



LTST

LT Supporters' Trust: Strategy 2025-27



Strategy Workshop

We're delighted to report that the 'Shaping the future of the Trust - LTST Members Workshop' at the Eric Morecambe suite on the evening of March 27th was a great success. It provided invaluable insights to help us look at how the Trust can best represent you, our members, as we look to the future - both at Kenilworth Road and very soon at Power Court. Almost seventy members came long, and we were joined by Gary Sweet and David Wilkinson from the club. Following an in-depth presentation of the current Trust Strategy we broke into small interactive groups to discuss member's thoughts and input – what you would like to see included in the strategy, your questions about how it works and where it can be enhanced and improved.

The idea was to hear your ideas, questions, comments, criticisms, hopes and fears, and participants certainly came up with the goods! This document has been updated to reflect the discussion and input and forms the Trust's strategy for 2025/6 and the 2026/7 seasons.

Key issues and outcomes

- **Communications – the hot topic!**

- This was quite the hot topic! Members want to hear more about a whole range of issues. In response to this, over the summer we have reviewed our communications strategy, to link it to the Trust strategy, both revised to incorporate your feedback from the session
- Power Court was, understandably, top of the list. Members wanted to hear more from the club about tickets, supporter liaison, what they do with data from regular online surveys about the matchday experience and much more. We will be running some more sessions on this to get fan input.
- Members also expressed a wish to know more about how the club is run, and what goes on in the background. This was, in fact, the purpose of The Trust Interviews in the matchday programme (and other channels), which began just at the time of the strategy session. Last season we included interviews with Danny Murphy (Head of Medical and Performance), Barney McGhee (Head of Security), Ben Cirne (Analytics), Cris da Silva (Head of Catering) and Chris Clark (Company Secretary). We've already interviewed Yousuf Sajjad (Player Recruitment Manager) and Daniel Douglas (Head of LT Community Trust) and we're in the process of agreeing the interviews for this season. We look forward to sharing more from behind the scenes.

- **Broadening the membership through engagement and recruitment**

- **Charities & community – a survey to choose our new charity for the next two seasons - Caraline Eating Disorders Counselling & Support Service (Luton) and Talking Hatters has been launched to support mental health of fans. And a plan to be more collaborative with the Community Trust.**



LTST Strategy 2024-2027

The Road to Power Court





What are our key strategic themes/ priorities?

- 1 A voice in representing our fans and shaping and supporting the future of football and our Club**
- 2 Growing and engaging our membership and events**
- 3 Power Court and ground protection**
- 4 Supporting local communities and charities**
- 5 LTST - Telling our story and delivering our strategy**



1 A voice in representing our fans and shaping and supporting the future of football and our Club

Objective:

To represent the voice of our fans in shaping the future of football – young players and fans, the community of Luton, and the wider game of football from regulation to fans and communities across the UK and beyond.

Key themes:

- Support and challenge the Club
- SoLYD – Support the LTFC Academy
- Fair Game – A Fairer Future for Football through governance
- FSA – Represent LTFC fans at the FSA and integrate best practice into LTST and the Club





2. Growing and engaging our membership and events

Objective:

To increase the number of members to 5000 by 2027/8 season when we get to Power Court.

Key themes:

- Raise the profile of the Trust to attract new members, particularly more diverse groups
- Continue to improve the process, retain members and make it easier to join
- Events; to continue to run the core successful events, and look to increase the number of events





3 Power Court and ground protection

Objective:

To ensure the voice of the Trust and the fans is represented in the plans for Power Court, and that Power Court is protected for the fans of the future.

Key themes:

- Identify key areas and questions fans have and are likely to have about Power Court – and the appropriate timeline that enables the Trust and Club to volunteer the answers at the right time for the fans
- Liaise with LTFC Fan Engagement Officer and team to help shape the fan experience, including the matchday experience
- Push for ground protection for fans for Power Court





4 Supporting local communities and charities

Objective:

To support our chosen local charity Caraline

Promote community engagement and support local communities

To continue to support club-run prostate cancer sessions, and potentially extend to eating disorders

Key themes:

- Caraline Eating Disorders
- Mental health initiative
- Support trust objectives eg SoLYD, Fair Game etc
- Community – from Luton to beyond – to ensure the future of football is for everyone, including International Hatters
- Community Trust – finding collaboration opportunities



5 Telling our Story

- The Trust was formed in 2003 to fight bad owners and (as TiL) achieved a huge win alongside, a little later, 2020. Many people do not know this story or have forgotten it. Does this story need to be retold?
- We have achieved a lot in the last couple of years:
 - Do our members know this?
 - Do potential members know about it?
- We communicate a lot through multiple channels:
 - Do we communicate enough?
 - Are we effectively targeting the right people?
 - Do we communicate through all the right channels?
 - Are we methodical in planning and executing our communications?



Telling our Story (and delivering our strategy)

Objective:

To promote the history, current activities, and future thinking of the Trust to members, potential members and key influencers in a structured way as we deliver the LTST strategy

Key themes:

- To create a communications strategy and plan that:
 - Articulates LTST's core purpose and proposition, and why members should join and stay
 - Communicates our strategy and progress against it
 - Identifies core messages and weaves messages through all communications and channels to build the picture, including access to the club to show fans behind the scenes
 - Creates, maintains and delivers an overall plan that encompasses all Trust fan touchpoints to ensure we are effectively telling our story



A voice in representing our fans and shaping and supporting the future of football and our Club – the actions

Theme	Actions	Who	By when
SoLYD – Support the LTFC Academy and Youth football	- Keep raising money - Keep reminding the fan base that our Academy (irrespective of what category they are) still need our contributions – liaising with 'Telling our story' - Publicise U21 matches and encourage attendance	Derek/Mark Derek/Kevin Derek	 As they occur
Fair Game – A Fairer Future for Football through governance (and UEC)	- Represent LTST on the Fair Game Board and the FG Advisory Council, and report back as necessary - Represent LTST at FG/UEC events - Arrange a FG event/fundraiser - Publicise the work with FG through 'Telling our Story' - Prepare and submit Round 2 proposal to BSI for 'standards' support. If successful work with BSI to deliver	Maryan All Maryan Maryan/Kevin Maryan/all	Ongoing As they occur Submission done
FSA – Represent LTFC fans at the FSA and integrate best practice into LTST and the Club	- Publicise FSA initiatives - INSERT PLANS	Paul/Kevin	
Support & challenge the Club	- Formalise our voice into the Club - Raise questions about succession planning for Club, and what is the medium to long term plan for the Club now we are through 2020	Paul/Maryan All	Q1 As and when



Growing membership - the actions

Theme	Example Actions	Who	By when
Raise the profile of the Trust to attract new members, particularly more diverse groups	- Develop a membership plan – recruitment, retention and engagement. This will include to attract young and more diverse members - Increase Trust membership to 2000 by the start of the 2025/6 season and to 5000 by the move to Power Court - Continue to promote Cardskipper, ensuring that all new members are aware and set-up if they want to be - Create a Youth Advisory Group?	David	Membership plan for January Board
Members communications	- Liaise with 'Telling our Story' stream to engage members through members communications (Chairman's newsletters, PR, social media) and zoom match-watching, podcasts. Within this to recognise the different media channels more diverse audiences are using. - Modernise the website. Consider a Trust Message board.	David/Kevin	
Continue to improve the process – make it easier to join and retain members	- Continue to promote direct debits for membership - Retain >95% of 2024-5 members for 2025-6 - Review and improve the joining process	David	
Events	- Create an events calendar for the season, aiming for core events (Presentation evening, Quiz night, ?Meet the manager?) - Add new events with the help of all board members eg Fair Game, Street Child United (SCU), 'Run-out song'/ matchday experience interactive session, Power Court inputs, etc - Promote events to members and to fans to encourage new members - Incorporate fundraising into events where possible	Helen and the Events Team	Calendar to be developed by January Board meeting



Power Court & ground protection - the actions

Theme	Actions	Who	By when
Identify key areas and questions fans have and are likely to have about Power Court – and the appropriate timeline that enables the Trust and Club to volunteer the answers at the right time for the fans	- Review questions already being asked*: season ticket seating plan, parking, mobility issues details, etc - Create a timeline and agree with the Club when questions will be raised and answered - Work with 'Telling our Story' workstream to promote activities	Mark/Paul Mark/Paul/Kevin	Draft timeline for January Board Update at each Board meeting
Liaise with LTFC Fan Engagement Officer and team to help shape the fan experience, including the matchday experience at both Kenilworth Road and for Power Court	- Run-out Song/matchday experience Interactive session - Create a plan to improve the experience - Implement the plan	Maryan Mark/Paul	For January Board meeting February Board
Push for ground protection for fans for Power Court	- Develop thoughts and engage trust members in discussion - Work with the Club to ensure Power Court is protected for future generations	Mark/Paul	

* Questions already being asked:

How can I find out more about the development, Facilitate constructive feedback; Timeline; What will it look like; Travel options; How will we be able to select where I can sit or stand (transfer arrangements); What will be the options for those with disabilities / limited mobility; Minimising environmental impact



Supporting communities and charities - the actions

Theme	Actions	Who	By when
Caraline Eating Disorders Counselling & Support Service (Luton)	- Matchday collection: Develop plan for when these will happen Deliver the planned matchday collections - An event –propose, agree and schedule event Deliver the event in conjunction with Events team - Work with 'Telling our Story' workstream to promote awareness of the charity work - Other. – to be developed	June June June June June/Kevin TBC	January Board As per plan January Board As per plan TBC
Mental Health Initiative	- Open a Zoom platform once a month for 2-3 hours for fans to come together to chat all things football - Organise for 2-3 Trust members to become First Aiders – Mental Health Awareness - Identify and invite guest speakers eg from MIND, Samaritans, ex and present players and staff - Review Talking Cherries website for further ideas - Work with 'Telling our Story' workstream to promote the activities	Derek Derek Derek Derek Derek/Kevin	Plan by January Board TBC TBC TBC TBC
Support Trust objectives eg SoLYD, Fair Game etc and local community initiatives	- SoLYD: raise money for SoLYD, reminding the fan base that our Academy still needs our contributions - Work with 'Telling our Story' workstream to keep this awareness high - Fair Game – plan a matchday collection for Fair Game - International Hatters – promote and engage with international LTFC communities. INSERT PLAN	Derek Derek/Kevin June/Maryan Paul	TBC TBC TBC TBC



Telling our story and delivering our strategy - the actions

Theme	Actions	Who	By when
Develop a communications strategy and calendar	- Draft a communications strategy via a workshop - Discuss and agree with LTST Board - Develop a draft communications calendar - Outline a process for populating and delivering to the communications calendar	Maryan/Kevin Maryan/Kevin Maryan/Kevin	February Board Refine post Board Jan Board Jan Board
Elements of communications strategy to be addressed	- What is LTST's core purpose and proposition, and why should members join – in conjunction with Membership (inc James Cunliffe, Adrian Rees, Charlie James, plus others - inc young people if not in strategy session) - Identify core messages and weave them through all communications and channels to build the picture. Identify audiences we should be communicating with. Consider a broad and targeted use of channels to each audience as relevant. - Create, maintain and deliver an overall plan that encompasses all Trust fan touchpoints to ensure we are effectively telling our story. - Include stories such as origin of the Trust, Hatters' Heritage and Scandinavian Hatters, flags in the ground, etc.	Maryan/David/Kevin	February Board
Develop further the strategy	- Confirm actions as outlined and built on - Invite members to a face-to-face workshop to discuss the strategy and give ideas - Incorporate member ideas into strategy - Communicate actions taken from feedback	Maryan/all Kevin	January February
Monitor progress against the strategy	- Develop and agree a process to capture updates and keep the strategy moving forwards - Communicate progress to our members on a quarterly basis (minimum)	Maryan Maryan/Kevin	January Board Ongoing

Telling our Story

LTST Communications Strategy

LTST Board
31 July 2025





Objectives of a communications strategy

- Be a fan, promote the voice of the Fans
- Communicate the role of the Trust – and why it is important
- Core & consistent messaging:
 - Supporting and protecting our Club and related communities amongst and beyond membership
 - Communicate our strategy - and reinforce the strategic themes
 - Celebrate positive stories
 - Professionalise comms to reflect the status of the club and trends in current media usage



Core audiences and media

• Audiences:

- Trust members
- Potential members
- Fans
- Season ticket holders
- Appeal to all people: young & older; men and women; ethnically diverse
- The Club
-

• Key media:

- Chairman's newsletters and other emails
- Podcast
- Social media
- Cardskipper
- Programme notes
- Websites, Board member blog
- Events (trailing, reminder, post-event)
- Gazebo on the forecourt
- Other