

DIRECTOR / BOARD MEMBER

2020 INVESTMENT GUIDE



WHY WE ARE LOOKING FOR YOU TO COME ON BOARD AS A DIRECTOR OF FROME TOWN

The current situation

The Football Club are looking for a number of **Directors** to join the club to help provide financial stability for the short term. In order to help the club achieve the goals of promotion and continued growth to grow towards National South League status in the near future.

The club is in a period of change with several of the existing board members relinquishing their positions in June 2020 including the current Club Chairman.

The club is in need of immediate investment to ensure the clubs continued competitiveness for the coming seasons, and to continue with the forward-thinking ethos of the existing Football & Operations Director.

Why become a Director?

If you ever wanted to be involved in Football at a high standard and to help a club fulfill its potential, then now is the time to be involved in Frome Town F.C. We are looking for ambitious and passionate football enthusiasts that will take huge joy in being part of our club, that can help the club achieve its ambitions.

Our future structure

The medium and long-term future of the club looks very secure with plans for a new stadium (on the same site) underway. The plans will enable the Club to become fully self-sufficient (i.e. not requiring further investment) for the level we are at and the league above. Therefore, further investment once the new stadium is in place would be able to drive the club forwards to a new, unprecedented level.

The off the field organisation of the day to day running of the club is currently being totally revised to become more professionally structured, with a stronger focus on sponsorship partnerships, fan engagement and community.

This will be led by the General Manager and newly appointed Chairman. They will be responsible for a number of salaried, pay as you go and volunteer positions in order to meet the Clubs' objectives.

Our ambition

We have been clear in our ambition, that we wish Frome Town F.C. to become a hub of the Community, where football fans from Frome and the surrounding areas come to watch the game in a professional, welcoming and fan-friendly environment. In addition we want the wider community to make use of our facilities and to support local organisations that are attempting to make a difference.

Our off the field ambition is to be recognised as one of the best non-league clubs in the country, a target that we believe that given time and direction we can achieve, based on building a club for the future that we can all be very proud of.

This is reflected by an on the field target of reaching the National League South in due course.

What's required from a Director?

Firstly, it's not to be a silent partner. We are looking for people to be keen ambassadors of the Club that will be able to help with the attraction of new sponsors, new supporters and to promote best practices and ideas the Club could implement.

- We would require **an initial investment** to be made as part of your commitment to the Club.
- As part of the Club's board, you would have a **voting position** on all matters. This would be managed and headed up by the elected Club Chairman - but each board member would be of **equal standing**.
- You would help oversee the running of the Football Club.

Will I get returns on my investment?

There may be an opportunity to make returns on your investment in the future, dependent on the successful progress of the Club, agreement of the level and approval of the board.

How many Directors are we looking to attract?

This will all depend on the level of investment made by yourself and others. The Club has financial targets that it wishes to achieve and this will ultimately dictate the number of Directors.

Would the club accept Multi-person applications?

Yes, however one person from the group must be nominated as the lead contact and fulfill the stated requirements.

What other benefits would I receive?

- You would be able to attend all matches at home/away for free and be able to add guests to a club guest list for home fixtures when appropriate.
- You would be entitled to Hospitality at all Home games and at Away games when offered by the opposition.
- You would have a car park space within the Club car park.
- You would be able to have a large pitch side board space to advertise your company each season

What if I am unable to continue as a Director?

If you choose to pass on your seat on the board you can do so, although the incoming Director would need to be approved by all of the existing board members.

For more information, please contact
Gary Collinson (Football & Operations Director)
at gary@frometownfc.co.uk or on 07595 650414



ABOUT FROME TOWN F.C.

Our Town

The picturesque market town of Frome, Somerset, is located at the eastern end of the Mendip Hills on the River Frome. The town neighbours Bath and Warminster and is commutable to Bristol and Salisbury.

The town is full of historic buildings, beautiful independent shops and creative people - Frome is a wonderfully eventful town. The town prides itself on its different approach and attracts many tourists from the UK and overseas.

The population of Frome is now estimated to over 33,000 people, with more housing developments under way. The town has also received awards for being one of the "Best places to live in Britain".

Our Teams

Frome Town F.C. is the largest sports organisation in Frome and has continued to entertain their followers since 1904. In 2019 the club has been selected by the Football Association as a Community Club Leader - one of 64 clubs in England. The Men's first team recently rising through the leagues to secure the highest three league positions in three of the last four seasons, before relegation last season. However we pushing back for promotion, with the management team committed, a new squad and increasing crowd attendances. The Women's First team completing a league and cup double in 2018/19. The Academy is in it's first year of operating.

- Frome Town F.C. - Southern League Division 1
- Frome Town Women - South West Women's Football League
- Frome Town Sports - Somerset County League
- Frome Town Academy - Southern Football League Academy
- Frome Town u18 - Western Counties Floodlight Youth League
- Frome Town Robins - u6-u16 Midsomer Norton Youth League & Wiltshire Youth League
- Frome Town Powerchair Football - 3x teams

Our Community

Frome has a growing interest in spectator sports due to the recent successes of the football, rugby and cricket teams who are all active in the local area and widely championed.

Frome Town F.C. is committed to supporting the local community. We provide opportunities to many independent charities and entities through donations, active support or use of club facilities.

We have a charity partnership agreement in place with Fair Frome that runs until the end of this season.

Club Honours

- Southern League Division One S/W Play Off Winners 2010-11
- Western League Premier 1978-79
- Western League Runners-Up 1982-83, 2008-09
- Western League Division 1 1919-20, 2001-02
- Western League Cup 1979-80, 1982-83
- Southern League Cup Runners Up 2012-13
- Somerset Premier Cup Winners 1966-67, 1968-69 (shared), 1982-83, 2008-09
- Somerset Senior Cup 1932-33, 1933-34, 1950-51
- Western League Subsidiary Cup 1959-60
- Western Counties Floodlit Cup 1983-84
- Alan Young Cup Winners 1979-80
- Somerset County League Premier 1906-07, 1908-09, 1910-11
- Somerset County League Division 1 1990-91
- Somerset County League Division 2 2004-05
- Somerset County League Division 3 1985-86
- Somerset County League Cup 1991-92
- Somerset County League Div 2/3 Cup 2001-02, 2003-04
- Wiltshire Premier League 1962-63

Honours – Notable Achievements

- FA Cup First Round Proper 1954-55
- FA Vase Quarter-Finals 2004-05
- FA Community Club of the Year (Somerset) 2012
- FA Community Club of the Year (South West) 2012
- FA Community Club Leader 2019

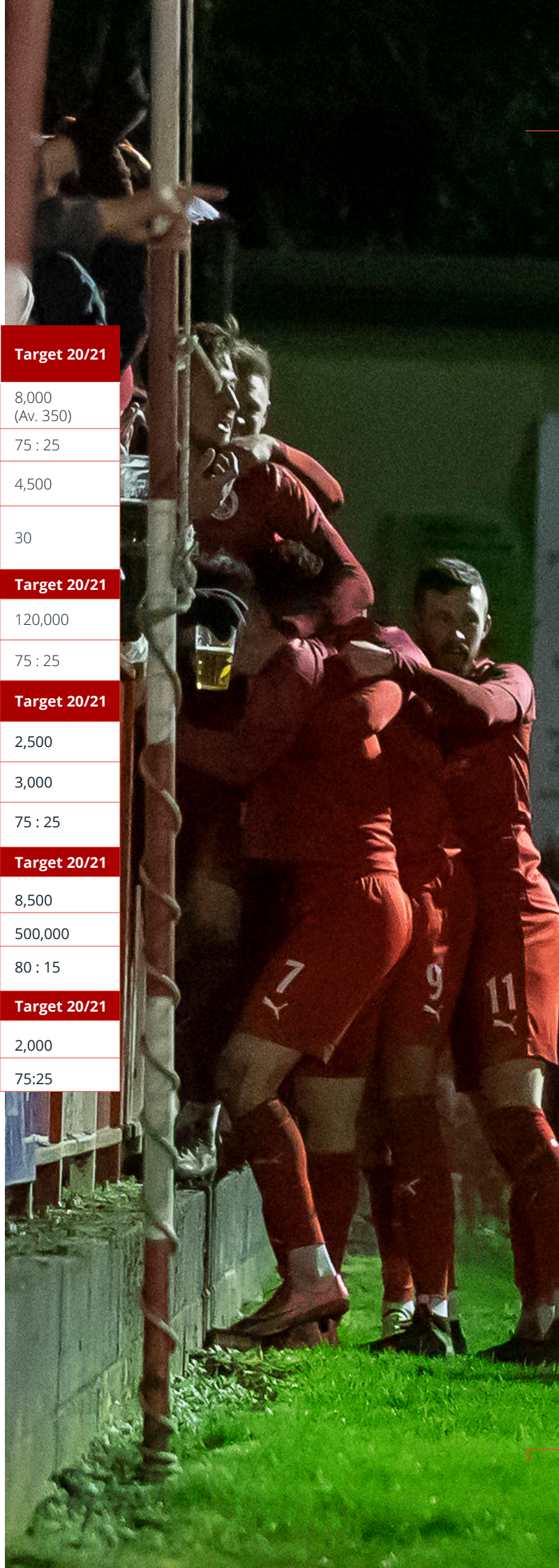
Club Records

- Leading Scorer Mark Salter (292)
- Leading Appearances Mark Salter (450)
- Highest Attendance 8,000 vs Leyton Orient (1954/55)

MATCHDAY	18/19	19/20*	Target 20/21
Home attendances - Frome Town F.C. 1st Team	5,417 (Av. 216)	4,967* (Av. 280)	8,000 (Av. 350)
Male vs Female ratio	85 : 15	80 : 20	75 : 25
Programmes views - Digital and Physical	1,686	3,819	4,500
Other matches - Frome Town Sports, Frome Town Ladies, Frome Town Robins U18s	20	22	30
WEBSITE	18/19	19/20	Target 20/21
Page views (unique visitors)	87,542	104,994	120,000
Male vs Female ratio	89 : 11	78 : 22	75 : 25
FACEBOOK	18/19	19/20	Target 20/21
Facebook Followers (2018: 1,148)	1,510	1,861	2,500
Facebook average post reach	1,052	2,460	3,000
Facebook Male vs Female ratio (2018: 85% 12%)	83 : 14	71 : 28	75 : 25
TWITTER	18/19	19/20	Target 20/21
Twitter Followers	6,848	7,447	8,500
Average monthly impressions	350,000	461,00	500,000
Twitter Male vs Female ratio (2018: 85% 15%)	85 : 15	85 : 15	80 : 15
Instagram	18/19	19/20	Target 20/21
Instagram Followers	n/a	671	2,000
Male vs Female ratio	n/a	76:24	75:25

For more information, please contact
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 at gary@frometownfc.co.uk or on 07595 650414

*Season finished early



WE ARE #BA11

"We are trying hard to give more people access into football and the ground, to see what it's about and to get involved with the club. Not just for the football, but to ensure the club and its facilities are available to the local community and our partners".

- Gary Collinson, Operations Director

Back in August 2018, the club launched itself back into the community with it's #BA11 campaign. For those unfamiliar with Frome, the postcode of BA11 covers the entirety of Frome itself. So what better way to promote the work the club undertakes and supports than by owning the Hashtag of #BA11.

The club's purpose is to continue to strengthen its alignment with the community and our passionate supporters. The strategy of this ongoing campaign is the focus on inclusion.

So far we have seen new charity involvement, not just with our partners in Fair Frome, but with providing a local venue for community projects and schemes. As well as supporting football led initiatives, such as Non-league day, Military days, Rainbow laces and Football vs Homophobia. All of which help to promote a safe space to all that wish to be part of our community. We also work with our charity partners and other groups, providing tickets to those that are not in a position to financially afford to attend games due to food poverty. We have also supplied tickets to local community groups including those that provide fathers the chance to bring their children in instances where they are in split family units.

The aim is to create a location, that regardless of the score on the pitch, everyone enjoys coming to feel part of something bigger.

We also play a big part in providing free Christmas meals to the homeless or lonely, as well as coordinating the collections for Fair Frome's Food banks.

The club has also come together to start to create one club. With the Women's team, Development teams and Powerchair teams. All coming back into the club to be celebrated and feel part of the main club.

We have also started to look into commercial partners and supporters that will allow them to play their part in the #BA11 campaign.

Sharing of all our information and updates tied to a unique #hashtag will allow everyone access to play their part of a growing success story.

We are #BA11
Together #BA11
Represent #BA11

The positivity has spread across the club, with the fans also taking on the club campaign to include the #BA11 on many of their flags and social media posts.

The club also continued to show our commitment through our distinctive art mural on our clubhouse that features old players and a prominent #BA11. The mural was yet another #BA11 initiative that saw the children of Frome come to express their creative side with the guidance and support of a graffiti street artist.

For more information, please contact
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**“ WE REMAIN COMMITTED TO BECOMING THE BEST
NON-LEAGUE CLUB IN THE COUNTRY ON AND OFF
THE FIELD TO THE BENEFIT OF OUR SUPPORTERS,
PARTNERS AND COMMUNITY.**

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