



OUR CLUB, OUR FUTURE

Our plan for growth for Motherwell Football Club and The Well Society

July 2024



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THE PRIDE OF LANARKSHIRE, IN OUR HANDS

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FOREWORD

REVITALISING FAN-OWNERSHIP AND CELEBRATING ITS SUCCESS

Being the first fan-owned top flight football club in the UK is something that we are rightfully proud of. Getting to that point was a long and arduous journey, built on the time, efforts, and dedication of a whole host of passionate Motherwell fans.

From those involved at the very inception, to the input of Les Hutchison, to those who have forked out monthly pledges over the years, fan-ownership has been a collective, collaborative journey.

Despite some natural pitfalls and learning experiences along the way, it has been a successful journey.

We've made cup finals, been amongst the top-six teams in the country, and maintained our all-important top-flight status (now for our 40th season).

➔ Read about our fan-owned success on [Page 07](#)

But what now?

With a revitalised Well Society Board brimming with fresh ideas and the prospect of a fresh start at the football club this summer, and with a departing club Chairman and the recent appointment of a new Chief Executive, our intention was always to spend these months working on our plans for the future, alongside the other improvements we've been making to the Well Society behind the scenes.

These include renewed fundraising efforts, the modernisation of administrative processes, reviewing governance, and launching our new website.

To outline those plans and develop our vision for the Well Society's future, and the future of Motherwell Football Club with the Society as majority shareholder, we have sought the experience and expertise of a whole host of individuals across the football and business world; leading to incredibly productive conversations as we mould our plans. Our vision has been constructed with the invaluable input from the likes of fintech strategist David Cullinan; multi-business CEO Kyrk McMillan; former Paycare Chief Executive Kevin Rodgers, and US-based football business consultant Gus McNab; and a number of others.

And on top of that, we have already built a hugely positive and collaborative working relationship with the Club's new Chief Executive, Brian Caldwell, whose input has also been vital in the development of these plans.

FOREWORD CONTINUED

We will step up engagement with Well Society members further by building on the hugely successful series of sessions held earlier in the year. Topics we’ve covered there and want to develop include governance, membership and communications.

➔ Read about our new workstreams on [Page 14](#)

We’ll also continue to work with Brian to identify first-hand where the Society can work with the Club, and members of staff across its departments to truly maximise growth and income generation.

➔ Read more on [Page 20](#)

We’ll continue to maintain our close relationships with the Community Trust and the Youth Academy to ensure that we’re building on the community-related and youth development aspects that are crucial to Motherwell Football Club.

➔ Read about our community plans [Page 04](#)

What we want to share with you today is an outline of our vision and the initial plans we’ve created through our discussions with experts and you, the members – which will form the basis for a new start for both the Well Society and Motherwell Football Club — as we carry on the successful legacy of fan-ownership at Fir Park.

As mentioned already, we don’t see this as a finalised plan. Instead, it will act as a guide as we move into this new area of collaboration right across Motherwell Football Club, with a revitalised and more influential Well Society Board engaging fully with our members.

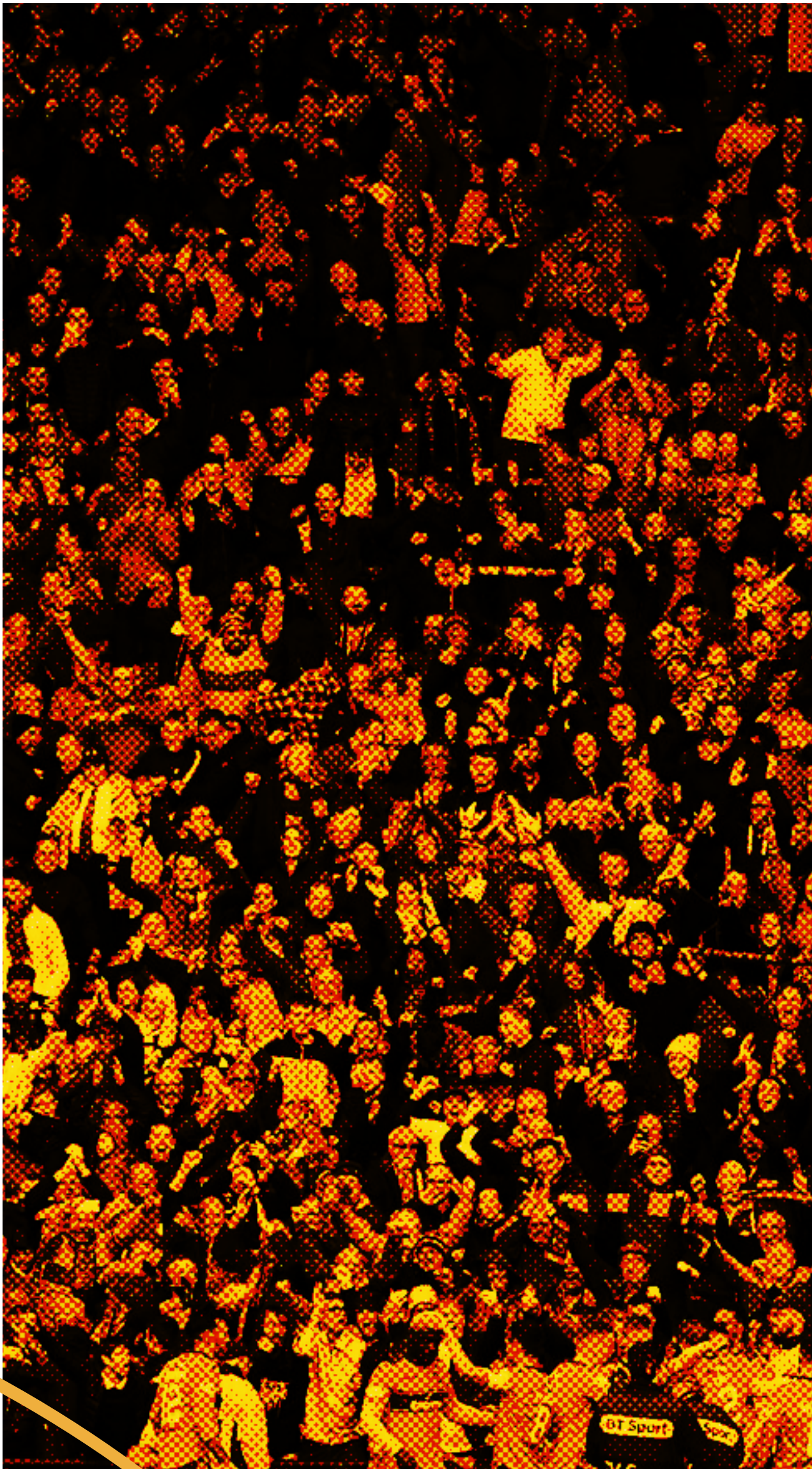
New targets and objectives will materialise, fresh areas for growth will be identified, and ultimately the direction of the Club will be driven by a coalition of the Society, a newly appointed Executive Board and Chairman, and our recently appointed Chief Executive.

But what we hope this does is outline that the Well Society is ready to build on the progress to date, to take up the challenge of a fresh start for both the Society and the football club, and to continue working hard to better both the fan-ownership model and all aspects of Motherwell Football Club in the spirit of engagement, collaboration, and dedication.

Thank you for engaging with our proposal for a fan-owned future at our club.

Sincerely,
The Well Society Board

The **Well Society.**



OUR NEW VISION FOR THE CLUB

WE WANT TO BE
A TRUE PILLAR OF
OUR COMMUNITY

Our vision for Motherwell Football Club is for it to become a **Community Anchor**; something special which we all have a share in. At the heart of our community, Motherwell FC stands not just as a football club but as a cherished institution woven into the fabric of our town.

As the Well Society, we are not only the majority shareholder; we are custodians of a legacy that spans generations. Our responsibility extends beyond the pitch to nurture and enhance Motherwell FC’s role as a vital Community Anchor.

Placemaking is about harnessing the strengths and potential of our local community to create spaces that enhance urban life and promote health, happiness, and well-being. Motherwell FC, with its rich history and passionate supporters, is a cornerstone of this effort. Fir Park is more than just a venue for matches; it’s a place where friendships are forged, memories are made, and dreams take flight.

As a Community Anchor, Motherwell FC attracts not only loyal fans but also businesses and visitors to our town. It serves as a beacon of identity, uniting us all under the banner of our beloved club. By strengthening our ties with local organisations and fostering deeper relationships, we will to grow our membership and match-day attendance.

This initiative is not just about numbers; it’s about enriching our community spirit and ensuring that Motherwell FC remains a source of pride for generations to come. Together, with unwavering support from our members and the local community, we will continue to uphold the values that define us.

We believe in a future where fan-ownership ensures that decisions are made with the best interests of Motherwell FC and our community at heart.



OUR NEW VISION FOR THE CLUB CONTINUED



WHAT WE WILL DO

Now it is time to change how we operate as the majority shareholder, adding to our structures to increase our capacity and engagement with members.

The Society should to play a more assertive role in how we support the Club in developing a comprehensive long-term strategy for success both on and off the park.

➔ See Our Approach to Investment on [Page 09](#)

We will focus on how we can improve the matchday experience, engage, and encourage those who no longer join us at Fir Park, and work to identify a whole new layer of supporters attracted to playing a part in the next chapter in the incredible story of Motherwell Football Club.

➔ See Our Plan for Growth on [Page 14](#)

HOW WE WILL DO IT

Our future success will rely on building the infrastructure needed to develop both talent and support from a young age, providing pathways for players and fans alike throughout their lives.

We will be Scotland’s premier purpose-driven club. This means not only being rooted in the local community but having our renewed values and purpose embedded into every decision and direction we take.

We will be the club of choice for every young person wanting to play or watch football in Lanarkshire. We will provide our members and the Club’s supporters with the highest quality customer service, fan engagement, and youth development of any club in Scotland.

Motherwell will be a club that provides fans of all ages with an identity, a sense of belonging and agency over a huge part of their lives. Fir Park will be somewhere that supporters feel happy, secure and at home, somewhere they can take refuge from the world outside and find it hard to leave again.

OUR NEW VISION FOR THE CLUB CONTINUED

WE KNOW WHAT
WE STAND FOR,
AS CHOSEN BY
YOU THE SUPPORT

We have collaborated with Motherwell supporters to understand what it means to be a supporter of our club and what we stand for. We will be guided by these values.



LEADERSHIP

We will be accountable for delivering on our strategic goals.



PASSION

We will develop and fund a programme of events to promote the passionate support of our club.



AMBITION

We will never settle for what we have, while adopting best practice from fan-owned clubs across Europe.



HERITAGE

We will promote the social history and traditions of Motherwell and the wider community.



COMMUNITY

We will support and grow Motherwell Football Club as an integral asset within the community.



SUSTAINABILITY

We will protect the future of the Club by using our position to ensure sustainable financial growth.



INTEGRITY

We will work with honesty, trust, and transparency to ensure fans are heard and accountability is paramount.



UNITY

We will be proactive in bringing fans together to engage and debate on issues affecting members.



OUR ACHIEVEMENTS SO FAR

THE WELL SOCIETY WAS ESTABLISHED IN 2011; IN 2016 WE BECAME THE OWNERS OF THE CLUB

We have experienced great times during the years of fan-ownership on and off the park. Fan-ownership has worked, is working, and we can do even more going forward.

➔ Some of our proudest moments are outlined on the [next page](#)

2011

The Well Society is launched, described as the vehicle to “**secure the future of this club for our children and our children’s children**” by then Motherwell Chief Executive, Leeann Dempster.

2012

Motherwell qualify for the **Champions League** for the first time, entering at the third qualifying round and drawn against Greek giants Panathinaikos.

2013

The Steelmen finish the season in second place, thanks to a dramatic last day Craig Reid winner sparking wild scenes in the away end at Pittodrie.

2016

Motherwell officially becomes **the first top flight club in the United Kingdom** to be owned by its fans, as The Well Society assumes the majority stake.

2017

Two goals from Louis Moult against Rangers at Hampden sends the ‘Well into the Betfred Cup Final for the first time since 2005.

2018

The Steelmen enjoy a second cup final in quick succession, facing Celtic in the 2018 Scottish Cup Final.

2020

The sale of James Scott allows fan-owned Motherwell to **totally clear all of its external debts**, leaving only money owed to The Well Society.

Motherwell Academy graduate **David Turnbull becomes the Club’s record player sale**, joining Celtic for £3.25m.

2021

The Club posts a **record profit of almost £3.6m** and boasts a club record of 5,700 season ticket sales ahead of the 2021/22 season.

2022

Motherwell achieves both a top-six finish and entry into the Europa Conference League at the second qualifying stage.

OUR ACHIEVEMENTS SO FAR CONTINUED

The Well Society made its first financial contribution to Motherwell FC in the 2012-13 season:

DURING THAT TIME
THE CLUB HAS...

Won our first **5-2**
SCOTTISH
YOUTH CUP

Enjoyed **CONTINENTAL**
European competition in six seasons.



Played exclusively in the
TOP-FLIGHT



only Aberdeen, Celtic, and St Johnstone have also remained in the top-flight over this period.

X2 **RUNNERS UP**
in the Premiership across two seasons

while we in total secured top-six finishes across five seasons.

TOP-SIX **X5**

Accumulated more top-flight points than:

TEAM	PTS
MOTHERWELL	556
KILMARNOCK	493
HEART OF MIDLOTHIAN	484
ROSS COUNTY	480
HIBERNIAN	447
ST MIRREN	353
DUNDEE UNITED	312

Founded the

**WOMEN OF
STEEL**



Motherwell's Women's team, playing in Scotland's top-flight.

and together, we've

**RAISED
OVER £2M**

from subscriptions, events, and other fundraising activity.



OUR APPROACH TO INVESTMENT



We want to drive investment in our club by bringing together the power of Well Society members, local business people, and the best international innovators.

Sean Baillie
Well Society Board member

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Our approach to investment

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OUR APPROACH TO INVESTMENT — FROM LOCAL PARTNERSHIPS

UTILISING OUR COMMUNITY CONNECTIONS

We can accelerate our plan for growth by collaborating with local business owners and entrepreneurs who understand the Club and our community.

As a fan-owned club we are open to cooperative partnership investment opportunities, provided they accurately value the Club, safeguard fan-ownership, and ensure sustainable financial stability in the long term.

Our strategy involves collaborating with local business owners and entrepreneurs who share a strong emotional attachment to the Club. Together, we aim to secure ongoing capital contributions that will fuel our growth initiatives.

We have already identified several interested individuals who are eager to support such a scheme. The group includes business leaders across a range of sectors. We will reach out to the broader business community across Lanarkshire with our comprehensive business plan.

These individuals will receive shares in the Club in exchange for their investment and support. The Well Society would look to convert our existing loans to Motherwell Football Club as required to maintain our majority shareholding, thereby ensuring fan-ownership remains intact for future generations.

Beyond financial backing, these partners bring valuable knowledge, skills, and experience that will enhance our strategic approach and drive meaningful change. We envisage these esteemed collaborators becoming integral members of a revitalised Executive Board.

This partnership model not only welcomes additional capital to realise our growth ambitions but also harnesses diverse

expertise to strengthen our operations and uphold the values of fan-ownership at Motherwell Football Club.

➤ We've outlined stories of similar partnerships on the [next page](#)



OUR APPROACH TO INVESTMENT — FROM LOCAL PARTNERSHIPS CONTINUED

OUR INSPIRATIONS



Fortuna For All partners with strategic investors to deliver free tickets, investment in youth development, digital and stadium infrastructure. It has grown their membership by 6000 in 6 months and seen a 50% increase in sponsorship revenue.



“Pompey Shares” initiative saw the club raise significant funds through community share offerings. This model enabled fans and local businesses to invest in the club’s future while retaining the club’s democratic ownership structure.



“Plough Lane Bond” initiative successfully raised funds for a new stadium through a detailed business plan that outlined financial projections, return on investment, and community benefits, attracting widespread support from local businesses and fans alike.



Exeter City FC have successfully engaged local investors through community share schemes. These schemes allow fans and local businesses to buy shares in the club, pooling their resources to support sustainable growth while maintaining fan influence.



Bohemians FC have secured 26% of all commercial revenue in the League of Ireland (LOI) through innovative shirt designs and marketing, a huge undertaking for a fan-owned club.



FCUM has integrated local business leaders onto their board, bringing expertise in finance, marketing, and community engagement. This collaborative approach has strengthened the club’s governance and operational capabilities.

OUR APPROACH TO INVESTMENT — STRATEGIC INVESTMENTS

WORKING WITH
PARTNERS WHO
SHARE OUR VISION

We will actively seek potential partners who share our vision of enhancing Motherwell Football Club through sustained financial backing and valuable expertise. Moving forward, we plan to advance our search for investment partners specifically focused on funding strategic projects.

This will include seeking partners interested in supporting off-park infrastructure projects, such as developing new facilities at Fir Park or upgrading the training ground. These improvements will not only enhance our operational capabilities but also create opportunities for corporate events, thereby boosting our revenue streams.

➔ Read more about opportunities for revenue growth on [Page 24](#)

STRATEGIC INVESTMENT
PARTNERSHIPS

Strategic investors are entities or individuals who inject capital into a business or organisation not solely for financial returns but also to achieve strategic benefits aligned with their own business objectives. Unlike conventional investors who focus primarily on financial gains, strategic investors seek synergistic advantages from their investments. These advantages may include gaining access to new markets, validating technologies, associating their brand with the organisation, or exploring opportunities for product development and enhancement.

In the context of Motherwell Football Club and the Well Society, strategic investors would be companies or individuals who invest in the Club while also offering expertise, technology, or services that can enhance the Club’s operations, performance, and market appeal. These investors would benefit by leveraging the Club as a platform to showcase their products, gather data, and demonstrate the effectiveness of their innovations in a competitive sports environment.



OUR APPROACH TO INVESTMENT — STRATEGIC INVESTMENTS CONTINUED

HOW THE STRATEGIC INVESTMENT MODEL OPERATES

The strategic investor model for Motherwell involves a structured approach where selected investors bring both financial resources and specialised expertise to the Club. The process can be outlined in three key steps:





OUR PLAN FOR GROWTH



This is a very clear vision for Motherwell FC and the Well Society. It is full of forward-looking, achievable and pragmatic ideas to grow income while strengthening the club's community ethos and bonds with supporters.

Brian McCafferty

Former Well Society and Motherwell chairman

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OUR PLAN FOR GROWTH — ON COMMUNICATION

OUR FRESH
APPROACH
TO FAN VOICE,
ENGAGEMENT AND
COMMUNICATION

We asked your views on the future of fan voice, engagement and communication. In focus groups, in our online survey and in individual conversations you told us you expected more – and we agree.

As a fan-owned football club, we’re clear from whom The Well Society takes its lead. **It’s you.**

But actions speak louder than words. We need a new approach to how we listen, engage and hear your voice – in ways that work for all our fans.

We’re conscious too of the need to be more open, transparent and accountable about the people you elect, the priorities you set, and the progress that together we make.

WHAT WE WILL DO

Under fresh structures, we’ve established a communications workstream. The workstream, led by two board members, leans into the professional expertise of members working in the national media, corporate affairs, digital, and design.

With a new strategy, we will outline a fresh approach to fan voice, engagement, and communication. We’re listening and leading differently – starting now.

HOW WE WILL DO IT

Over the next few months you’ll see:

- A new, fan focused Well Society website with the latest information on our people, priorities, and progress.
- A new approach to fan voice and engagement – regular online and in-person opportunities to find out more and have your say, starting with a new biannual ‘Well Engaged Fan Forum’ linking members with Well Society Board members, the Club Chief Executive, and the Manager in open, themed sessions.
- A new approach to fan communication, with regular news on our new, fan focused Well Society website; on refreshed social media channels; in our refreshed digital newsletter and in a regular Well Society podcast.



OUR PLAN FOR GROWTH — ON MEMBERSHIP

WE'RE BUILDING A VIBRANT COMMUNITY OF OWNERS

During our focus sessions earlier in the year and through your feedback in our online survey last year, you told us that whilst you value your membership of the Society, you do not feel valued as a member of The Well Society.

You told us about a need for greater engagement and added value from being a member. There was a real desire for more Society events allowing our members to get closer to the club they love, whilst many of you also wanted to be more involved in the Society.

From this feedback we have already engaged workstream contributors who are bringing their knowledge, skills, and expertise to the fore.

Our aim is to ensure every Well Society member sees the value in being part of our organisation.

WHAT WE WILL DO

Our new membership workstream has brought together board members and engaged contributors with diverse backgrounds in sales, education, and financial services who want to make a difference for the wider membership.

Together we aim to grow and engage our membership through strategic initiatives, personalised experiences and value-added services with a desire to foster a vibrant community of Society members.

HOW WE WILL DO IT

Over the next few months you'll see:

- A move to a new Customer Relationship Management system which will enable more personalised engagement and new self service options.
- The development of a membership education course, available free of charge to all Well Society members, intended to spread understanding of supporter ownership and the Society.
- In line with our focus on Motherwell supporting communities across Lanarkshire, we will pilot the introduction of local Well Society branches.
- A refreshed set of membership tiers and benefits designed in collaboration with our members.
- A rolling 12 month events calendar designed in collaboration with the Club and the Former Players Club with dedicated meet the Chairman, CEO and Manager sessions.
- The launch of a new more transparent approach to member's questions utilising social media channels to gather feedback more regularly and sharing responses for all to see via our new website and our new regular podcast.



OUR PLAN FOR GROWTH — ON GOVERNANCE

A CLEAR,
TRANSPARENT,
ACCOUNTABLE AND
ROBUST APPROACH

With new vigour and direction we consulted you, our membership, on your perceptions of governance and future rejuvenated collaboration between the Club and the Society. There have been important decisions regarding the strategic direction of the Club you have not had your say on — that is changing.

Fan-ownership is a unique opportunity to do things differently from the stoic and tired way football clubs have been managed in the past. It is the opportunity to take a fresh look at every aspect and implement truly innovative and revolutionary ideas driven by and focused on our support, by our support and for our support. We are ultimately accountable to you, not a bank, venture capitalist, or any individual.

We have faced challenges in the past which we cannot ignore; we will make these a distant memory by implementing new, robust governance processes. We want to make new memories; not have our goals and ambitions be overshadowed by painful old ones.

You have given us a mandate to protect the Club, to support and empower the CEO, First Team Manager, and Academy Director to ensure we stay at the heart of this community, for the community.

WHAT WE WILL DO

We have already established a governance workstream. Initially led by three board members, we drew from a wealth of experience available in business, corporate governance, international trade, crisis management, third sector, and local and national government in our membership.

Our new standalone website gives a platform to increase the accessibility of our rules, processes, procedures and constitution.

HOW WE WILL DO IT

Over the next few months you'll see:

- Enhanced clarity and direction to all engaged parties of their remit, roles and responsibilities, illustrated with clear policies and aims.
- A new shareholder agreement, drafted to ensure any ambiguity in the relationship between the majority shareholder and club is removed.

- Robust protection of certain tenets within a set of Reserved Matters which we consider sacrosanct and core to every supporter of the Club, which cannot be altered arbitrarily without consent. This would protect a range of aspects including the club's name, colours, stadium, playing surface, football operations, budgeting and a fans voice.
- The appointment of new directors to the Club board to faithfully advocate the views of the membership commensurate with our 71.7% shareholding.
- A clear definition on what merits a full Society vote.
- The implementation of new performance reviews, set clear Key Performance Indicators and a solution on monitoring and evaluation.

OUR PLAN FOR GROWTH — ON FUNDRAISING

AN OPPORTUNE TIME FOR GROWTH

By delivering improved communications, better engagement and an overhauled governance model, we believe there is a significant opportunity to grow The Well Society membership base and contributions

To understand our financial landscape, it’s essential to examine our current membership structure. We are proud to have had over 4,000 contributing members over our history, with around 1,600 regular adult members collectively contributing £180,000 annually.

Our regular adult members form the bedrock of our financial stability, providing a steady £180,000 per year. However, expanding our membership base remains a crucial objective.

Meeting our objective of bridging a potential worst-case financial gap of £750,000 through membership contributions alone presents a significant challenge. We must also remember that the circumstances for that £750,000 gap have not yet materialised in a single season. We will respond to this challenge by capitalising on the opportunities for growth and sustainability.

The strategies outlined in this document, including strategic investments and enhanced revenue streams, provide confidence in our ability to address any shortfalls. These initiatives will offer diverse and sustainable financial

support, enabling us to meet our financial objectives without solely relying on membership contributions.

However, with over 2,400 members who currently do not make monthly contributions, there is a substantial opportunity to grow our support base. If each of these members were to contribute at £12 per month this would raise an additional £345,000 per annum.

While this is no small feat, we are heartened by the fact that this would involve re-activating members who have already shown interest and support in the ethos of the Well Society.

It should go without saying that we are exploring various avenues beyond membership subscriptions. Working closely with consultants and advisors over the past six months has uncovered new possibilities. These encompass several different approaches that are in line with our club’s fundamental values, promising to strengthen our financial position.

OVER £180,000 GENERATED ANNUALLY

contributed by our regular adult members

OVER 2,400 POTENTIAL NEW CONTRIBUTORS

focusing on members who currently do not make monthly contributions, representing substantial opportunity to grow our support base



FURTHER OPPORTUNITIES



Fir Park continues to provide a bastion for community support and interaction, thanks in no small part to the fantastic work of the Well Society and the people of Motherwell.

I fully endorse the Well Society's plan and have confidence in the board to drive the football club forward.

Liam Grimshaw

Well Society member, former Motherwell player

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SEASON TICKETS

WE BELIEVE
THERE IS AN
OPPORTUNITY TO
GROW OUR SEASON
TICKET HOLDERS

We have identified 25 towns across Lanarkshire where the Well Society has active members and supporters who hold season tickets.

Data from the 2023/24 season ticket sales reveals that only three towns in Lanarkshire have a season ticket holder base exceeding 2% of the total population: Motherwell, Wishaw, and Carluke. In addition, there is one town, Lanark, where season ticket holders represent more than 1% of the population. Conversely, in 21 towns and villages, the proportion of season ticket holders falls below 1% of the population.

Increasing the number of season ticket holders in each of these 25 towns and villages by just 1% would result in more than 1,700 additional season tickets sold. Achieving this growth would involve substantial efforts to expand our presence in each locality. **Establishing local Well Society groups would significantly facilitate this process, making it more achievable to build our supporter base across Lanarkshire.**

We aim to actively support the Club in enhancing season ticket sales across our core communities. The Well Society will allocate additional resources towards sales, marketing, and hosting a series of community events.

By fostering local relationships and maintaining a visible presence in our communities, we can continue to expand our supporter base. This growth will not only increase ticket sales but also boost revenue from merchandise and commercial sponsorships.

The following table illustrates how an uplift in sales across key price categories could generate nearly £100,000 in additional income.

We believe that growing the number of season ticket holders to 4,628 is realistic. Indeed in recent years our season ticket sales have risen as high as 4,794. While the average annual season ticket renewal rate is around 82%.

This means that we are still attracting new season ticket holders each year to maintain the season ticket base above 4,000 supporters. There is also a significant audience of lapsed season ticket holders who we can re-engage to deliver our target.

These targeted increases are based on maintaining early bird renewals at current levels, with additional sales expected at full price during the summer months. This approach allows us to pinpoint areas with lower sales performance and adjust our messaging accordingly. We will focus on specific price categories and stand locations, guided by fans’ previous purchasing behaviour.

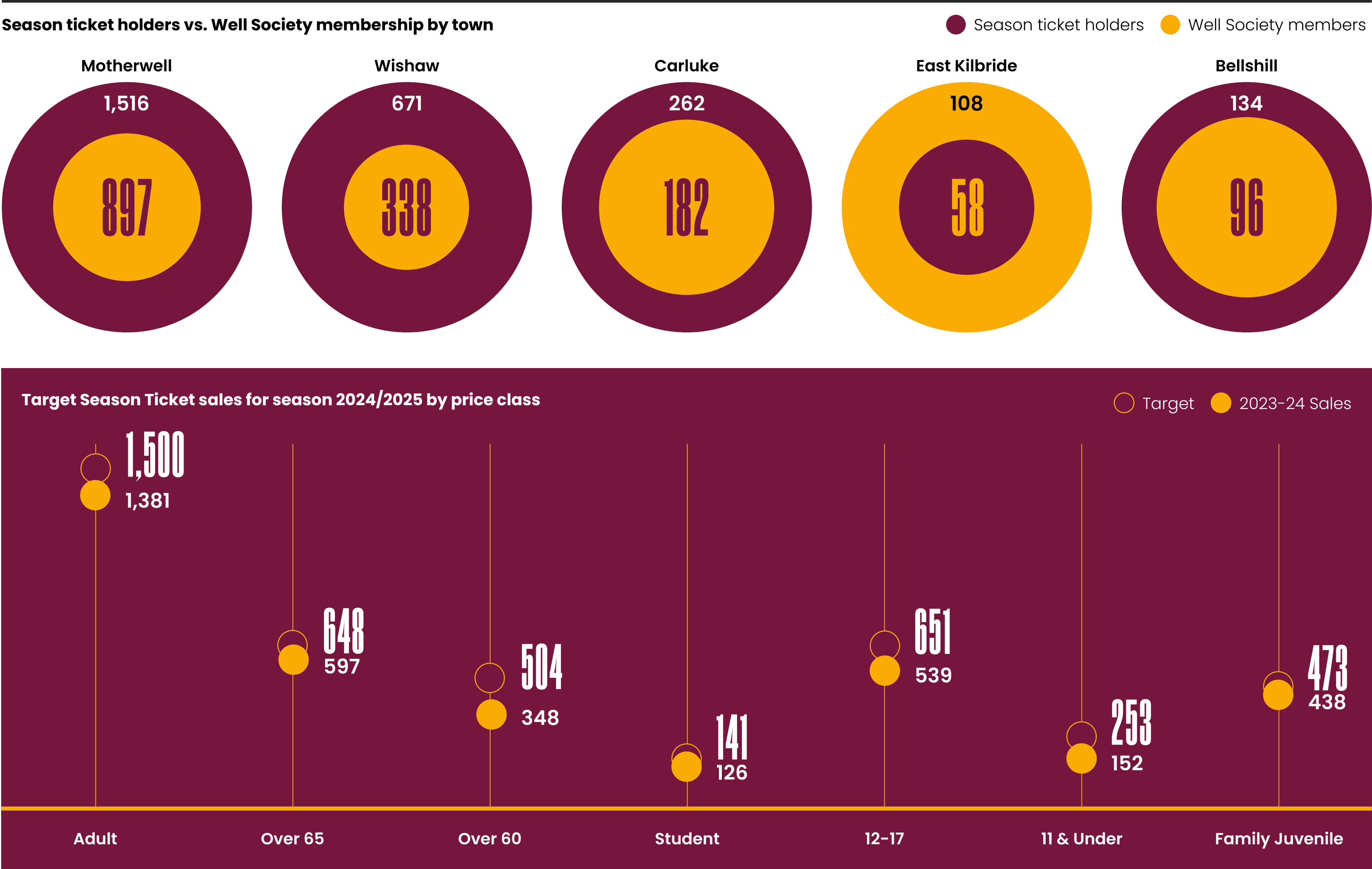
TARGET SEASON TICKET SALES 2024/2025			
	2023/2024	Target	Increase
Total Season tickets sold	4,093	4,628	535
Total Season tickets revenue	£ 943,730	£ 1,035,380	£91,650

SEASON TICKETS CONTINUED

There are a range of further season ticket initiatives which we would like to investigate in more detail including a combined season ticket with Well Society membership, funding of a dedicated sales person to uplift both home and away tickets, carpool programme for season ticket holders, and the ramping up the current season ticket added value proposition beyond the ten affiliated companies.

Together, through proactive support engagement and strategic sales efforts, we are committed to enhancing Motherwell FC’s sustainability and success under the stewardship of the Well Society. We will do this by working alongside the club’s new CEO Brian Caldwell.

Our analysis also indicates that the number of season ticket holders are ahead of the number of Well Society members in the majority of key Motherwell supporting towns. Opening up further opportunities to grow the membership of The Well Society.



WOMEN’S TEAM

WE CAN DO SO MUCH MORE FOR THE WOMEN OF STEEL

As the reach and impact of the women’s game grows; there are opportunities to support Motherwell Women.

At present, we do not sell tickets to our Women’s team matches online. This represents a missed opportunity to generate additional revenue for the Club and expand our customer base around the Women’s team.

Attendances in the Women’s Super League (WSL) have surged by an impressive 43% this season. Arsenal has sold out the Emirates for its past two games, while Bristol City, which shares its ground full-time with its men’s team, is averaging an attendance of over 7,000 despite being bottom of the league.

It is crucial to forge closer links between The Well Society and the Women’s team to ensure we are doing all we can to support and grow the women’s game to its full potential.

Benchmarking in the Scottish Women’s Premier League (SWPL) shows that match tickets cost between £4-£6, with season tickets ranging from £50-£100. This season, Motherwell season tickets were priced at £80, although no data has been provided on how many have been sold.

Under the stewardship of The Well Society, we are committed to harnessing these opportunities to elevate our Women’s team. fan-ownership places the power and passion of our community at the heart of our club’s growth, ensuring that every decision we make benefits our teams and supporters alike. By working together, we can build a stronger, more inclusive future for Motherwell FC, celebrating and supporting our Women’s team as they achieve new heights.

£50-£100

range for season tickets across the SWPL

80 WS MEMBERS

pledged to support the Women’s team



WOMEN’S TEAM CONTINUED

The Well Society is committed to supporting our Women’s team and ensuring a strong presence at all their games. We pledge to implement the following initiatives:

DEDICATED VOLUNTEERS

We will have two Well Society volunteers at every game to assist with ticket scanning and to gather valuable marketing data.

WELL SOCIETY DAY

We will organise at least one Well Society Day at a Women’s game to celebrate and promote our shared commitment to the team.

DEDICATED STAFF MEMBER

We will fund a staff member specifically to promote, market, and drive ticket sales for Women’s team matches.

HOME GAMES AT FIR PARK

A minimum of four home games will be played at Fir Park, with free or reduced entry to encourage greater attendance and support.

EVENT SPONSORSHIP

The Well Society will sponsor at least one Women’s team event per season, such as the Player of the Year dinner, to show our appreciation and support.

COMMUNITY ENGAGEMENT

The Well Society will purchase 50 season tickets to distribute to community partners, mirroring our support for Men’s First Team matches, to foster a strong, inclusive community around Motherwell FC.

OFF-PITCH REVENUE GROWTH

KEY STRATEGIC
PROJECTS WHICH
WE WOULD LIKE
TO SUPPORT

Making the most of our function suites and improving facilities at Dalziel Park are some vital routes towards improving our off-pitch revenue generation.

We recognise that investment is essential to improving our club’s facilities and ensuring future success. The Well Society is dedicated to working closely with the Club’s staff to identify and prioritise key infrastructure projects over the next five years and is committed to helping finance these important initiatives.

Some projects already identified include making the Davie Cooper Stand fully accessible and constructing purpose-built changing facilities at Dalziel Park. These developments will enhance our club’s ability to generate additional revenue through increased conference hires directly at Fir Park.

Installing a lift in the Davie Cooper Stand will significantly boost our conference and function revenue. Additionally, improved changing and meal facilities at Dalziel Park will aid in player recruitment and free up the Centenary Suite on weekdays for function hire. These initiatives will not only enhance the Club’s operations but also bring in increased revenue.

Depending on the investment options chosen by our members, we can fund these projects as one-off expenses or raise funds locally through our business partners.

By focusing on these strategic investments, the Well Society will ensure that Motherwell FC remains a financially robust and successful club on the pitch while maintaining our cherished fan-ownership model.



NEXT STEPS

OUR PLAN FOR GROWTH FOR MOTHERWELL FOOTBALL CLUB AND THE WELL SOCIETY WILL PROGRESS AT PACE OVER THE NEXT 90 DAYS

DURING JULY 2024

- Detailed engagement with all colleagues across Motherwell Football Club and the Motherwell Football Club Community Trust.

DURING AUGUST 2024

- Face-to-face and online discussion sessions with members of The Well Society take place in order to refine our final plan.
- The Well Society Annual General Meeting is completed and board elections are commenced.
- The search for strategic investors intensifies focusing on the core areas identified for partnership.

DURING SEPTEMBER 2024

- New Well Society board members are appointed with member contributors recruited as core deliverables are confirmed.
- Our plan for growth is launched with the Lanarkshire business community.
- New Executive board members are appointed including representatives from The Well Society and local partnerships.

DURING OCTOBER 2024

- Our first strategic partnership is announced with talks progressed with further strategic investors.



Our Club, Our Future

Our plan for growth for Motherwell Football Club and The Well Society

July 2024



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