

## **CF10 ARMS PARK RUGBY TRUST**

### **ELECTION NOMINATION FORM**

**Andrew Collins's Statement:** (should be at least 400 words long and no longer than 1000 words)

**Instructions on reverse**

As one of the original members of the CF10 Rugby Trust working party, I am excited by opportunity to become a Board Member and continue to help the Trust become 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 over 300 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 meeting 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.

If successful in my application, I believe I would be a useful addition to the team. I have demonstrated my ability to establish a vision and strategy for the organisation and, through social media campaigns, monitor its on-going progress. I have developed effective working relationships with the current Chair and team members, and would be happy working with anyone who shares the ambitions of the Trust.

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. There is still a long way to go before we achieve that status, however I would greatly like to be involved in this process and hope to continue to support the group in the role of Board Member.