

A Fairer Future for Football

Luton Town
Supporters' Trust
8 June 2021





Luton fans have felt the impact of football's endemic problems

Club enters administration despite significant player sales under successive controversial owners

1983: Majority owners proposed moving club to Milton Keynes, 25 miles away. Fan protests prevent the move.

1983

1989

1989: Club owner sells ground, to recover debts owed to him at exorbitant rates of interest

First time

1999

Second time

2003

2003: Supporters' Trust established (TiL)

Third time

Led to 10 point deduction and relegation

2007

Club receives a 30* point deduction, which led to relegation out of the Football League

*30 points: 10 for irregular payments, 20 for going into administration again

2008



No other Club has, before or since, been so severely punished with points deductions

TODAY

- Ethical stance (first club to pay living wage; refuses to allow sponsorship from betting companies)
- Financial stability
- Back-to-back promotions
- Respectable position in a highly competitive league

Our experience equips us with a unique insight into the challenges of sustainable football

It's more than just a game

"You keep my club safe, win as many games as you can, and I'll reward you with unconditional loyalty"

LTFC sold every season ticket last season despite limited chance of seeing games at Kenilworth Road.

- Custodians not owners
- Stakeholders not shareholders
- Football is NOT just the Premier League, it is NOT a franchise
- A chance to make changes.
Now, or never



**Academy
Youth
Development**

**Regeneration of
Luton Town
Centre and
gateway to Luton**

**Luton Town
Ladies
Disability Teams
Walking Football**

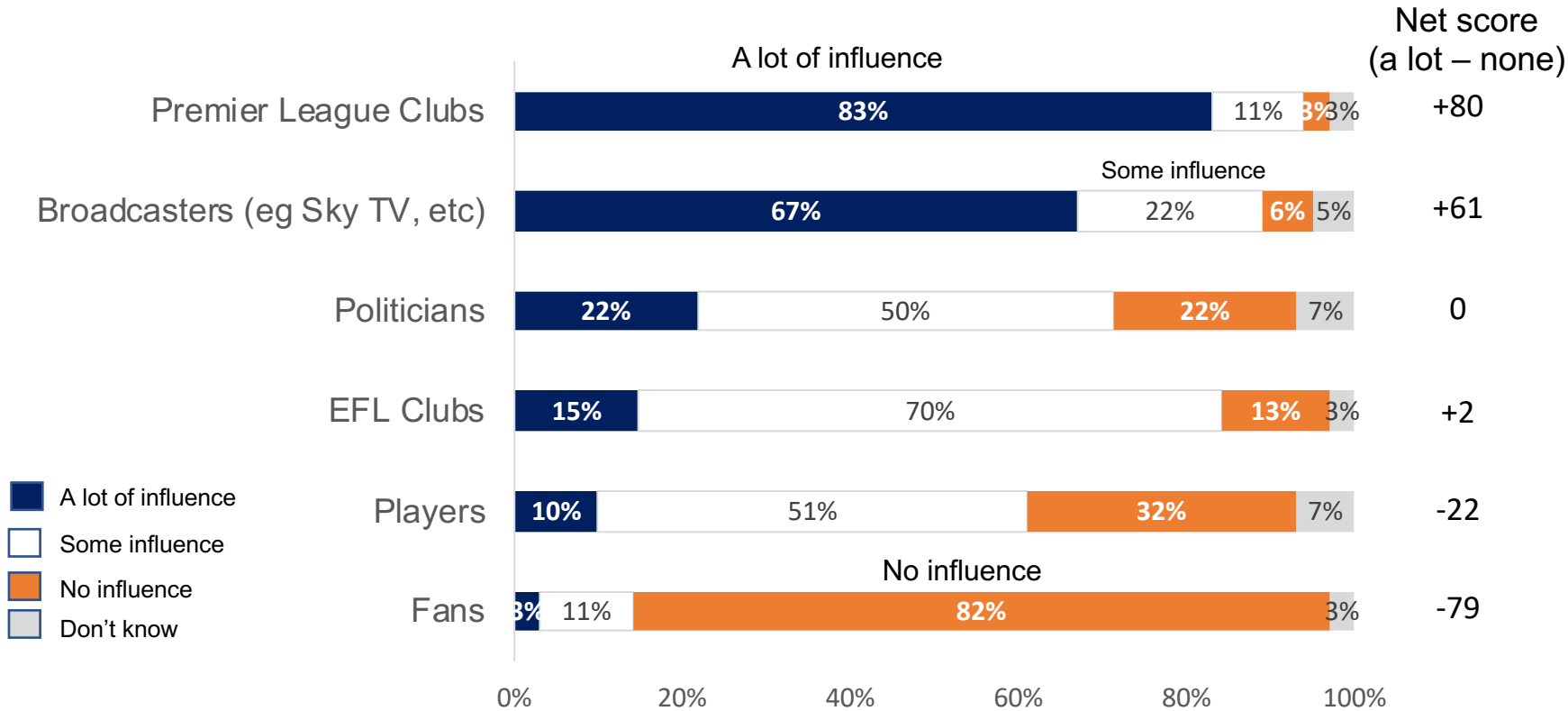
**Community Trust
"Improving People's
Lives through the
power of football"**

**Embracing the
Diversity of
Luton**

**LTFC
Business
Community**



Luton Town fans believed the COVID debate [finishing the 19/20 season] was overwhelmingly being driven by Premier League clubs and broadcasters, with the fans having almost no voice.

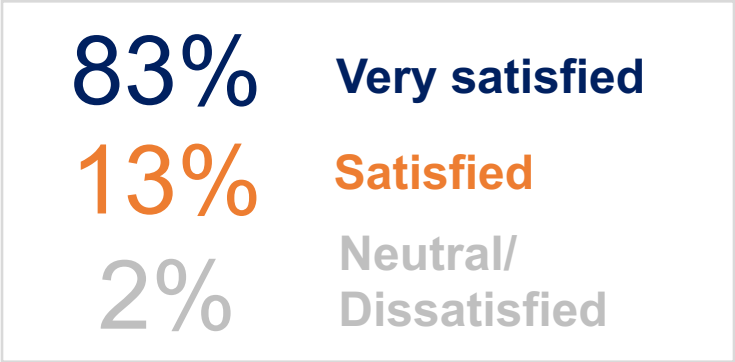


We strongly believe that football has lost sight of the fact that the moral owners of a football club are the fans and the community it serves, but the loyalty and commitment of these fans is being ignored and, in many cases, abused.

Q How much influence is each of these having in the debate on how to resolve the 19/20 football season?

Base: Luton Town fans (1,910)

Overwhelming Support for ‘Good owners’ at LTFC, especially the long-term vision



“Since 2020 & John Still pulled us out of the conference it has been fantastic supporting this club, The board have done an amazing job in progressing us across so many areas.... Skill of first team players, Recruitment of first team players (in general), Value of first team players, New training complex, Planning permission on PC & NP, charity work, Academy”

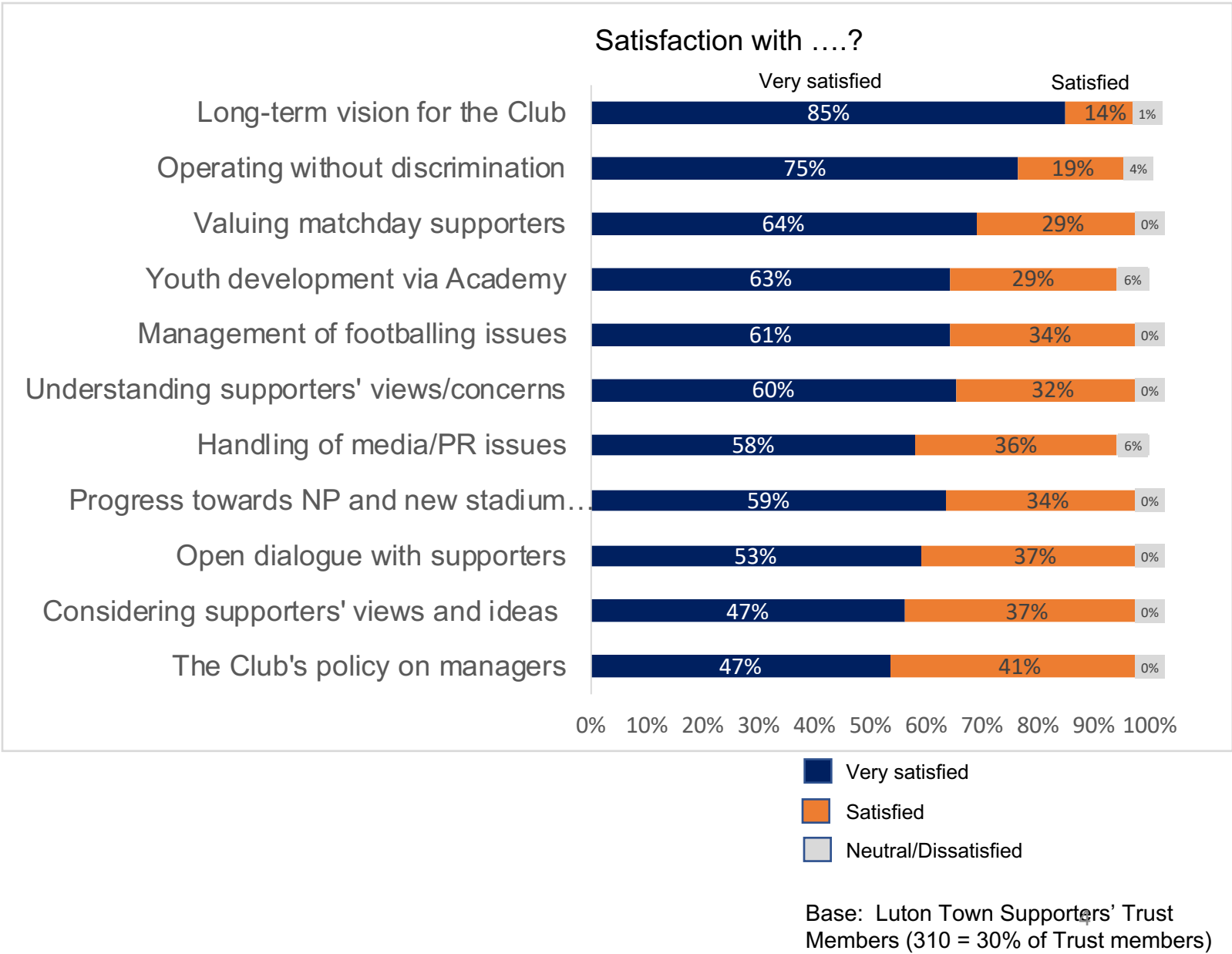
“I like the club's off-field direction - we are a real community club with the town as a whole at heart.”

“A dynamic Board who are supporters of the club and not in it for the money.”

“The way the owners run the club, the realistic spending and the future development plans.”

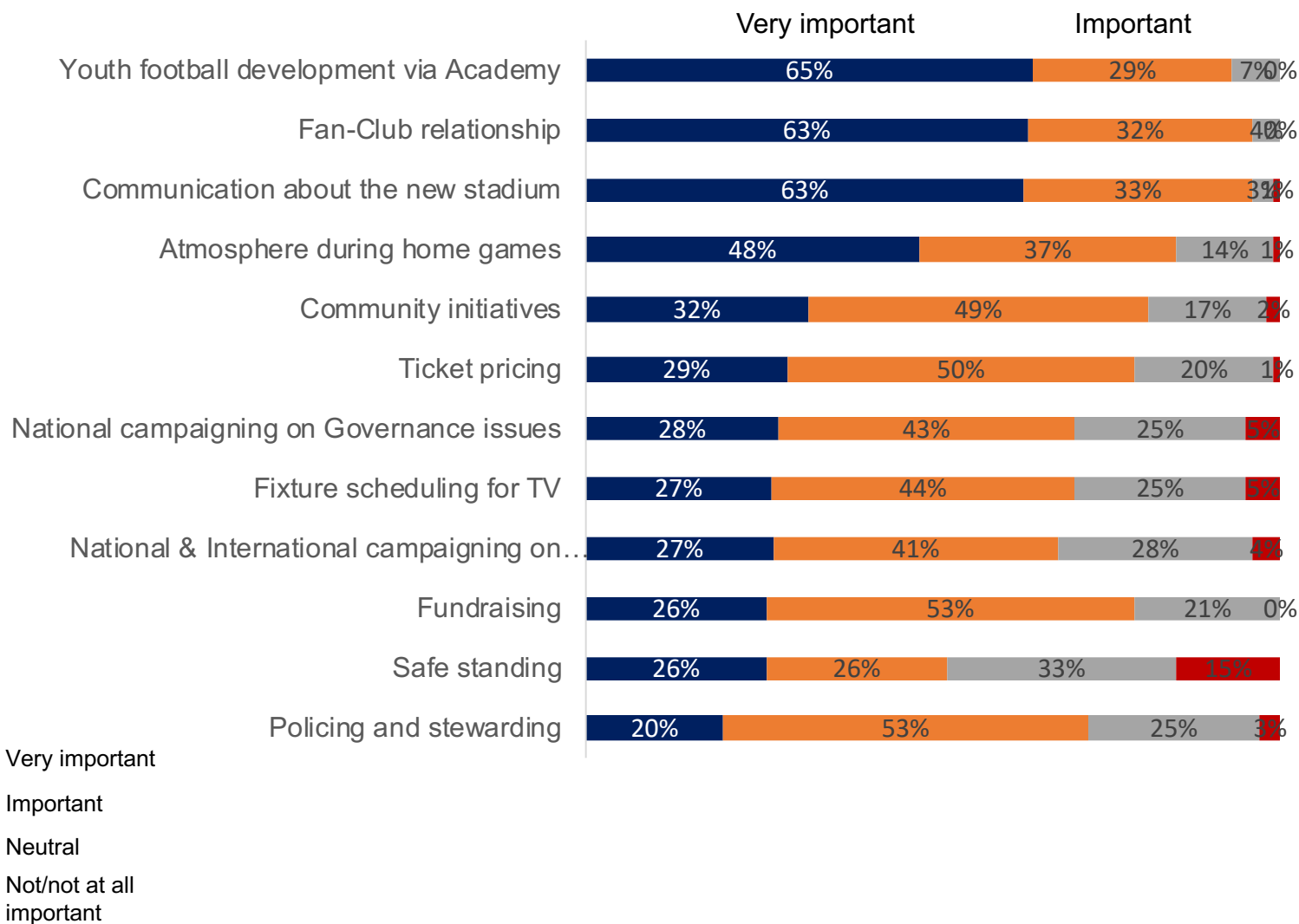
“Excellent, level-headed management, sensible recruitment, team togetherness.”

“The unbelievable 2020 board! I have been so impressed with them over the past years when stability, planning and ethics have been prioritised.”





LTST/LTFC focus their resources on youth development and the fan-Club relationship



"So long as new stadium and improved youth development can be delivered in next few years I'm optimistic."

"Good manager, coaches no longer outnumber players, back to basics. If we could only provide a pathway through to the first team for youth and not lose young talent to premier sides."

"Stability, stability, stability. It's the only way to develop a football club and we finally have that at Luton. Community engagement is better than ever. As always, great store being set on youth development which we love to see. As long as financial common sense continues to be applied, the future looks very positive."



Protect the Integrity of our National Game with meaningful change

Football has lost track of where it came from, and the benefit of both the pyramid and league structure for fans and the clubs they follow

Protect the Pyramid

- Financial fairness
- Parachute payments
- Integrity of:
 - promotion & relegation
 - competitions
 - key season dates

Protect the Clubs

- Protect assets
- Financial fairness
- Effective governance
- Penalise BAD owners
- Incentivise
(and don't disincentivise)
GOOD owners
- Avoid prejudice

Protect the Fans

- Protect club assets
- Fairness of competition
- Transparency of fees
- Regulate TV & internet
- Ticket prices
- Give fans a meaningful voice

We believe there are four PRIORITIES to address:



The Integrity
of football



Sustainability



Effective
Governance



Recognition of
football's role in
the community
and for fans



Integrity of Football – the Priorities

1 RECOGNISE THE VALUE OF THE PYRAMID

- No removal of promotion/relegation at any level, no B teams compete at any level, all home games played at home ground
- A return to integrity of the key season dates: all leagues start on same date, season ends with FA Cup Final which is the only game that day
- Recognition and protection of current competitions, no erosion of domestic cup competitions
- Greater control of kick-off times and degree of live broadcasting
- A ban on gambling company advertising (and other unregulated companies)

2 SUSTAINABILITY

FINANCIAL FAIR PLAY

- Clear, concise, consistent and transparent reporting. Review accounting practices
- Strict embargoes and financial and points penalties introduced that would be instant and unappealable
- Effective, renewable Fit and Proper Owners' and Directors' Test
- Align football creditor and HMRC rules
- Rebalance revenue throughout the pyramid - fair distribution of TV and **internet** rights
- Control player and agent inflation (% turnover, affordability)
- Removal of parachute payments
- Robust inspection process
- Avoid leveraged buy-outs (share capital not loan capital)

ASSET PROTECTION – Licensed

- Ground, training ground, location and ownership
- Club and stadium name, colours, crests, mascots – monitored by a Fans Advisory Board



What we believe the priorities are

3 EFFECTIVE GOVERNANCE	AN INDEPENDENT REGULATOR – called a ‘COMMISSIONER’? • External, Independent, Authoritative • Football has had its chance to change and has not (self-interest) • Regulating the Right Things (including PL) with power to enforce • Develop a Code of Conduct for football, and help & support Clubs, inc grants • Enforce the Code of Conduct: Transparent, fair & consistent, instant, unappealable • Formal structured dialogue across stakeholders RESET CURRENT GOVERNING BODIES WITH INDEPENDENT DIRECTORS AND FAN REPRESENTATION. TRULY INDEPENDENT OMBUDSMAN (with timely action)
4 RECOGNISE THE COMMUNITY AND THE FANS	• Representation on the FA, and meaningful representation on Boards • Fan options to buy/shareholding/option for fan ownership in failure situations • Transfer-fee levy – potential to fund fan ownership & investment, backed by Government incentives • Recognition that Football is NOT A FRANCHISE • Financial incentives to drive equal opportunities and diversity • Greater consultation between clubs, police, local authorities and fan groups • Maximum ticket prices for home fans in each division; maximum ticket prices for away fans (contributing to the inclusion of disadvantaged families)



Next Steps

- Keep the momentum, the time is NOW
 - Share this presentation with the Fans
 - Share with the FSA
 - Finalise the full written submission
 - We're available for follow-up if required
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- Any Questions?