



Berwick Rangers Supporters Trust

BE THE 12TH MAN!

Membership secretary Report. A.G.M January 2021 (deferred 2020 A.G.M)

We currently have 173 members, 2 corporate members and 13 junior members. A predicted drop off of 5 to 10 adult members from this number and 4 to 5 juniors by the start of next season is expected. Adult members whose subscription is ending and juniors who are now older. We will have a push for new members before the start of the season and a further push before Christmas.

Loss of membership.

We lost members during this season mostly due to the Covid 19 pandemic. Some members were on furlough or had sons/daughters on furlough or had even lost their jobs. £2 per month to the trust or a £24 annual payment combined with other monthly outgoings meant that membership was not renewed. To some £2 a month may not be much, to others it can make a great difference, especially if your income has dropped to 80%. Annual membership at £24 had the greatest reduction in renewals. A payment for £24 arriving during this time has more chance of not getting renewed over a £2 per month payment from a bank account.

Feedback from several members who didn't renew highlighted the above as the main reason that they hadn't renewed. A quote from one member that highlights this is:

“Sadly, I cannot renew my annual membership as my son has been put on furlough and my daughter has lost her job. £24 can make a great difference at the moment to them both, especially as they have families to support. It's not just the £24 for trust membership, it is the combination of all monthly outgoings that can be trimmed to make considerable monthly savings. I have stopped my golf magazine subscription, renegotiated phone and tv contracts etc and it has all added up to a surprising amount. I wish the trust and the football club all the best”.

Renewal letters were delayed this year Lockdown and the issues it brought with it was a major factor here restricting access to services as the pandemic kept rolling on. There was also the unknown start date of the season that added to the delay. Many annual members would be spoken to on match days and some would pay cash.

I will be stepping down as membership secretary this season and handing over to Joe Crawford. I will remain on the Trust board offering what assistance I can.

David Letham
Membership secretary
Berwick Rangers Supporters Trust.