



Candidate Statement

MIKE BRISCOE



Hi, my name is Mike Briscoe and I would like to put myself forward to be a part of the Portsmouth Supporters Trust, to help bring a younger voice to the table. I subscribe to the view that the supporters 'are' the football club and the owners and players are just passing through. I would like to become involved with PST because I believe that the Supporters' Trust offers the best way of ensuring that Portsmouth supporters define the club. I don't want to see the character of the club that I fell in love with change.

I believe that by truly representing the supporters, PST can ensure and continue to have an influence on those passing through to embrace the fun, love and culture that is Portsmouth Football Club.

I am currently a member of the PST Next Generations group, which aims to help try and encourage younger fans to Fratton Park. While the club's attendance may stay strong and continue to improve, this is mainly due to the cohort of 'consistent regular supporters'. We need to ensure that our supporters are from a wide range of ages, while continuing to receive our continued supporters.

Under fan ownership the club have really helped with trying to bring in younger supporters with great prices and handing out free tickets to local kids teams/clubs. You only have to see young supporters sat in the Milton end enjoying themselves, to see they can really improve the atmosphere and carry their support to the next generation (friends, schools, family).

Under the new ownership I would really like to keep pushing the importance of this! We also need to be able to continue this work with the club and football authorities in general. I say this to enable those at the start of their working lives such as students, to attend games regularly and get into the glorious habit of supporting our team.

One of my aims is to generate more supporters and members to the club and trust while working alongside local schools and businesses to really help promote the club around the city and eventually turn it 'blue'.

As far as I'm aware there are only a small amount of signs about our famous football club around the city. Which doesn't indicate to any visitor that we have a team, let alone how successful we are!

We have around 9 million tourists who visit our great city from around the world and the UK. The football tourism in Britain survey, shows that 2 out of 5 visitors to England watch live football, out of these only 1.3% came to the South East.

This is something we can really push to help bring tourists to the park, to witness our incredible atmosphere.

We can work with hotels, the Dockyard and museums, to name a few. It would be a great opportunity to work with local schools and colleges, to help design some of the projects and to help promote the club and trust around the city. It will also continue to keep our community feel to the club which we had under our fan ownership.

Also by turning the city 'bluer' and attracting more interest from locals to matches, by making them much more aware of the club and upcoming matches. These can replace big adverts of the premier league and their stars, football isn't a tv show! You need to see a live match to really feel the love of the beautiful game. This could be done by bus stops and advertising boards and other projects around the city & surrounding area. With Michael Eisner working in the media and at some of the biggest companies in the world, this is something I feel we can really work together to have a real big impact!

Now Michael and his family have now been given the task to look after our great club, he seems to be very interested in staying the long haul. He speaks about investing in the long term to be successful rather than a short term gain, his strategy is to create more income for the club, instead of getting in a massive amount of debt, like other clubs. This really appeals to me and I would very much like to help with ideas, as I feel I am quite entrepreneurial and love the idea of helping the club be able to have the best academy, best stadium possible and to help put the best possible players on the pitch.

While the main income into the club is from the supporters, I also feel there is only so much money you can take from fans. I personally believe the best way forward is to expand the business and using our brand name. Some ways this can be done:

1. Making the most of the current facilities: I do not believe they are currently being used to their full potential.
2. Collaborate- Collaboration is a way of bringing the skills and experience of your business together with those of another complementary business that has a similar customer base to yours.
3. Enter new markets-This could be selling in a new area, a new country or to a completely different type of customer.

Finally, I want to encourage two way communication between the club and supporters; with the advent of the Trust this seems to have improved, but I want to work towards maximising the membership of PST so that we are seen even more to offer the credible and united voice of the fans. The role of the Board of the Supporters' Trust role is to carry out the wishes of its membership and, if elected, I will do my utmost to reflect their views and work hard to make them a reality. Also through my charity work i have got to know a few of our players/staff who have also helped me raise just over £14,000 for different charities in the last couple years.