



THE FIRST 100 DAYS



CLUB CONTEXT

Bromsgrove Sporting is a supporter led club competing at Step 3, where costs and expectations continue to rise. The club has a strong community identity and committed volunteers, but there is an opportunity to strengthen governance, improve commercial performance and introduce more consistent ways of working while protecting what already works on the football side.



THE FIRST
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OBJECTIVE

Provide **stability** during the **transition**, establish **clear leadership** and **lay the foundations** for **sustainable growth** without affecting on-field performance.



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KEY PRIORITIES

GOVERNANCE

- Confirm board roles and decision-making.
- Introduce clear reporting and meeting schedules.
- Improve financial oversight and accountability.

FOOTBALL

- Keep football at the centre of decision making.
- Support the manager and coaching staff.
- Review squad contracts & key operational needs.
- Ensure the colts and ladies are supported, feel values & we are all aligned.

COMMERCIAL

- Review current sponsorship and matchday income.
- Secure early commercial opportunities.
- Develop a clear and consistent sponsorship offer.

BRAND & COMMUNITY

- Improve communication with supporters and partners.
- Present the club as stable, ambitious and community-focused.
- Use stronger marketing to support commercial growth.

PEOPLE & OPERATIONS

- Clarify roles across staff and volunteers.
- Document key processes to reduce operational risk.
- Build a positive, collaborative culture.



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KEY RISKS

- Introducing change too quickly.
- Placing extra pressure on volunteers.
- Disrupting football operations.
- Delays caused by FA or league approvals.
- Financial - over commitment.



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APPROACH

Make changes in phases,
communicate openly and keep
football as the priority.



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SUCCESS AFTER 100 DAYS

- Clear governance and decision-making.
- Football operations remain stable.
- Commercial opportunities progressing.
- Better communication across the club.
- Increased confidence from supporters, volunteers and partners.
- Increased energy, excitement and anticipation.



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PLAYERS

- Recruitment
- Retained



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FANZONE

- Sold Out Every Game
- Great Family Event
- Massive Exposure
- Upcoming Super Cup
- More to come.



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HOSPITALITY

- Hangry Moose on site.
- Increase Main Bar.
- Double the Size of Rousler Return.
- Second Bar Added in Hangry Moose.
- Pop-Up Bar for Busy games to stop wait time.



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TECHNOLOGY IMPROVEMENTS

- LED Perimeter 12M x 2 (24M)
- LED Tunnel
- Scoreboard
- 40ft Container with Screen and Hospitality Deck.
- Sports Bar 7M LED Wall
- New Improved LCD TV in Bar



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QUESTIONS



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