

SPIRIT OF SHANKLY MOTIONS

MOTION 2 – Continued action to address the increasing risk of challenges to the sporting integrity and competitive balance of our game

Proposed by: Spirit of Shankly

Seconded by: Hammers United

The AGM Notes:

In June it was announced that Manchester City are legally challenging the Premier League arguing that the league's Associated Party Transactions rules were unlawful and anti-competitive.

The outcome of the hearing is due later this year.

The rules regarding Associated Party transactions are designed to ensure that club owners cannot use their vast wealth to inflate sponsorship deals and manipulate transfer dealings, leading to higher revenue with a consequent increase in spending power and an ability to get around Financial Fair Play restrictions. The Premier League would argue that the objective is to maintain competitive balance.

The fact that the league's ability to manage its competitive balance and sporting integrity is now at risk should be of concern to all football fans.

The spending gap between the top and bottom teams has increased considerably in recent years from between three to four times differential to more than five times. The latest challenge could mean that the gap could further increase.

This could mean that as clubs scramble to remain competitive they are forever looking to increase ticket prices as they cite a need to 'keep up'. It will also further increase the gap between clubs that seek to be self-sustaining and those that can rely on unlimited investment from their ownership models. Worst case is that some clubs could actually be at risk of failure meaning impact on the club, its fans and the local community in which they reside.

Whilst the introduction of an Independent Regulator would be an improvement on current governance, the proposals in the Football Governance Bill published in April 2024 did not allow its remit to cover the regulatory rules of the leagues themselves.

It is therefore vital that fans of all of our clubs fight to retain the competitive balance and sporting integrity of our game and challenge any club or clubs which put that at risk.

The AGM calls for the FSA

To continue its work to encourage the introduction of an Independent Football Regulator and for the regulator to have a duty to consider competitive balance

To work with relevant football authorities to support the maintenance of clear and concise rules regarding Associated Party Transactions and other inter group transactions such as player trading and selling of assets such as training grounds

To work with fan groups to challenge clubs whose actions call into question the sporting integrity of our game and to call for those who seek to challenge the competitive opportunities for other clubs

To work with the football authorities to encourage further rulebook and regulatory changes that would ensure competitive balance between all clubs in the Premier League.

Vote Motion carried unanimously

MOTION 4 – Young children and attendances at live matches

Proposed by: Fulham Lillies

Seconded by: Women of the Lane, Wolves 1877 Trust, Spirit of Shankly

The AGM Notes:

The huge progress made in recent years to make football more welcoming and accessible to all regardless of race, religion, sexual orientation, disability and gender. However, there remains a number of issues with regards young children and their parents/caregivers attending live football matches.

This includes ticketing, bag policies, facilities such as baby changing, breastfeeding, pram and buggy storage.

That the Fulham Lillies have published a report “You’re Not Welcome Anymore”, which highlights the issues faced by supporters wishing to take young children to football matches as well as highlighting the mental health benefits to parents and caregivers in attending matches after the birth of a child.

The AGM calls for the FSA

To support the work being done by the Fulham Lillies to create a charter in order to secure meaningful change for parents and caregivers wishing to attend live football matches with children under 5. For the FSA to commit to take this up with governing bodies, the Premier League, EFL and individual Clubs.

Vote The motion was passed unanimously but with an acceptance from the meeting that the Chair will ensure the Women’s Super League and Championship are included in discussions.

MOTION 5 – Co-ordinated action on the cost of football tickets

Proposed by: Spirit of Shankly

Seconded by: Arsenal Supporters Trust, Manchester United Supporters Trust, Hammers United, Nottingham Forest Supporters Trust, Wolves 1877 Supporters Trust, City 1894, Talking Cherries

For the AGM to:

Note that despite the cost of living crisis and football clubs earning ever more income from broadcast and commercial income, the cost of football tickets increased at most clubs this year.

Further note that many clubs are abolishing or reducing concessionary tickets penalising loyal senior fans and pricing out young fans who are the future of the game.

Express concern that clubs are exploiting the loyalty of fans who cannot switch their 'brand allegiance' as customers can in other sectors and that we are also seeing a gradual reduction in season ticket and general admission numbers in favour of a growing number of hospitality and one-off admissions.

The AGM calls upon the FSA to establish a ticketing action plan

To devise and a deliver a national education and awareness plan that promotes this issue across the football world and to key audiences

To further devise and support the implementation of local campaign activity and match day protests on ticket pricing appropriate to the specific needs at individual clubs

To press for fan input on ticket pricing to be a key part of the fan engagement work undertaken by Fan Advisory Boards and for the Premier League to ensure these standards are met

To call for the new independent football regulator to have involvement in ticketing pricing including reporting on this activity in its state of football report and ensuring that fans have genuine input in their club's ticketing policy through the structure engagement it will oversee

To undertake a review of concessionary rates across the game including running a 'league wide tracker' and to bring forward proposals for the adoption of minimum standards across the game.

To seek the establishment of a minimum number of Season Ticket and General Admission tickets at all grounds.

The motion was passed with three abstentions and an adjustment to the wording (and the inclusion of the EFL) which would read under the third bullet point: "the FSA to take a position of strategic affordability" and further under the third bullet point: "all relevant leagues".

Vote – The motion was passed with three abstentions and an adjustment to the wording (and the inclusion of the EFL) which would read under the third bullet point: "the FSA to take a position of strategic affordability" and further under the third bullet point: "all relevant leagues"