



SWINTON LIONS RLFC

Rugby League Champions 1927, 1928, 1931, 1935, 1963, 1964

Rugby League Challenge Cup Winners 1900, 1926, 1928

5th September 2019

To: Stephen Parker

Chair, Swinton Supporters Trust

Dear Stephen

Thank you for your email of 4th September directed to the Swinton Lions Board. The Board can now respond as follows:

The slides that were shown to the Supporters Trust Board (and others) a week last Wednesday consisted of a Powerpoint program which required verbal presentation. The Board's release of 4th September was an adequate summary of those same slides and nothing of significant value can be added to the 4th September announcement by globally sharing the Powerpoint file.

We absolutely concede that the consultation process has not been ideal, and indeed not in line with what we originally envisaged – derailed as previously explained largely by The Sun release which created an instantly hostile atmosphere which would not have been conducive to a constructive public meeting.

By “compromise proposals” we understand this to mean adaptations of the playing title to such names as “Manchester Swinton Lions”, and different but similar versions. These have been discussed at considerable length by the Board in response to suggestions already received from across the supporter base. Therefore this point is again covered by our 4th September release. The suggestion that these “compromises” have not already been adequately discussed by the Board is incorrect.

However, to re-iterate, the feeling of the Board is that such truncated names would not be helpful in respect of brand identity if we wish to seriously target the wider Manchester area (in terms of investors, sponsors, community engagement and growing long-term supporter numbers). The overall conclusion of the Board was that we should evolve to a trading name of Manchester Lions, whilst keeping as much of the Swinton identity as possible. The 4th September release also explained that the club in its current format is financially unsustainable, whilst the Manchester direction at least opens up fresh opportunities. The detail of these opportunities is dependent on RFL support to assist serious community development and engagement (particularly in respect of the various RLWC2021 legacy opportunities), together with local authority support, and support from educational establishments. Any finer detail beyond that is presently commercially sensitive. However, we shall be pleased to retain an ongoing and constructive dialogue with the Supporters Trust, but as part of making the rebranding exercise a success.

The Board has given full consideration to both the disadvantages and opportunities facing the sport and our club specifically. The vision as presented is the one that we believe best serves our responsibilities as directors of the Limited Company and custodians of the Club. We would hope to receive backing from the Supporters Trust in the positive delivery of this vision to the wider support base. Should that not be possible we would have to accept it as a vote of no confidence in the Board, at which point we as Directors will need to see an urgent counter proposal from the Supporters Trust to effectively run the club in a financially sustainable way under a new Board.

Yours sincerely

THE BOARD OF SWINTON LIONS RLFC

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