Board's intentions and what actually happens. This is simply due to the limited time each individual can sacrifice for the Club. The solution is not to demand more sacrifices from the Board but to install a General Manager at the Club.

This might seem counterintuitive given the need to cut costs. However, I firmly believe that, with a combination of external funding and partnership with the two trusts, a viable plan could be developed to bring in a candidate who would, as part of their remit, generate more income for the Club and ultimately be a net gain for the organisation.

Fans should be aware of the significant workload currently shouldered by Chairman Robert Cameron, who is undertaking far more than should be expected of one person, especially with an hour-long commute each way to the stadium.



Club Restructuring

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If he were to step away, it would create a substantial gap that would need to be filled by multiple people.

A General Manager would alleviate the Chairman's workload, improve communication within the Club and with external parties, bring fresh impetus to the Board's planned changes, and become an essential component in driving the Club towards sustainability and profitability.

The General Manager would be central to various revenue-generating initiatives outlined in this document and would be expected to contribute their own ideas and vision to the Club. Until the Club achieves its goal of installing an artificial park and facilities, the General Manager would be employed on a part-time basis.

Their wage would be supplemented with performance-related pay to incentivise bringing in new revenue and ensuring the Club gets value for its investment.

To support the new General Manager, we should actively recruit more volunteers and build on the outstanding team that already goes above and beyond to help the Club. One of the General Manager's first tasks will be to observe the current setup and identify areas for improvement, particularly on match days, where additional hands would be greatly beneficial.

In the event of a successful application for the artificial pitch and facilities, the General Manager, along with a Director experienced in training and managing teams, will oversee the interview process and subsequent training of team members, children's coaches, and other staff to run that side of the business. As I would have been the ideal Director to supervise this section of the development, it would be advantageous to bring someone onto the Board with a similar background if possible as the success and subsequent revenue levels from hiring out pitches, coaching classes, parties and other pitch related activities will be directly proportional to the team that is put in place. I cannot stress enough how important good training and procedures will be; get that right and the rest will fall into place.



Dormant Shares

JOIN THE JOURNEY



The Club finds itself in a unique situation where approximately half of its shares are dormant. Dormant shares arise when the original shareholders have passed away and their heirs are untraceable.

Taking steps to reclaim these shares and subsequently offering them to current Shareholders, Fan Groups, and supporters could provide a significant source of income. This newfound capital could be reinvested into the Club, enhancing infrastructure and securing a brighter future.

Seeking legal counsel to determine the necessary actions should be a priority. Discussions with major shareholders are essential to understand their stance, alleviate any concerns, and clarify their interest in increasing their shareholding if the opportunity arises.

It seems clear that any opposition to this plan would be driven by self-interest, as it is clearly in the Club's best interest to raise much-needed funds. If shareholders are unwilling to relinquish the increased control that dormant shares have inadvertently granted them, fans should demand in the strongest terms possible to be informed of their alternative vision for raising capital to secure the Club's future and the reasons for denying the Club this lifeline.

Ideally, all current shareholders would support this initiative, prioritising the Club's future over personal gain, and hopefully, this will prove to be the case.

This approach **could potentially generate up to £100,000 in vital capital**, even while keeping a percentage of shares in reserve for any descendants who might come forward to claim them.

Every precaution must be taken to ensure this proposal is executed transparently, fairly, and legally. Legal advice should be sought and strictly followed.



Pitch Redevelopment

JOIN THE JOURNEY



The redevelopment of the ground through SFA funding and other grants is the most critical project for Albion Rovers. Without this investment, the Club faces significant uncertainty and a continuation of the current downward slide, which should alarm anyone with Albion Rovers' best interests at heart.

Initial steps for funding the redevelopment have been taken, but projects of this size, complexity, and cost involve many moving parts and require substantial time and expertise to see through to completion. Unfortunately, the current Board of Directors (BoD) lacks the relevant skills, contacts, and experience to manage this project effectively, and this must be addressed immediately to prevent the application from collapsing. Additionally, the resignation of Margaret Riza may have jeopardised the current application with the SFA.

Nevertheless, the pitch redevelopment remains the most realistic and viable path to securing Albion Rovers' future and ensuring the Club and the community it serves can flourish.

11-a-side Pitch

At the heart of our redevelopment proposal is the transformation of the current grass pitch into an artificial surface. While artificial surfaces may not appeal to everyone, the commercial benefits are compelling:

- **Increased Revenue:** Generate income through external hires from football teams across all levels.
- **Flexible Usage:** The pitch can be divided into 7-a-side sections available for public hire.
- **Year-Round Training:** Train throughout the year, eliminating the need for costly external facilities.
- **Versatile Rentals:** Hire the pitch for non-football activities and events year-round, including Crossfit and other exercise-related events (a rapidly growing market with interest from contacts I have close ties to) and other large-scale events.
- **Enhanced Match Capacity:** Play multiple matches per weekend at the stadium, paving the way for introducing a women's team, a reserve team, and youth teams.
- **Expanded Services:** Offer coaching classes and host birthday parties at the Club.



Pitch Redevelopment

JOIN THE JOURNEY



9-a-side Pitch

Glasgow currently faces a shortage of 9-a-side pitches to meet the high demand, particularly given that the development pathway for young footballers includes 9 v 9 matches at the Under-12 age level.

The area behind the goal to your left when standing in the main stand has been earmarked for the development of a 9-a-side pitch.

This new pitch will enable the Club to offer this space for hire to Youth Clubs looking to train and play matches, as well as provide the option to hire half of the pitch for smaller-sided games.

Other Facilities

Included in the initial proposal are external housing for extra changing rooms and reception facilities with the external hire of our new pitches in mind. With how these applications work there is scope to change and develop the initial proposal and the plan while I was on the Board was to continue to engage with various contractors and professionals until we were 100% happy that the Club had explored every option and avenue.

Revenue generated by subleasing available space should be explored, with complimentary businesses such as physiotherapists considered.





Patreon

JOIN THE JOURNEY



Patreon is a platform that would allow Albion Rovers to further connect with their fans, share exclusive content, and offer unique benefits while generating recurring income. By adopting a subscription-based model, fans can sign up for a monthly payment and gain access to the Patreon platform. We propose offering two tiers: £7.50 per month and £12.50 per month.

Supporter Benefits:

- **Exclusive Content:** Access to additional content and behind-the-scenes footage of the Club
- **Early Access:** Early access to match footage, highlights, and interviews.
- **Discounts:** A small discount on home cup game tickets.
- **Recognition:** Top-tier subscribers will have their names displayed at the stadium, highlighting our Super Fans.
- **Complimentary Tickets:** Free tickets for Open Training Nights, Meet the Albion Rovers Coaching Staff and Player Evenings, Directors Q&A sessions, and other events.
- **Club Decisions Input:** Input on select Club decisions through polls to influence new kit designs or the choice of beer on tap in our bar.
- **Competitions and Giveaways:** Regular competitions and giveaways featuring signed merchandise, hospitality, and other desirable prizes.
- **Exclusive Deals:** Access to exclusive deals and incentives from our partner businesses.

Business Partnerships: Businesses are invited to become official partners of the Club for a nominal fee of £50 per season. In return, they will receive:

- **Website Presence:** Space on our website and Patreon section with backlinks to enhance their own website's SEO performance.
- **Fanbase Engagement:** A platform to offer tailored discounts or incentives to our fanbase, helping them expand their customer base.
- **Social Media Exposure:** A shoutout from our social media pages to increase their online reach and presence.
- **Match Day Tickets:** Two complimentary match day tickets to be used as a competition prize for their existing customers.

Financial Impact: Aiming for 100 sign-ups, this initiative could potentially generate up to £12,000 a year, which would be ring-fenced to boost the playing squad budget.





Hospitality

JOIN THE JOURNEY



The Club's current lack of hospitality options is a significant area that needs addressing, and there are various ways to do so. In my opinion, adding a sit-down meal at the stadium is neither practical nor cost-effective due to space limitations and the lack of catering facilities.

A more profitable approach would be to offer a range of hospitality packages, with the highest tier including a sit-down meal at one of our sponsor's establishments, such as Shimila Cottage and Owen's Bar. This structure would increase our capacity to offer such tickets from 8-10 up to 40-50.

Proposed Hospitality Packages:

- **Silver Hospitality Package:**
 - Match Ticket
 - Signed Programme
 - Complimentary Drink on Arrival and One Additional Drink Token
- **Gold Hospitality Package (minimum two attendees):**
 - Match Ticket
 - Signed Programme
 - Complimentary Drink on Arrival and Two Additional Drinks Tokens
 - Access to the Directors Suite at Half Time with Pies and Cakes
- **Platinum Hospitality Package (minimum four attendees):**
 - Match Ticket
 - Sit-down Two-Course Meal at One of Our Sponsor's Restaurants
 - Signed Programme
 - Complimentary Drinks for One Hour Before the Game in the Directors' Suite
 - Meet the Manager
 - Access to the Directors Suite at Half Time with Pie and Cakes
 - Signed Football
 - Two Additional Drink Tokens

The above is only a suggestion of a starting point and I would expect that there is room to adjust each level. Prices for each package would need to be calculated after discussions with potential sponsor partners capable of hosting the Platinum Package meals. These packages should be competitively priced to help boost attendance numbers while still leaving a decent profit margin for the club.





Bar

JOIN THE JOURNEY



The opening of the bar within the Main Stand on matchdays has been a positive step forward and has been rightly welcomed by most. Before my departure, I had planned to take greater responsibility for this area and had outlined various improvements we could make.

Currently, we partner with a local bar that provides the stock, staff, and license to operate. While this arrangement has enabled us to get up and running, it is clear that to maximise the potential and income, the Club needs to take the following steps:

1. **Obtain Our Own Premises Licence:** Apply for a premises licence under our control to be in effect for the start of the next season. This requires someone within the club to hold the relevant personal license qualifications, independent of any other licensed premises. Before my departure, I was set to fulfill this role as I hold the necessary qualifications. The club will need to decide whether to fund someone to take the course or hire/appoint someone with the same qualifications.
2. **Upgrade the Function Suite:** Enhance the function suite to create a more attractive and versatile space for events including the installation of a Bar Counter along the wall closest to the pitch, complemented with bar stools.
3. **Improve the Environment:** Make improvements to create a more professional and comfortable atmosphere while celebrating and highlighting the Club's long history.
4. **Enhance Signage:** Improve signage to highlight access to the bar for better visibility.
5. **Boost Communication:** Increase communication about the bar to both home and visiting fans, using the tannoy system and our social media channels.

Once we acquire our own licence and complete the upgrades, we can host regular events for fans and the wider community, such as quiz nights, meet-the-manager sessions, and community events, making them a regular part of our calendar.

Currently, the Bar makes a small profit but is hugely underperforming against its true potential. This can be rectified fairly easily and will result in the Bar becoming a massive asset to the Club.





Club Shop & Cafe

JOIN THE JOURNEY



The quality of the match-day experience at any club is directly reflected in match-day income. **Our Café staff and Club Shop volunteers are doing a fantastic job**, but it's up to the Board of Directors (BoD) to ensure they have access to the best tools and are given the right environment to thrive.

To make immediate improvements, I recommend implementing a new Point of Sale (POS) system. SquareUp offers an excellent free-to-use system that could easily be installed. This would require the donation of two iPads—older models would be suitable for this system. This upgrade would significantly improve the reporting and tracking of sales, enabling us to make informed decisions on stock, pricing, and other factors that directly impact profitability.

The signage at the Café and across the ground regarding food and drink on sale is either poor or missing entirely. This should be rectified as soon as possible.

I firmly believe we have some of the best pies available at any ground in Scotland, and this should be highlighted and celebrated more to encourage greater sales.

As we aim to bring more families and children through the turnstiles, it is crucial that the BoD works closely with the Supporters Trust, supporting each other to improve the current Club Shop, making it more accessible and inviting while expanding the range of goods on sale.

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Kids Coaching

JOIN THE JOURNEY



Assuming a successful application and installation of artificial surfaces at Reigart Stadium, one of the most promising areas for expansion will be the implementation of a comprehensive kids coaching programme.

Benefits of Investing in Our Own Coaching Programme:

- **Consistent Revenue Stream:** Establish a new and steady source of income.
- **Talent Development:** Create a direct pathway to feed into a U21 team.
- **Growing Fanbase:** Expand the pool of potential young supporters.
- **Player Involvement:** Provide coaching opportunities for our 1st Team Players.
- **Secondary Sales:** Increase secondary sales revenue.

My initial proposal was to partner with SoccerWorld, which currently has over 500 children in its coaching academy. Under this plan, the SoccerWorld Elite Academy would guide players through their development until they reach age 11, at which point they would join the Albion Rovers Academy Teams Programme.

Other coaching businesses should be approached to establish partnerships, with the aim of creating an extensive Teams Programme that includes children progressing through various coaching pathways.

Additionally, Albion Rovers would run its own coaching programme for children aged 5 and up. This programme would also feed into the Teams Programme, with the ultimate goal of supplying the under-21 team with Academy Graduates.

Aiming High: Real ambition should be shown here. The coaching programme should become the Club's crown jewel and, if developed correctly, will fuel the Club's revival and rise back up into the Professional Leagues.





Kids Parties

JOIN THE JOURNEY



With the successful installation of an artificial pitch, the Club would be perfectly positioned to offer an exciting new service: kids' birthday parties at the ground. This initiative presents a fantastic opportunity to boost revenue and foster a new generation of supporters.

There are numerous options for party packages that could be offered, ranging from basic to comprehensive:

- **Basic Party Package:** Includes playing football on the new artificial pitch and enjoying party food afterwards.
- **Enhanced Party Package:** In addition to playing football and party food, this package could include match tickets for a future game.
- **Premium Party Package:** This could encompass all the benefits of the enhanced package, plus exclusive player meet-and-greet sessions and signed merchandise.

The benefits of offering kids' birthday parties at the ground are manifold:

1. **Increased Revenue:** Hosting just one party a week could generate over £10,000 per annum. This steady stream of additional income would be a significant boost to the Club's finances.
2. **Expanded Fan Base:** By welcoming children and their families to celebrate special occasions at the ground, the Club can introduce a new generation of fans to the sport and the team. This could lead to long-term support and loyalty.
3. **Community Engagement:** Offering birthday parties at the Club strengthens the connection with the local community. It positions the Club as a central hub for family-friendly activities and events.
4. **Enhanced Matchday Experience:** By incorporating match tickets into party packages, the Club can encourage families to attend games together, enhancing the overall matchday experience.
5. **Memorable Experiences:** The opportunity to meet players and receive signed goodies creates unforgettable memories for young fans, fostering a lifelong passion for the Club.

Offering kids' birthday parties at the ground is a no-brainer. It provides a valuable new revenue stream, strengthens community ties, and creates lasting memories for our youngest supporters.





Team Expansion

JOIN THE JOURNEY



An artificial pitch allows the Club to expand and add a Woman's Team and a Under 21s team to the Albion Rovers family, providing a sporting and financial boost for the Club

There are various benefits for the Club if introducing a Womens Team and a Men's U21s:

1. **Inclusivity and Diversity:** Adding a women's team promotes gender inclusivity, showcasing the Club's commitment to diversity and equality. It sends a powerful message that football is for everyone, regardless of gender, and helps break down stereotypes within the sport.
2. **Talent Development:** An U21s team will serve as a breeding ground for future talent. Young players have the opportunity to develop their skills within the Club's environment, creating a pipeline of talent.
3. **Increased Fan Base:** Introducing women's and youth teams can attract new supporters. Families and friends of the players are likely to attend matches and events, expanding the Club's fan base and creating a more vibrant, supportive atmosphere at games.
4. **Financial Opportunities:** More teams mean more matches and events, which can generate additional revenue through ticket sales, merchandise, and sponsorships. The Club can also explore grants and funding opportunities specifically aimed at promoting women's and youth sports.
5. **Community Role Model:** The Club can position itself as a role model within the community, demonstrating a commitment to providing opportunities for all ages and genders. This can enhance the Club's reputation and open doors for partnerships with local organizations and businesses.
6. **Positive Publicity:** By championing inclusivity and youth development, the Club can gain positive media attention and public support. This can lead to increased visibility and recognition, further establishing the Club as a cornerstone of the community.

It's a forward-thinking approach that sets the stage for a brighter, more inclusive future for the Club.





Digital Billboard

JOIN THE JOURNEY



The Club has been exploring innovative ideas to generate new income streams, one of which involves installing a digital billboard on the Main Street side of the stadium.

Initial enquiries and conversations have been conducted with a nationwide supplier of digital billboards and advertising spaces. A survey is scheduled to determine the installation's viability. Given the prime location and the high volume of traffic passing by the stadium daily, we believe this site is ideal for such an installation.

Though the project is far from finalised, if deemed viable, it could result in either a substantial one-time capital payment or an ongoing ad revenue share.

Both contract options would include provisions for the Club to advertise at zero cost, maximising the potential benefits.

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Digital Content

JOIN THE JOURNEY



The Albion Rovers Media Team, led by the tireless efforts of Ben Kearney and Calum Moore, has achieved an impressive level of output in both quality and quantity, especially considering the limited resources at their disposal. There is significant potential to monetise the Club's social media channels and start generating ad share revenue. The following avenues should be explored and an effort made to capitalise upon them:

- 1. YouTube Ad Revenue:** By growing our number of subscribers and posting engaging content such as match highlights, interviews, challenge videos, and more, we can push the channel towards the metrics needed to start earning ad revenue. Consistent posting, quality content, and active engagement with viewers are key to achieving this goal.
- 2. Social Media Ad Revenue:** Using a similar strategy to the YouTube outline, we can work towards the metrics needed to monetize our videos on platforms like Facebook, Twitter, TikTok, and Instagram. Creating platform-specific content that resonates with each audience can enhance our reach and engagement.
- 3. Sponsored Content:** Partnering with local businesses and brands to create sponsored content can be a profitable route. This includes product placements, shoutouts, or dedicated promotional videos. Building strong relationships with sponsors can lead to long-term partnerships and steady income.
- 4. Merchandise and Ticket Sales:** Promoting club merchandise through social media channels can drive sales. Engaging posts and stories that showcase new products, special offers, and exclusive offers can entice fans to make purchases.

By implementing these strategies, the Albion Rovers Media Team can effectively monetize their social media channels, generating a steady stream of ad share revenue while continuing to engage and expand their fan base. However, achieving this requires additional support. A concerted effort should be made to attract more volunteers within the media sector looking to gain work experience at a football club.



Digital Programmes

JOIN THE JOURNEY



Expanding Our Reach: Embracing Digital Matchday Programmes

Broadening our reach, enhancing fan engagement, and boosting our advertisement revenue can all be achieved by adopting a transformative change that I believe will become commonplace across football grounds in the coming years. A digital programme is a modern reimagining of the traditional matchday programme with several built-in advantages:

- The digital programme would be **free to download** for home and away fans, as well as supporters unable to attend the game.
- The aim is to sign up as many supporters as possible to receive notifications to download the latest programme. The more active readers we have, the easier it becomes to sell advertising space, which is how the programme would generate income.
- Freed from the limitations of physical paper, digital programmes can include embedded videos and polls. Fans can watch the manager's pre-match interviews and vote for their Man of the Match at the end of the game.
- Specifically in Scottish weather, where rain is the bane of many a programme, this digital solution ensures your programme is safely stored on your phone, tablet, or computer and is yours forever!

Initial conversations have taken place with the company that offers this facility, and a free trial period has been agreed upon in principle when the Club is ready to step into the digital landscape of matchday programmes.





Young Supporters

JOIN THE JOURNEY



These are the questions that practically every Club in the country asks themselves on a regular basis: How can we boost our attendances? How can we attract new young supporters?

The answer potentially lies in working closely with the Community Trust and our Community Outreach Officer. One of my first suggestions upon arriving at the Club was the introduction of half-time games involving youth teams and schools. It is crucial that this initiative is maintained, curated, and grown, as it provides a potential first exposure to Albion Rovers for hundreds of young children.

In addition to this, a new Under-16s initiative should be launched to bring children back into the ground on match days, ensuring an element of control and accountability regarding behavior so as not to disrupt or spoil the enjoyment of other spectators. If executed correctly, these young supporters could become a great asset to the Club. The following strategies should be explored:

- Create fun and engaging matchday activities for young supporters, such as player meet-and-greets.
- Introduce a Young Supporters Club membership program where guardians/parents sign up their children and provide contact details.
- Offer a Kids Club season ticket charged on a monthly basis, with access subject to good behavior.
- Provide exclusive benefits for Young Supporters Club members, such as special events, merchandise discounts, and birthday surprises.
- Strengthen partnerships with local schools, youth organizations, and community groups to promote Albion Rovers.
- Encourage feedback from families to continuously improve the matchday experience.

By implementing these strategies, we can boost attendances and attract new young supporters, ensuring a vibrant and engaged fan base for years to come. Together, we can build a stronger, more inclusive community around Albion Rovers.





Kit Supplier

JOIN THE JOURNEY



The current Kit Supplier deal can be significantly improved, particularly concerning the online sales from which we currently do not earn any revenue. This situation presents a **clear opportunity for the Club to explore more advantageous arrangements.**

The contract with our current supplier includes a break point, which I strongly recommend we exercise. By doing so, the Club can invite tenders from various suppliers, allowing us to gauge the best possible deal that aligns with our needs and objectives.

A new supplier agreement should include provisions that allow the Club to earn a fair share of revenue from online sales. This is a crucial income stream that we are currently missing out on.





Bronze Status

JOIN THE JOURNEY



While potentially a more long-term goal, there is a promising opportunity that the pitch redevelopment grant may include funds to help us regain our Bronze Status.

In our last review, the Board of Directors (BoD) received a quote of approximately £10,000 to carry out necessary work that would allow partial reopening of the far side stand which is currently the biggest barrier to regaining our Bronze Status.

Although there are undoubtedly more immediate concerns, it's crucial to maintain a regular review of the options available to pursue regaining our Bronze status, especially if we have **long-term ambitions of returning to the professional leagues**. Consistently monitoring and revisiting this goal ensures that we remain on track and prepared for future opportunities.

Additionally, while it may seem ambitious, we should explore the possibility of repurposing and redeveloping part of the stand to be subleased. This could provide an additional revenue stream and improve the Club's financial stability. Bringing someone with a background in the construction industry onto the Board would be advantageous, as their expertise could guide the redevelopment process and help us maximise the potential of our facilities.

Investing in these improvements not only supports our immediate needs but also aligns with a positive forward-thinking strategic vision for the future. By proactively addressing these opportunities, it would position Albion Rovers for sustained success and growth, both on and off the pitch.



Online Ticket Sales

JOIN THE JOURNEY



Introducing online ticket sales for home games can be a game-changer for Albion Rovers. There are many benefits including

:

- **Enhanced Accessibility:** Online ticket sales make it easier for fans to purchase tickets at their convenience, 24/7, from anywhere. This increased accessibility can attract more supporters, including those impulse buys on a Friday evening after a tipple in the local!
- **Increased Revenue:** By providing a seamless and convenient purchasing experience, the Club can boost ticket sales. Online sales can also include options for fans to buy merchandise or donate to the Club during the checkout process, further increasing revenue streams.
- **Improved Data Collection:** Online sales platforms allow the Club to gather valuable data on ticket buyers, including contact information and purchasing habits. This data can be used to tailor marketing efforts, send personalized offers, and foster better fan engagement.
- **Enhanced Fan Experience:** Fans appreciate the convenience!
- **Broadened Reach:** An online sales platform can attract fans from out with their usual customer base. This expands the Club's reach and helps build a more diverse fan base.
- **Promotion and Marketing Opportunities:** Online ticketing platforms can integrate with social media and email marketing campaigns, making it easier to promote upcoming matches and special events. This increased visibility can drive ticket sales and fan engagement.

By exploring and implementing online ticket sales, the Club can reap numerous benefits, including increased revenue, improved fan engagement, and streamlined operations. It's a forward-thinking strategy that aligns with modern consumer expectations and enhances the overall matchday experience.



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