



The **Well Society**.

Annual General Meeting

Financial Report

Year ending 30 September 2024



Member Contributions
£214,550

An increase of c.£15,000 on the previous 12 month period

Cash Reserves
£889,000

Grew by c.£160,000 versus £93,000 previous year; smaller club donations - loan to club unchanged at £868,000

Other Income
£24,081

Almost trebled year-on-year included c.£12,000 in interest, which is on course to hit £30,000 this year

Society Outgoings
£74,429

Including £4,500 donation for disabled shelter. Other costs include wages, legal, insurance & marketing

Recent Updates

Cash reserves near £973,000 in February with aim to 'Make a Million by May'; rate of growth up by a quarter on 2023-24 period

Chair's Report

How we're partnering to deliver



- Building new Club and Well Society boards
- Launching project to support men's mental health
- Transforming the Fir Park Memorial Garden
- Supporting International Day of Persons with Disabilities
- Gathering your views through our member's survey
- Continuing to progress our key priorities

Strengthening our Governance

What we've done



- Revamped Rules of Association with Supporters Direct
- Developed new set of seven supporting policies
- Progressed new Well Society Funding Policy proposal
- Introduced new set of four data policies
- Signed data sharing agreement with the club

Strengthening our Governance

What we'll do next



- Develop policy on what triggers a full membership vote
- Progress Working Together document with club board
- Draft Well Society performance evaluation framework

Improving our Communications

What we've done



- Refreshed our communications approach
- Refreshed our brand – our look and feel
- Refreshed our weekly digital newsletter
- Refreshed our social media output
- Launched new social media channels
- Launched our new digital home – thewellsociety.uk

Improving our Communications

Engaging more members digitally



TS

The Well Society

To: Martin >

Reply To: The Well Society >

15/03/2025

News from The Well Society



OUR LATEST NEWS



Monitor performance

Mar 28, 2024 - Feb 28, 2025 • Compared to audience averages • Includes Apple MPP



Total sends

103,277

--



Open rate

56.4%

↑ 14.0%



Click rate

4.4%

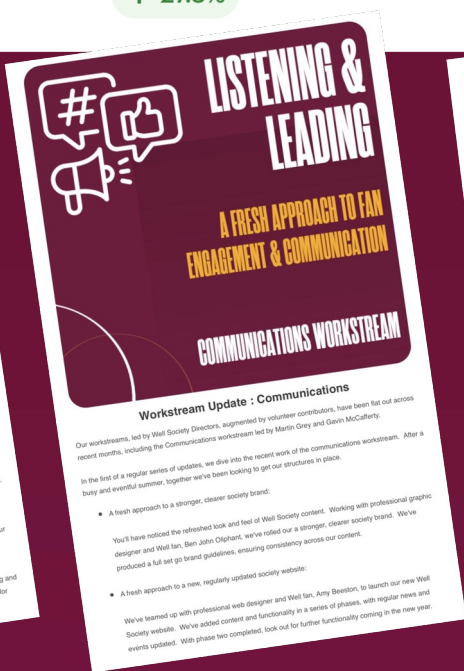
↑ 27.3%



Unsubscribe rate

0.03%

↑ 21.2%



Improving our Communications

What we've done



- Refreshed our communications approach
- Refreshed our brand – our look and feel
- Refreshed our weekly digital newsletter
- Refreshed our social media output
- Launched new social media channels
- Launched our new digital home – thewellsociety.uk

Improving our Communications

Increasing our social media reach



2,067
FOLLOWERS



1,213
FOLLOWERS



4,812
FOLLOWERS



172
FOLLOWERS



112
FOLLOWERS



160
FOLLOWERS

Improving our Communications

What we've done



- Refreshed our communications approach
- Refreshed our brand – our look and feel
- Refreshed our weekly digital newsletter
- Refreshed our social media output
- Launched new social media channels
- Launched our new digital home – thewellsociety.uk

Improving our Communications Launching our new digital home



ABOUT ▾ **MEMBERSHIPS** ▾ **NEWS** **EVENTS** **GOVERNANCE** ▾

WIN LENNON MILLER SIGNED TOP IN MAKE A MILLION BY MAY PRIZE DRAW

THROUGH IT ALL: RETRO 90S MOTHERWELL TOPS SUPPORTING THE WELL SOCIETY

MAKE A MILLION BY MAY

Together we are the majority shareholders of Motherwell Football Club

OUR CLUB, OUR FUTURE

Adult Memberships

Junior Steel Memberships

LATEST NEWS

TRANSPARENCY

It is vital that The Well Society's governance frameworks, policies, and procedures are fit for purpose, transparent, and accessible. Well Society operates, how they are represented, and what they are a part of. their understanding of how the Society operates, how they are represented, and what they are a part of.

At The Well Society, we believe that transparent information empowers our members. Below are key documents and resources available to you.

See our Rules of Association [here](#).

MEETING MINUTES

Transparency and member involvement are the cornerstones of our community-owned club. We provide access to minutes from both our Annual General Meetings (AGMs) and regular meetings throughout the year. These documents offer a detailed account of our discussions, decisions, and actions taken, reflecting the collective guidance and voices of our members.

Recent Meeting Minutes

- 15th January 2024
- 15th February 2024
- 18th March 2024
- 15th April 2024
- 30th May 2024
- 10th June 2024
- 26th August 2024
- 11th September 2024
- 21st October 2024
- 11th November 2024

FINANCIAL ACCOUNTS

Transparency and accountability are central to The Well Society. Here you can access our annual financial accounts, which offer a clear picture of the Society's financial performance, including income, expenditures, and the steps we're taking to ensure the long-term sustainability of Motherwell FC.

Well Society Financial Accounts

- WS Financial Accounts 2019
- WS Financial Accounts 2020
- WS Financial Accounts 2021
- WS Financial Accounts 2022
- WS Financial Accounts 2023
- WS Financial Accounts 2024

Motherwell Football Club Financial Accounts

- MFC Financial Accounts 2023

Improving our Communications

What we'll do next



- Launch a new Well Society digital podcast platform
- Refresh our social media with more video content
- Refresh our local new media content
- Refresh our approach to programme communications
- Launch a stakeholder engagement programme
- Begin a long-term video project to tell our story

Driving our Growth Plan

What we've done



- Encouraged 500 members to join or restart contributions
- Agreed focus on new revenue streams
- Supported highest home attendance for 12 years
- Increased attendance at Women's matches by 40%
- Worked on three 'Fan Zone' areas around Fir Park
- Partnered with Club Shop on new retro kit
- Produced prospectus building on our plan for growth

Driving our Growth Plan

Delivering a bumper League Cup crowd



Driving our Growth Plan

What we've done



- Encouraged 500 members to join or restart contributions
- Agreed focus on new revenue streams
- Supported highest home attendance for 12 years
- Increased attendance at Women's matches by 40%
- Worked on three 'Fan Zone' areas around Fir Park
- Partnered with Club Shop on new retro kit
- Produced prospectus building on our plan for growth

Driving our Growth Plan

Supporting women's football



Driving our Growth Plan

What we've done



- Encouraged 500 members to join or restart contributions
- Agreed focus on new revenue streams
- Supported highest home attendance for 12 years
- Increased attendance at Women's matches by 40%
- Worked on three 'Fan Zone' areas around Fir Park
- Partnered with Club Shop on new retro kit
- Produced prospectus building on our plan for growth

Driving our Growth Plan

Developing fan zone proposals



Driving our Growth Plan

What we've done



- Encouraged 500 members to join or restart contributions
- Agreed focus on new revenue streams
- Supported highest home attendance for 12 years
- Increased attendance at Women's matches by 40%
- Worked on three 'Fan Zone' areas around Fir Park
- Partnered with Club Shop on new retro kit
- Produced strategic partners pitch deck

Driving our Growth Plan

What we'll do next



- Continue work on Fan Zone projects
- Campaign to support Season Ticket sales
- Continue to drive growth of Women's team
- Develop international club partnerships
- Explore potential fan ownership tournament

Engaging our Members

What we've done



- Launched Customer Relationship Management system
- Developed new membership tiers and benefits
- Increased matchday presence at the Cooper Suite
- Introduced monthly call rounds to our members
- Raised £11,000 with 12 Days of Christmas online event
- Introduced quiz and comedy nights in events calendar

Engaging our Members

Engaging face-to-face and on the phone



Engaging our Members

What we've done



- Launched Customer Relationship Management system
- Developed new membership tiers and benefits
- Increased matchday presence at the Cooper Suite
- Introduced monthly call rounds to our members
- Raised £11,000 with 12 Days of Christmas online event
- Introduced quiz and comedy nights in events calendar

Engaging our Members

Introducing new quiz and comedy nights



Engaging our Members

What we'll do next



- Host 'Live the Dream' play on Fir Park event
- Release Well Society mobile app
- Launch membership education course
- Commence local Well Society branch pilot
- Implement new membership campaigns approach
- Complete membership consultation

Membership Consultation

How we are progressing



- A six-week consultation is currently taking place
- This covers change to our membership definition
- Proposes new membership tiers and benefits
- Introduces a Members' Code of Conduct
- Outlines changes to Rules of Association and policies
- Make your views known before Monday 14th April

Membership Survey

What we have learned



238

members
completed

162

participated
in ballot or
election

6.86

governance
satisfaction
out of 10

45%

sufficient say
in how WS is
run

50%

seen increase
In matchday
presence

6.07

events
satisfaction
out of 10

54%

seen
improvement
of events

7.13

comms
satisfaction
out of 10

80%

seen
improvement
in comms

73%

sufficient
information
from WS

Membership Survey

What we have learned



+17

overall Well
Society Net
Promoters
Score

7.07

average
member
satisfaction
out of 10

25%

of members
scored their
satisfaction
at 10 out of 10

Membership Survey

What opportunities have we identified



Increased focus on incentives for our members

Clearer communication of the impact of the Society

Creation of better engagement opportunities

Increased visibility of Society initiatives

Broaden demographic appeal of the Society

Chair's Report

How you can help



- Encourage friends and family to become members
- Share your views in our membership consultation
- Get involved in our local Well Society groups
- Take part in our workstreams and shape our initiatives
- Increase your financial contribution
- Stand for election to the Well Society board

Board Membership Status update



Currently nine elected and three co-opted members

Co-opted members identified to address skills gaps

Tom Feely due to retire but standing for re-election

Jay Henderson stepping down after eight years

Nominations currently sought for two positions

Board Membership Election process



Friday
11th April

Board
election
nominations
window
closes

Thursday
17th April

Candidate
personal
statement,
photograph
and video
submission
deadline

Monday
28th April

Member
election
window
opens

Monday
12th May

Member
election
window
closes

Wednesday
14th May

Election
results
announced
and new
board
members
confirmed