

TRUST MATTERS

Ken keen to earn Trust of fellow members with personal touch

Ken Malley is the new chairman of the Pompey Supporters Trust (PST).

Following an annual vote, former vice-chairman Malley has replaced Ashley Brown in the role with the remit of taking the group in a new direction.

The 70-year-old has been a driving force behind the Trust since its inception and commutes to games from his home near Bude, Cornwall.

It's been a busy first week for me as the new chairman of the Pompey Supporters' Trust (PST).

I was immensely proud to have been asked to take over the position of chairman and would briefly like to reiterate my thanks to Ash for the magnificent job he has done.

His are huge boots to fill and the first thing he said to me following the vote was he is only on the end of the phone.

Many of you will know I helped form the Trust in 2009 and served as vice-chairman on the very first board.

Those who don't know me, though, feel free to drop me an email at the above address and ask away.

If you want to know where I live, what my wife's name is or why I think it's a good idea to drive 180 miles each way to watch a football match (and that's for home games) then I'll be only too pleased to answer!

But on a serious note, as we enter 2015, we at the PST are all aware we now face a number of new challenges.

And I would like to take this opportunity to invite you all to continue sending me any questions or comments you may have about me, our board, or the PST in general.

Engaging with our members and being as transparent as possible is vitally important to me – that's why I have been

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kept very busy in my first week in the role.

PST members will know I sent an email around asking for people's questions and they have been coming back in quite substantial numbers!

I'm fairly up to date with answering them – I am trying to answer them all personally.

We will then precis the questions and answers and put the whole lot up on the website.

The most interesting thing for me is that about 80-per-cent of the questions I've received have not been what I would consider Trust-related.

They have been more about the playing staff and the management of the club.

It is very apparent there is a blurred image out there between the Trust and the club.

I think a lot of people see Pompey as one entity and we need to make the difference apparent to people.

I always look upon the Trust as basically the guardian of the club.

It is up to us to make sure the club is run right – but it is not us who is running it, although we have an influence.

I've said it several times that we set the Trust up in a hell of a hurry.

We set it up basically as a safety net because there was serious danger of the club going out of business.

In actual fact, we achieved far more than we really would have dreamed of.

In a very short space of time – within three years and four months of the Trust being registered – fans were owning the



New Pompey Supporters' Trust chairman Ken Malley is keen to help differentiate between the club and the Trust

club. And the Trust was a major part of that fan group which took the club out of administration.

The achievement was marvellous.

But it leaves us with a totally different direction to what we were set up for.

We need a new strategy that we need to put out to the membership – we need the input of the membership into that strategy which is one of the reasons why we are asking for questions.

Perhaps I have an advantage within the Trust board in that I am retired – most of

these other poor devils are trying to fit in a job as well.

I was an executive director of the Footballers' Supporters Federation (FSF) but I have dropped that role because I feel I need much more time for the Trust.

I'm glad I did as it has proved to be every bit as demanding as I anticipated!

I am privileged to be doing it, though, and see my role at the Trust as extremely worthwhile – it's not something I ever dreamed of, I must admit, but there you go.

New year means new board as kiosks provide food for thought



PST vice-chairman Tom Dearie

The big news at the start of the new year is that the Pompey Supporters' Trust (PST) has elected a new chairman in Ken Malley.

Ken assumes the role from Ashley Brown, with Tom Dearie taking over as vice-chairman.

The PST owe a great debt of thanks to Ashley who took the chair before the takeover, led the bid team and has served as a PST representative on the club board ever since.

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He will continue in this role and with his many other projects, like overseeing the Tesco deal, serving as a director of the football club and Pompey in the Community (PitC) and as an invited 'expert' on the DCMS panel.

People may be surprised about the announcement but for me it happened for

the right reasons. Ashley is a very busy guy and has a lot on his plate.

He is not just a director of the club but he has an important day-to-day job and a young family.

We are not losing Ashley or his influence or knowledge, though, and he remains a hugely-important person on our board.

While he was an excellent chairman, Ken – who steps up from his previous position as vice-chairman – is retired and has a lot more

time to dedicate to what we are doing.

The board has acknowledged the Trust now faces a new challenge – a challenge to reach out to a wider fanbase and grow its membership.

We must ensure we use this time of stability to lay the foundations to ensure Pompey remain competitive on the pitch but crucially financially sustainable off it as well.

In other news, we have been provided with food for

thought from fans recently about their matchday experience at Fratton Park.

The queueing times at kiosks, availability of food and drink and service has been remarked upon.

Mark Trapani is leading the charge from a PST point of view on this matter and is in close contact with Mark Catlin and catering manager Mark McComiskey.

At the next home game, PST board members will be observing the kiosks and gathering fans' feedback.