

## Manifesto: My Commitment to Pompey - Mike Briscoe

Throughout the past few challenging years, fundraising for Pompey has been no easy task, with the impact of COVID-19 and the current financial climate. However, I have refused to be deterred and have consistently sought out innovative solutions to raise funds and support our beloved club. One of my successful endeavours was arranging for the recording of a new Pompey charity song, "Pompey til I die," performed by Chainska Brassika, who are known for being Madness support act. This song, born out of conversations and active listening to fans, has resonated strongly both at Fratton Park and online, accumulating over 120,000 views. The funds generated from this initiative have been dedicated to The John Jenkins stadium, a project I wholeheartedly support for its potential to greatly benefit our community and the area.

I have been fortunate to receive support from Portsmouth-born celebrities and former players, enabling the creation of a crowdfunding video. This video, showcased on the big screen at Fratton Park and shared online, aims to generate excitement and buzz within our local area. My unwavering support for The John Jenkins stadium reflects my firm belief in its transformative impact on our community.

In the current climate, it is more crucial than ever to ensure that fans can afford to attend football matches. While club costs have inevitably increased, it is imperative that we strike a balance to prevent pricing families out of the game they love. Therefore, I am dedicated to focusing a significant portion of my efforts on presenting ideas to the club that prioritise affordability for our supporters while still addressing the club's financial needs.

I firmly believe that our club deserves better promotion within the city. If you were not from the area and drove around the city, you wouldn't even know that our club has a successful club and history. We need to change that. We must increase the visibility of our club, not just through a few small signs but through impactful displays that showcase our achievements and the pride we have in our team. I will work tirelessly to ensure that Pompey's presence is felt throughout our city, sparking curiosity and attracting new fans to join our community.

Recent census data has revealed that our city is home to approximately 208,000 people, yet a significant number of them do not attend Fratton Park with many of these never attending a match. To bridge this gap, I propose that the club proactively engages with these families to understand the reasons behind their absence. It is important to reach out to the wider public, extending our fan engagement beyond traditional fan groups. By doing so, we can drive the club's development and significantly increase match-day attendances.

Drawing from my experience in various public-facing roles, where I regularly engage with hundreds of people each month, including adults and kids, I have gained valuable insights into the reasons behind non-attendance/lack of interest. Additionally, through extensive research into how other clubs have successfully tackled similar challenges, I believe I have identified the areas where clubs often fall short in promoting themselves to the general public. It is clear that relying solely on standard social media and local papers is no longer sufficient in engaging the local city and further a field.

I firmly believe that our club must learn from these limited successful examples and embrace a fresh approach that has proven effective in boosting attendance at other clubs. To achieve this, we need to think outside the box and develop innovative ideas that capture the attention of the wider public. By exploring unconventional marketing strategies, we can create a renewed sense of excitement and anticipation around match-days and the club in the city. It is my firm belief that together, we can revitalise the local fan base and increase attendances.

I am enthusiastic about collaborating with the club, leveraging my insights, to achieve our shared goal of increasing attendances at league matches, our EFL cup matches and building a strong

community club. By working together, we can implement strategies that resonate with families, offering them the opportunity to witness the exhilaration of watching Pompey in action. Let us break away from the traditional methods and embrace new approaches that will capture the imagination of both existing fans and potential supporters alike.

While many fans have boycotted the Papa John's Trophy in the past, with limited success, I strongly believe that now is the time for the club to change its approach and completely overhaul the focus of these matches. Rather than relying solely on die-hard supporters, we should aim to attract a broader audience, including families who may not closely follow the club but have children eager to experience the magic of a live football match. I propose promoting these matches directly to the public as affordable, fun, and family-oriented events. By highlighting the exciting atmosphere and unforgettable moments that await them at Fratton Park, we can entice new fans to join us in supporting our team and foster a sense of belonging within our community.

Together, let us build a vibrant and inclusive atmosphere at our beloved Fratton Park. By promoting Pompey more effectively within the city, reaching out to the public, and providing affordable opportunities for families to experience the thrill of our EFL trophy matches, we can create a stronger, more connected community.