



President: John Moore

Patron: Joan Bartholomew

(aka Mrs Eric Morecambe)

Well, what a season that was! I think we would all have happily settled for a comfortable mid-table spot before it began – and we have seen some amazing progress by our fantastic Hatters squad throughout the year.

Unfortunately, of course, we haven't been able to witness that progress in person at our beloved Kenilworth Road. But that makes the prospect of next season even more mouth-watering, doesn't it!? I'm sure I speak for you all when I say I can't wait to be cheering the team on and making the ground rock again, and from what the players have said they are really looking forward to it too.

A big 'Thank You' to Nathan, staff and the team

On behalf of us all I'd like to say a big 'thank you' to every one of those players – some of whom will move on this summer of course, as is always the way – and to Nathan Jones and his staff for such a great achievement. Against the odds, we have competed superbly and finished well above many self-proclaimed 'big' clubs with huge – and unrealistic - budgets. Better still, LTFC have done it all honestly and fairly, living within the Club's means to ensure sustainability. I don't know about you, but that makes me an even prouder Hatter.

Let's not forget all those who've worked so hard behind the scenes to make it such a great season in uniquely challenging circumstances too. Thank you one and all.

Annual Fans Survey Prize Draw Winners

I'd also like to thank all of you who completed our Annual Fan's Survey late last year. The response was excellent, and I'm delighted to announce the winners of the Prize Draw, who will each receive a signed 2020/21 shirt. They are:

Danny Clubb and Kevin Wallis.

Congratulations to them, and thanks again to all of you who took part. Together you provided a wealth of insight and data regarding how you feel about various aspects of the club and its operations, We have been busy compiling a full report to present to you, but there really is a lot to digest - so we will be informing you about some of the findings in 'bite size chunks' over the next few months.

Helping us structure a strategy for the Trust

One of the key roles of the Survey was to help the Trust committee develop and shape a strategy, informed by your input, for our future activities. This strategy is built on four key elements:

- Protecting and supporting the Club
- Engaging and recruiting fans
- Professionalising the Trust
- Actively representing the voice of the fans

Why do we need a strategy?

We've all seen the cracks and corruption in the game being revealed even more clearly during the COVID pandemic – from clubs living wildly beyond their means in our own division, in their desperation to grab the riches of the Premier League, to the so-called leading lights of that league attempting to grab even more power and wealth with the ESL concept.

In plain language, certain aspects of football stink to the high heavens and we, as Luton Town supporters, have been through the mill like no other club and come out stronger and closer for it – with a 2020 board who operate ethically and with a business model that does not risk the club's 136 year existence for a pocketful of gold.

Supporting 2020's vision for the future

Our Survey revealed that 99% of Trust members are very satisfied or satisfied with 2020's long term vision for the club. And we, as the Supporters' Trust and shareholders in the Club, have an important role to play in fulfilling that vision. That's why we need to become more professional and to reach out to and engage with more and more Luton Town fans.

Regular messages from the Chair will be part of that, so please look out for updates and more findings from our Survey. In the meantime, enjoy the summer and the immense satisfaction of knowing that not only do we have more Championship football to look forward to next season: we will also 'God willing' - as Nathan would say - be there to watch it in person!

Tony Murray

Chairman, Luton Town Supporters' Trust

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