



# AFC Bournemouth Community Mutual



AFC Bournemouth Community Mutual was set up in 2000 as a 'co-operative' for fans and currently has around 2,500 members. The Mutual's vision is:

*"To work together in safeguarding a professional football club in Bournemouth, and to give supporters, through the Community Mutual, a greater say in how the club is run. We will strive to support the club to achieve its maximum potential, whilst ensuring that it operates within its means, and will use every opportunity to ensure that AFC Bournemouth is regarded positively by all sections of the community"*

## **December 2006 e-newsletter**

Wishing all our readers a very Merry Christmas!! Apologies in advance if the formatting gets a bit messed up through email. One day I'll sort it.

Welcome to the 'bumper' December AFCB CM e-newsletter. This e-newsletter will hopefully give you a feel for activities currently being taken forward by your CM Committee.

Don't forget you can also visit the CM Website by clicking on [www.afcbcm.org](http://www.afcbcm.org).

## **AFCB CM Forum**

The on-line forum is a place for discussing club matters with Community Mutual members and the Community Mutual Board.

In addition to the AFCBCM Website, this online forum has been designed to improve the communication between the Community Mutual and its online members.

The AFCBCM Forum like the website is open for everyone to view, but to participate you have to be a Community Mutual member.

You can participate in our forum at:

<http://www.bournemouth.vitalfootball.co.uk/forum/forums/forum-view.asp?fid=12>

## **CM Financial Proposal**

It will have become clear to all AFC Bournemouth supporters for many years that the club is in need of investment to rid itself of legacy debt and move forwards on the pitch. The Community Mutual (CM) Board has for a long time been looking at ways to find a way out of the current position.

At a recent AFC Bournemouth Board meeting, the Community Mutual outlined a proposal which would address the clubs financial issues. It was agreed that representatives from both the main board and the Community Mutual Board would meet to look at the proposal

The proposal is based on solid logic, and given good governance, would ensure that we spend less than we receive. If after further investigation, (perhaps in combination with the other investment opportunities being pursued separately), the CM proposal proves to be a viable possibility, further information will be released to the membership.

More details of the proposal will be released shortly.

## **Inn Off The Bar**



The Inn Off The Bar has been open to supporters for 4 games now and I think it is fair to say that it has been a very successful start, writes Steve Harris.

The opening day was extremely busy with over 500 people using the bar before the game; this represented approx. 1 person out of every 9 of the Boston match attendance that day. With the opening day offer of cheap beer it was perhaps always going to be busy and the following week with normal prices would be more of a test. It was pleasing to see therefore that it was just as busy the following week and has continued to attract large numbers of supporters for each

game. The bar is also proving to be popular after the game when you can have a drink, find out the results and wait for the traffic to clear.

In general the attendance on matchdays is more than double that of the Cherry Tree and this can really make a financial difference to the club as 50p of every pint sold goes direct to the club. The drinks prices are generally at a good discount to those in nearby pubs with most beers at £2 a pint. Especially popular is the Ringwood Bitter with an additional pump being installed to cope with the demand. The service at the bar has been friendly and efficient with fast service even at the very hectic 2 to 2.30 period. There is at the moment also a temporary bar where bottled beers and soft drinks can be purchased, this can save you time queuing if that is your tittle.

Hot food is available for both Saturday and evening games with a very good value menu priced at £4.95. A separate food order table is situated to the right of the bar and generally the food is brought to your table within a few minutes.

A new addition to the bar this Saturday was the AFCB programme shop where you can buy old AFCB programmes and memorabilia as well as other clubs programmes. Neil Vacher has been looking for a new location for this popular facility and hopefully this will become a permanent feature.

The general feedback that we have had from supporters has been favourable and it was especially pleasing to hear the comments regarding the Ted Macdougall mural. I can assure you all that there were some very worrying moments as the handyman (?) team of Timoney, Harris x 2 and Rowley attempted to install it without damaging it. If you have not seen it yet please take the trouble to do so as at 8 metres by 2.5 metres it is quite impressive.

It has been a challenge to produce a venue that can be used for both supporters and weekday business use, combining a match day atmosphere with the more sedate requirements of conferences but hopefully the Inn Off The Bar has to a great extent succeeded.

The Inn Off The Bar has already been used for 2 very successful sportsmen's dinners with Lawrie Mcmenemy and Alan Ball as guests. These have raised substantial funds for the club and more are planned for the New Year, the first 2 being with Ron "Chopper" Harris and then Harry Redknapp. Both nights should be extremely entertaining and you should get your tickets soon to avoid disappointment.

The room can be hired by business and by individuals for parties and functions so please help the club by supporting the venue.

As always with new ventures there is always room for improvement and over the past few weeks meetings and discussions have taken place, which have resulted in changes to the seating arrangements as well as tweaking a few operational issues. These meetings will continue and one area that we hope to address is the addition of more photos and posters to improve the football atmosphere. We also hope to improve the TV areas so that the screens are visible to more people. If you have any ideas for improvement or any comments to make please email the CM at [afbcm@afcb.co.uk](mailto:afbcm@afcb.co.uk). We also hope to do a survey in the New Year to get your feedback.

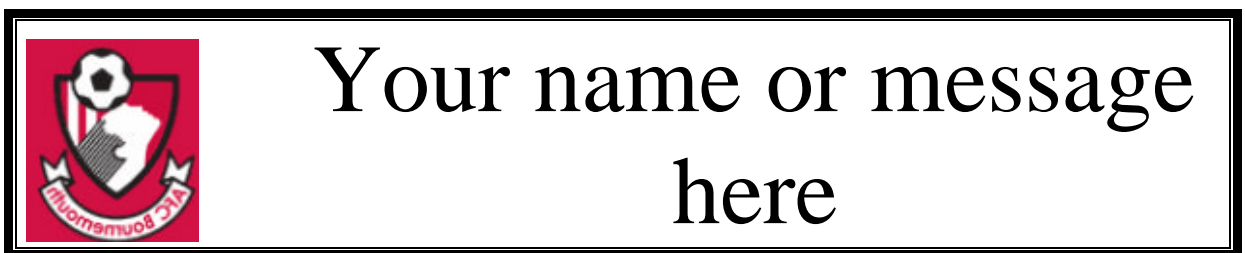
If you have not yet visited the Inn Off The Bar please come and join us on a match day, you will get a warm welcome.

Finally many of your CM representatives use the bar on match days (orange juice only, obviously!) and they are more than happy to answer any CM related questions you may have or to listen to your suggestions and comments.

## Cherry Steps

AFC Bournemouth and the Community Mutual are pleased to announce the launch of the new **Cherry Steps**.

The **Cherry Steps** plaques have been completely re designed to make a much larger and more attractive feature, and will include your name or a short message and the club badge similar to that shown below. The plaques will be installed on the step next to your seat row or as near as possible.



The **Cherry Steps** have been priced to afford supporters the opportunity to purchase one for either a year or for a lifetime, and there is a generous discount for our Junior Cherries members. They would make an ideal birthday or Christmas present! The costs are:-

- **1 year step** £19.95
- **Lifetime step** £99.95
- **1 year Junior Cherries step** £16.95

## Help the young players of the future.

All profits generated by the sale of the **Cherry Steps** will be used directly to help fund the Youth Team. The money raised by Cherry Steps will be held by the Community Mutual and will be used in agreement with our



## Cherry Brick Wall

The **Community Mutual** has offered bricks for sale for the last few years and approx. 1,000 have so far been sold. The majority of these have been installed on the wall between the Main and North Stand and they provide a striking feature either side of the Jubilee gates. Orders for bricks are still being taken and our aim now is to complete the wall between the North and East Stand. Why not leave your own personal message on the stadium wall, something that you can look at every time you visit the Fitness First Stadium! Each brick can accommodate two lines of text with approx. 16 characters per line. The cost of bricks is as



follows:-

- Single brick with black text £33      OR      Single brick with gold text £40
- Double brick with black text £55      OR      Double brick with gold text £66

To apply for your Cherry Brick please complete the following with your message.

**Brick 1    Black text £33.**

**Gold text £40**

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**Brick 2 Double Brick Black text £55.**

**Double Brick Gold text £66**

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**Postal applications** should be sent to AFCB Community Mutual, Fitness First Stadium, Kings Park, Bournemouth, Dorset, BH7 7AF.

**Email** [afcbcm@afcb.co.uk](mailto:afcbcm@afcb.co.uk) with your order requirements.

**Name**

**Address**


**Tel No.**

**Email.**



## Junior Cherries News



*CM Committee member Debbie Harris (pictured) writes...*

Calling all **Junior Cherries** and **JCs** - Your **Christmas Party** is on it's way!!!

On **Thursday 21st December** in our new **First Floor Supporters bar**, the **FULL FIRST TEAM SQUAD** will celebrate Christmas with you while you party the evening away!

There will be lots of yummy Food, Music/Disco, Table Football, Bucking Broncho, a Padded Pole Joust, huge Connect 4 and a Giant Scalextric and of course Cherry Bear!! What more could you want!

With your chance to chat and have your piccie taken with our fantastic first team squad and have loads of fun on all the games, why would you want to be anywhere else!

**JUNIOR CHERRIES (0-8 years) 6pm - 7.30pm**

**JCs (9-16 years) 7.30pm - 9pm.**

Please contact [Juniorcherries@afcb.co.uk](mailto:Juniorcherries@afcb.co.uk) if you are able to make it!!

**Enrol your child in the Junior Cherries and JCs for only £9.00 until the end of the December!!**

The Junior Cherries and JCs are the Youth Membership Scheme for **AFC Bournemouth**.

They are proud to announce that their pro-rata price for the rest of the season is currently **ONLY £9.00!!** For that, if you join before the 31st December 2006, you will receive the fantastic **Membership Pack** which consists of a metal tin with the AFCB logo emblazoned on the front, a branded Junior Cherries and JCs scarf and the coolest LED pen that emits the AFCB logo from the end!!

You child will then get the chance to come to the Junior Cherries and JCs **Christmas Party on Thursday 21st** December which has the full first team squad and loads of entertainment!

**Junior Cherries are 0-8 yrs and JCs are 9-16 yrs.** They will then be eligible for the 40% discount on Season Tickets if you were thinking of getting a half season ticket for them anyway! Oh, and don't forget, if you child is **UNDER 8** and you sign them up as a Junior Cherry the get into **ALL the HOME LEAGUE GAMES** for **FREE !!**

All you need is **£9.00, proof of age of the child and a membership form** that you can obtain from the **Bourne Red Store, reception, the Ticket Office** or download it from their very own website that they share with Football In The Community [jcfitc.co.uk](http://jcfitc.co.uk)

The Ticket Office will then supply you with your membership card which gives your child discount at our **sponsors Splashdown!**

Get your little one something special for Christmas and give them a huge AFCB smile by signing them up the the Junior Cherries and JCs. With a whole host of **benefits** like a birthday card signed by their favourite player, discounted away travel, meet the player events, chance to be a mascot, travel club membership and the fantastic membership pack, you can't go wrong for £9.00!!

Please contact Debbie Harris on [juniorcherries@afcb.co.uk](mailto:juniorcherries@afcb.co.uk) for more details

## ***And finally...***

Please feel free to give your feedback on the newsletter. Write to [afbcm@afcb.co.uk](mailto:afbcm@afcb.co.uk) or drop us a line on the forum.