

A new era is taking shape
Be part of it!



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In Association with
Blues Trust



To All Supporters of Birmingham City Football Club

We are, and we are sure you are, dissatisfied with the financial situation that prevails at our club. Do you want to see a change in ownership of BCFC to an alternative that could offer more long-term stability and a sustainable future for our club?

Recent press reports indicate that the current regime may eventually want to sell the Club. Or, some think that if the financial situation gets any worse, the Club could be forced into administration. A number of supporters have indicated that there is a case for collective supporter share ownership, or part ownership, primarily via the Supporters Trust model. Some feel that in any of the above eventualities, we should be ready to consider all ways to collectively acquire a shareholding in BCFC, if indeed shares become available. Supporter ownership of football clubs is a concept that has increased in popularity, credibility and profile in the UK in recent years. The histories of Portsmouth and Swansea are only two cases in point where their supporters' trusts raised large amounts of capital from a relatively small fan base.

Blues Trust is set up as a Community Benefit Society (CBS) registered under the Industrial and Provident Society.

Supporters Direct (SD) in England (to whom Blues Trust is affiliated) recommends the CBS form of society because it is better suited to community ownership of football clubs as it provides for a unique form of share capital called Community Shares. As a CBS, Blues Trust has the capacity to issue Community Shares to its members, which would enable a fund to be accumulated for the purposes of the above.

We emphasise that at this point in time, we only wish to know how much you could pledge. If it proves that we could collectively amass a reasonable fund, then the Trust may take things a stage further.

We wish to conduct a survey to measure the extent of your appetite for change and to assess the amount of collective monetary support that could be accumulated, in the form of pledges.

Community Shares Initiative Survey

Which of the following best describes where you are currently living?

- I live in the West Midlands
- I live elsewhere in the UK
- I reside overseas

Which of the following best describes how you normally follow Birmingham City?

- I am a Season Ticket Holder
- I attend home matches
- I attend away matches
- I watch or listen to matches on the TV, radio or online
- I read about matches in newspapers or online

What do you think about the current ownership of the Club?

- I am concerned
- I am not concerned
- I believe the owners are doing a good job

If the Club were to change ownership, please indicate which of the following

statements you would agree with (select as many as applicable)

- I would want the new ownership model to include some formal involvement for supporters and the community
- I would prefer the Club to be majority owned by the supporters and the community
- I don't mind who owns the Club, providing it survives

Please indicate what (if at all) you would be willing to invest to make this happen today

Specify your amount below to the nearest £100

£

Please indicate what (if at all) you would be willing to invest to make this happen, if you had a 6-month period to save

Specify your amount below to the nearest £100

£

Full name: _____

Address: _____

E-mail: _____

Tel No: _____

Comments: _____

Please complete this Survey and send it to the following address:

Blues Trust, Royal George Hotel & Bar, Garrison Lane, Birmingham B9 4PN

Alternatively, you can complete it online at

www.blustrust.org where it is also downloadable in PDF format



[facebook.com/delaynomoreofficial](https://www.facebook.com/delaynomoreofficial)



[#DelayNoMore](https://twitter.com/DelayNoMore)

Since the arrest of Carson Yeung in 2011, BCFC's owners BIH have been synonymous with delay.

Delay of accounts, delay of information and delay of investment which continues to slowly strangle the life and soul from our club.

Carson - the time for waiting has ended, sell our club.

What is 'DELAY-NO-MORE'?

'**DELAY-NO-MORE**' is a collaborative, non-violent campaign designed to reflect the mood and feelings of supporters on the terraces at St. Andrew's. It's also a way for supporters to get involved and help bring about positive change to BCFC.

The 'DELAY-NO-MORE' campaign delivers a double message

It's a rallying cry to put pressure on the current regime to act. Visit the delaynomore.co.uk website for the full story and also the translation.

Aims & Objectives

What is the '**DELAY-NO-MORE**' campaign hoping to achieve?

- To apply pressure to the BIHL hierarchy, with the message that the time has come for the club to be sold before it's too late
- Significant national and international press coverage to highlight the Club's current plight in both the UK and Hong Kong
- A 'loss of face' for the current regime
- To provide a platform for Birmingham City supporters to get involved and to help bring about positive change



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