



## **MANAGEMENT COMMITTEE REPORT**

### **APRIL TO MAY 2009**

Welcome to the first monthly report relating to Union activity. Please feel free to forward the link to this page to anyone you know or download the pdf and pass to those who do not have access to the internet. Our aim is to use this report to improve communication and offer access to members to Committee members so you can offer suggestions, support, assistance and constructive criticism. We really are keen to hear from you and get feedback on what we are all trying to achieve.

The season is over and while Rafa and the lads have given us excitement, goals and a credible title challenge your Union recognise that in order for this to consistently happen then as Rafa says we have to be able to compete on and off the field. We have no doubt that we are being held back by our owners, their business model and current financial challenges, and we are working tirelessly to do what we can on your behalf to secure our future.

We'd welcome any feedback in relation to this report and any improvements we can make.

Regards

Graham Smith

Secretary

Spirit of Shankly

[secretary@spiritofshankly.co.uk](mailto:secretary@spiritofshankly.co.uk)

The Management Committee meet on a monthly basis with various Sub-Committees meeting separately either monthly or on an ad hoc basis as required. There are fifteen members of the Management Committee and other than the Chair and Vice Chair all members submit reports to the Committee prior to the monthly Management Committee meetings.

The full list of Management Committee members, their roles and contact details can be found at <http://www.spiritofshankly.com/union-roles.html>

This report reflects the activity and work being carried out by your Union for the period detailed above and is taken from the minutes of meetings, reports and action taken by your Committee and the Union's members.

## **Secretary**

No major issues to report for this month other than the completion of the amendments to the website to define roles for members and tidying up the contact details for Committee members, assisting with the drafting of material for our Direct Action campaign (please watch for announcements relating to this) and briefing the Chair and Vice Chair on various financial and legal issues arising from the Union's ongoing aims.

Please contact: [secretary@spiritofshakly.co.uk](mailto:secretary@spiritofshakly.co.uk)

## **Finance**

The renewal of memberships has dominated the recent weeks and has resulted in the Finance Committee (after ratification by the Management Committee) setting the level of renewal fees for the forthcoming year. Please see <http://www.spiritofshakly.com/join.html>

This month saw the final away game involving coach travel being arranged for members (and non-members). The travel has been an overall success after early season lessons were learnt, with the result that since the turn of the year that the travel costs have broken even allowing us to offer the cheapest travel to away games.

Please contact: [treasurer@spiritofshakly.com](mailto:treasurer@spiritofshakly.com)

## **Direct Action**

It is clear that the next couple of months are vital for the short term, if not the long term future of the Club. It is difficult to motivate members and fans when we are in the midst of a title challenge but we are mindful of our major aims of holding the Club to account and getting better custodians than we currently have.

With all of that in mind there are plans being put in place to raise the profile of our campaign, the details of which are being finalised now with the aim of an announcement in the next couple of weeks.

Please contact: [directaction@spiritofshakly.com](mailto:directaction@spiritofshakly.com)

## **Club Liaison Report**

The Union have a meeting with Ian Ayre, Commercial Director of LFC, to discuss issues of interest to the Union. He has indicated he can discuss any issues with us other than ownership, finance, players and the manager (these are out of his remit). We aim to publish a report of what is discussed next month.

Please contact: [clubliaison@spiritofshakly.com](mailto:clubliaison@spiritofshakly.com)

## **Travel**

In addition to what has been mentioned in Finance above about the travel a meeting is to take place shortly with Thomas Cook to lobby them in relation to travel costs (notably European away travel). Again we would aim to report on this next month.

Please contact: [travel@spiritofshakly.com](mailto:travel@spiritofshakly.com)

## **UK and Overseas Supporters' Liaison**

Our UK and Overseas Supporters' liaison have been busy in the last couple of months. In addition to our visits to Norway, New York and Dublin we have visits planned to Northern Ireland, to the Fans' Congress in Hamburg and possible events in Norway (pre-season) and the Benelux countries (again pre-season).

Our aim is to raise our profile, increase membership and to represent the interests of members of the Union based abroad.

For UK enquiries please contact: [uksupporters@spiritofshankly.com](mailto:uksupporters@spiritofshankly.com)

For Overseas enquiries please contact: [overseas@spiritofshankly.com](mailto:overseas@spiritofshankly.com)

## **Events**

The Union has arranged an End of Season Event at the Olympia on the 24<sup>th</sup> May 2009. Photographs of the event have appeared on the site already at <http://www.spiritofshankly.com/gallery-8.html>

On the 22<sup>nd</sup> May 2009 the Union was well represented at the World Premier of Kevin Sampson's film "Awaydays" at the Philharmonic Hall. A pretty packed house enjoyed Kevin's homage to late 70's football culture and we are grateful for the proceeds of the event being donated to the Union.

SOS Committee Member Nicky Allt's "One Night In Istanbul" opens at the Empire on the 9<sup>th</sup> July 2009 - tickets for the run can be obtained at

<http://www.ticketmaster.co.uk/One-Night-In-Istanbul-tickets/artist/976891>

Please contact: [events@spiritofshankly.com](mailto:events@spiritofshankly.com)

## **Marketing/Membership/Media**

The Union's current membership is 2395 and in conjunction with the New Media and Finance Committees our membership renewal system has recently been launched. This will allow not only renewals but also we plan to offer merchandise and travel bookings via the site in due course – watch this space!

Our Membership Committee member receives approximately 300 emails each month on membership and other issues, please note that you can access the relevant Committee members direct via their email addresses.

You will be aware that we have increased our media activity – press releases relating to Michael Shields, the American internet radio host Steven Cohen and his despicable Hillsborough coverage, the FSF request for assistance in relation to the policing of games and our own campaigns relating to the ownership and future of the Club.

For marketing issues please contact [marketing@spiritofshankly.com](mailto:marketing@spiritofshankly.com)

For membership issues please contact [membership@spiritofshankly.com](mailto:membership@spiritofshankly.com)

For media enquiries please contact [media@spiritofshankly.com](mailto:media@spiritofshankly.com)

## **Community Liaison and Regeneration Plans and Aims/Youth**

This Sub Committee is focusing mainly upon what we as fans can do for the immediate area in which the Club is based.

There have been meetings (either that have taken place or that are planned) with Football in the Community, PADA, Liverpool Charity and Voluntary Services, Rhys Jones Memorial Fund, City in the Community (Man City), Man Utd Foundation and Everton in the Community – all with the aim of capturing information and seeing what support we can offer to the local Anfield area.

[community@spiritofshankly.com](mailto:community@spiritofshankly.com)

[youth@spiritofshankly.com](mailto:youth@spiritofshankly.com)

## **New Media**

On top of the onerous but fantastic job our New Media member has done regarding the design and implementation of a new renewals system we have instigated the policy of our broadcast emails drawing members back to the site rather than the email containing the body of information. This has resulted in significantly increased traffic. Please feel free to forward any emails you receive to non-members and encourage them to join. [tech@spiritofshankly.com](mailto:tech@spiritofshankly.com)