

Personal Statement: Andrew Collins

As one of the original members of the CF10 Rugby Trust working party, I am excited by the opportunity to continue my role of Membership Secretary and ensure the Trust remains an influential and powerful voice for all Cardiff Rugby supporters.

Having been involved with the Trust since the first meeting, I feel I have played a significant role in its development from concept to now having nearly 800 members. During the early stages of the Trust's formation, I made valuable contributions to what would become the vision and direction. As these developed, I helped to clarify this message and make it meaningful to supporters. It was at one of the first meetings that I suggested the all-encompassing phrase '*Protecting the past, embracing the future*', which has since become the Trusts' strapline.

Prior to the Open Meeting, I was heavily involved in developing the brand and its online presence through new digital media, this included setting up social media accounts and establishing an online presence. I co-ordinated online campaigns to promote the Open Meeting – the success of which was integral to the Trust's formation – and assisted with the creation of the CF10 website. Following that first event, I continued to run the social media accounts with promotions, such as the *#ClassicMoments* weekly videos during the off-season. Whilst I have since handed this responsibility over to others with greater experience, during this time the Trust's social media accounts gained over 500 followers, greatly helping to get the message across to fans and stakeholders.

I have also been involved in creating promotional material for both online and offline distribution. This has included producing infographics and share-able content for social media and creating printable flyers for events.

More recently, I designed the CF10 Rugby Trust Fanzine, which was printed and distributed at matches. This involved working with other members of the team, who were creating the content, to ensure word count did not exceed the available space and to produce a Fanzine which looked professional and striking.

Another contribution I have made during my time with the Working Party was in the design and costing of the Membership Cards. The group wanted a membership card which reflected the Trust's marketing material and made a strong first impression on its new members, whilst not costing too much. I am particularly pleased with the finished product and believe I worked well with the team. Aside from specific tasks and responsibilities, I have attended nearly all the Trust's meetings to date and have been present at key events and promotional campaigns. I believe I have been able to offer the group useful advice, opinions and suggestions at these meetings, all contributing, in small ways, to the overall success the Trust has enjoyed.

For the past 2 years, I have held the role of Membership Secretary. I take this role very seriously, ensuring that we hold members' data securely and are GDPR compliant. If successful in my application, I hope to help the Trust grow the number of members towards our goal of 1,000 by 2021.

My passion for Cardiff Rugby led me to get involved in setting up the Trust and I truly believe it will become an influential force and voice for its supporters. I would greatly like to be involved in this process and hope to continue to support the group in the role of Membership Secretary.