

Luton Town FC Supporters Trust

Strategy overview
2020-2021





EXECUTIVE SUMMARY

- LTST Board members have expressed a desire to professionalise the Trust, and we have also been challenged by the CEO and Chairman of LTFC to step up to the plate and formalise a strategy. This document outlines the LTST 3-5 year strategy as developed and agreed by the LTST Board.
- Luton Town Supporters' Trust has an aspiration to **“Become the best football Supporters’ Trust in England, to the benefit of our fans, our members, the Club and our community – and for the good of football”**.
- We believe there is a huge opportunity for us to authoritatively represent the views of the fans to influence the Club along with the integrity of football, helping to reshape regulation.
- The Trust has identified **four** core strategies:
 1. Protect and support LTFC
Build funds, assets and capability in case of negative ownership change; potential for a substantial capital project
 2. Increase Trust membership and deepen fan engagement
Membership and retention targets, more events
 3. Professionalise the Trust
Formalise Club/Trust interaction, engender respect from LTFC, regain Trust shares, a leader among Trusts
 4. Actively represent the voice of the fans
Structured insight programme, inform LTFC, influence regulation/enforcement
- These strategies will; drive and prioritise our activity over the next 3-5 years, and are currently being translated into SMART objectives and key tasks and timelines. Specific owners will be responsible to the Board for delivering these initiatives and activities.

What's possible
if we think big?



Four-fold
increase in
membership

Exciting new
benefits
Eg Trust Bar,
Commercial
offers

Formalise
agreements
with 2020
to protect
the Club

Major capital
project

Influence the
clean-up of
football

Role model
for other
Trusts



We have many strengths to build on

Good LTFC &
GS/DW relationship

Respected & sought
out by
local media

Podcasts &
Chairman's newsletter

The Trust is
well-established

Increasing
Membership

Board member
capability &
commitment

Website, social
media, PR. 100+ Club

Volunteers

Events, esp
Presentation Evening

Direct debits & New
Membership App

Helping to establish
2020

Independence
from LTFC

Saving the Club from
unscrupulous owners

A passion
for football

Professional
marketing materials

Assets



In order to deliver our vision there are 4 core jobs to be done

1 PROTECT AND SUPPORT THE CLUB*

2 INCREASE TRUST MEMBERSHIP AND DEEPEN ENGAGEMENT WITH FANS

3 PROFESSIONALISE THE TRUST

4 ACTIVELY REPRESENT THE VOICE OF THE FANS

*** There is the potential here to assist the Club custodians to protect the infrastructure for the fans and community through a substantial capital project. This would have to be done in partnership with LTFC so may later become a fifth separate strategy.**

If an activity doesn't align to our Strategy we should not be doing it, if it does align there should be a priority discussion to review impact on current plan delivery (to avoid a new initiative delaying the existing plan).

Successes so far this season

- Cardskipper app
- Birthday emails
- Partnership brochure
- Membership flyer and badges
- Building blocks in place for relaunch/revival of SoLYD
- Survey(s)
- Presentation evening (end last season)
- Trust member survey(s)
- Developed LTST Strategy
- International strategy
- Governance framework for promotions (and signed off birthday emails and Cardskipper communications)
- TOR template agreed for committees (and signed off Strategy TOR)
- Goal of the month and other Facebook competitions
- Increased member benefits
- Direct debit in place
- Podcasts (despite COVID restrictions)
- Membership close to level of previous years
- 220+ lapsed members renewed
- Marketing & social media
- Membership database improved
- More communication to membership
- Successful online AGM
- Matchday Zoom sessions
- Paul's involvement in Hatters Chatter
- Set up the 100 Club
- Banners at the ground
- Sponsorship of LT Ladies FC