



Dear Fellow Supporter

There is no avoiding the issue, the current season has been a bad one and we are in a precarious position. At the club, we accept collective responsibility for our position and for taking steps to improve the structure of the club and its decision-making. Going forward, we have to break with the past and do things differently to get better results.

In the short-term, Danny and the players need all the character and commitment they can muster, and the supporters need to continue their wholehearted support if we are to avoid the drop. The fans have been the best part of this disappointing season and deserve better for their endeavours.

The problem for our club is resources. We are consistently dependent on our owner for our continued existence. He deserves better too. One of our problems is that we have always waited for the result of our season before we have issued our season ticket renewals – we have rarely known what division we will be in and what funds we will have available until late. As a consequence we have been late with our recruiting – sometimes as much as a month behind other clubs. Our recruitment has therefore left us with less choice and competitiveness in the player market.

Although the timing may appear bad, we have decided to issue the season ticket renewals now, priced with a discount structure for early payment. If you support this initiative – and we sincerely hope you will - we will have some financial substance to recruit early, whatever division we are in. We will be able to base our team on our own players, both newly contracted (for we have few under contract at the end of this season) and our outstanding youth players.

Earlier this year, we asked if you wanted to change the badge of the club and you said no! The message that came back was that the Barnsley images on the badge of the glass blower and the miner were too iconic to be sacrificed. Of course the remaining icon from the 19th Century is the club itself and we can save that as a living entity with your support. Please remain true to Barnsley Football Club. Help us if you are able by renewing your season ticket early.

Come On You Reds!

Kind regards

Yours sincerely

Ben Mansford
Chief Executive

BE PROUD.
BE BARNLEY.