

JJ SPORTS PROMOTIONS LTD MONTHLY NEWSLETTER

Welcome to the first ever issue of the JJ Sports Promotions Ltd Monthly Newsletter where we aim to keep you up to date with the latest news from the world of football and commercial ideas during these very tough times for everyone.

Our first story is of course the controversial one from the Football Association to null and void the 2019/2020 season for all club from Step Three downwards, a decision which as you would expect as not gone down well with some clubs, here's the full statement from the Football Association.

ISSUE 01

APRIL 2020

FA STATEMENT: ALL RESULTS FOR 2019-20 EXPUNGED

The FA and NLS steps three to six have reached a consensus that their 2019-20 season will now be brought to an end, and all results will be expunged. This will mean no promotion or relegation of clubs between NLS steps three to six, and no promotion to NLS step two.

We have been working collaboratively with the National League System (NLS), the women's football pyramid and the wider grassroots game since the outbreak of COVID-19 on how to conclude the 2019-20 season in the most appropriate way possible.

These are challenging circumstances for English football and all decisions taken are in the best interests of the game and in consultation across key stakeholders. Our primary concern will always be for the safety and welfare of clubs, players, staff, officials, volunteers and supporters during this unprecedented time.

Today's steps take into account the financial impact during this uncertain period, whilst considering the fairest method on how the sporting outcomes for the season will be decided with the integrity of the leagues in mind.

NATIONAL LEAGUE SYSTEM

The NLS and the women's football pyramid were able to build a consensus amongst their leagues and, where possible, aimed to create a consistent approach across all leagues, whilst taking into account the unique characteristics of each individual league.

As a result, The FA and NLS steps three to six have reached a consensus that their 2019-20 season will now be brought to an end, and all results will be expunged. This will mean no promotion or relegation of clubs between NLS steps three to six, and no promotion to NLS step two.

These decisions will also apply to the leagues and clubs who play at NLS step seven.

We will continue to assist and support the National League (NLS steps one and two) to determine the outcome of its 2019-20 season as quickly as possible. The planned implementation of the restructure of the NLS will also now be deferred until the start of the 2021-22 season.

Furthermore, we can now confirm that we have decided that all grassroots football is concluded for the 2019-20 season. This will allow the game to move forward and to commence planning for next

season. Our County Football Associations (CFAs) will be supporting grassroots leagues over the coming days to determine how they should close out their current competitions.

Where appropriate, the above decisions will be put to The FA Council for ratification.

Throughout this period we continue to seek guidance in respect of the government's financial support packages regarding COVID-19 and how they are applicable to clubs in the NLS, the women's football pyramid and the wider grassroots game.

WOMEN'S FOOTBALL

The FA, FA Women's Board members and the Women's Football Conference have consulted and reached a consensus regarding the women's football pyramid.

The FA and the leagues within tiers three to seven have reached a consensus to bring the season to an immediate end and all results will be expunged. This will mean no promotion or relegation of clubs between tiers three to seven. Agreement has also been reached to end the Regional Talent Clubs season, which was due to conclude in April 2020.

We remain in consultation with the Barclays FA Women's Super League and FA Women's Championship Board and clubs regarding the most appropriate way to complete the current season, including for the Barclays FA Women's Super League Academy.

FA COMPETITIONS

With the 2019-20 Emirates FA Cup, Women's FA Cup, Buildbase FA Trophy and Buildbase FA Vase all at advanced stages, we are reviewing all options as we seek to complete these competitions whenever it is safe and appropriate to do so. Clubs involved are close to reaching a major final and for those clubs and supporters we will do all we can to keep the Wembley dream alive.

In respect of The FA Youth Cup, The FA County Youth Cup, The FA Sunday Cup and The FA Inter-League Cup, we are also seeking to complete these competitions if it is feasible to do so.

We will also continue planning for FA competitions to take place for the 2020-21 season.



WELCOME TO THE FIRST EVER ISSUE OF THE JJ SPORTS PROMOTIONS LTD MONTHLY NEWSLETTER.

The aim of this is obviously to promote our company, and what services we can offer to football and other sporting organisations, but to have a look at some of the latest news from around the footballing world.

The main story at the moment is of course the ending of the football season for clubs at Step Three and below, a decision which has caused uproar amongst some clubs, as you could imagine.

Here at JJ Sports Promotions Ltd we would have preferred the points per game option to finish the season with. At least that way you could have still had promotion and relegation. The football season is a long, hard struggle, and for clubs to suddenly have promotion wiped away from them, after they have invested to try and achieve that must be a huge, huge blow.

We do, though, also have huge sympathy for the Football Association because they were in a no-win situation really. Whatever way they went would have certainly upset clubs and I suppose it was a case of damned if you do and damned if you don't.

At the time of writing we were still waiting to hear about what the Premier League, EFL and National League's were going to do, and again I'm sure whatever decisions they come to will be controversial in some quarters.

Whatever happens please stay safe and let's hope it isn't to long before we can all get back to normal.

Set up a proper commercial department which can bring in regular income for twelve months of the year and don't just rely on gate income as your main source of revenue.

A lot of clubs I know don't even have a weekly draw, which if run correctly, has the ability to bring in some really good income.

This is a great opportunity for clubs to put a structure in place... NOW!

WAKE UP CALL NEEDED FOR CLUBS

The suspension/end of the football season in some cases must act as a wake-up call for clubs at all levels of the game.

Never, ever, in my life-time did I ever think for one minute that almost the entire world would come to one full stop, but that exactly is what happened at almost the blink of an eye-lid.

The world of football has come to a stop and it has left many, many clubs wondering how they are going to survive this particular crisis.

With most clubs being shut down they have no income coming in, but still have money to find to pay players and of course their regular bills.

It cannot be right, in our opinion, that within days of football being suspended, some clubs were setting up fundraising sites as they had no money to pay players etc. I get that, but, surely, after seven days they must still be able to fund the club.

We deal with a number of clubs up and down the country and I am of the opinion that clubs are still paying too much to players, money that they haven't got coming in. Let me tell you straight away that I am not blaming the players for any of this, but it is the club's fault for chasing the dream. The Manager will always come to the Board/Committee and say just one more player will make the difference, the club give in, but rarely does one player make that much difference.

I would like to see this current problem make clubs realize now that they need a proper structure in the way that they are run. Please put together a realistic playing and management budget for that matter and only budget on what income you think you will have coming in.



JJ SPORTS PROMOTIONS & MJM SPORTS MAKING A GREAT TEAM...

MJM Sports are pleased to confirm that Terry Brumpton of JJ Sports Promotions has agreed to represent us as our Midlands Sales Agent.

As usual Terry set up JJ Sports Promotions to assist clubs at all levels of the game with their off-the-field requirements, particularly match day programmes. And this is why MJM and he saw there was a natural fit!

By teaming up with MJM, JJ Sports Promotions Ltd can now offer on-the-field support as well as off-the-field support!

MJM Sports are one of the leading suppliers of team strips across the Midlands, South West and beyond. We provide kit for professional league football clubs, amateur and grass roots clubs, schools, colleges and universities.

The best brands are available through us, including:



So you're assured of a great choice of quality kit with great styles!

At MJM we offer a comprehensive service for all things football, from full team strips, to bench wear, training wear, to balls and boards and much more.

We add the bespoke detail that will make your club strip look fantastic, including design services (if required), embroidery the club logo and printing player and sponsor details, all of which we do in-house.

Like JJ Sports promotions Ltd, MJM are known for our ability, flexibility and excellent service, so whatever your team requirements, we believe that we will be able to help, giving you a true one-stop-shop.

MJM Sports can also help to bring additional revenue to your club, with a reduced outlay! Terry can explain how when he next meets with you.

So, to discover what MJM and JJ Sports Promotions Ltd can do for your club, all at competitive prices - contact us now!

Call or text Terry on - **07771 802048** or email him at terry@mjm-sports.co.uk

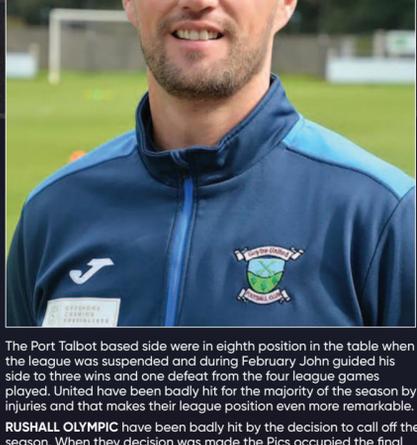
Or contact me on - **07501 253796** or email me at info@mjm-sports.co.uk

Yours sincerely
Terry Schofield
Managing Director MJM Sports Ltd

NEWSDESK

CONGRATULATIONS LEE JOHN

GOYTRE UNITED Manager, **LEE JOHN**, has been voted the JD Cymru South League Manager of the Month for February.



The Port Talbot based side were in eighth position in the table when the league was suspended and during February John guided his side to three wins and one defeat from the four league games played. United have been badly hit for the majority of the season by injuries and that makes their league position even more remarkable.

RUSHALL OLYMPIC have been badly hit by the decision to call off the season. When they decision was made the Pcs occupied the final play-off position in the BetVictor Southern League Premier Division Central although they had played a couple of games more than some of the teams around them. They still had lucrative home local-derbies to come against Tamworth, Bromsgrove Sporting and Nuneaton Borough which has cost the Dales Lane club several thousands of pounds.

Fellow BetVictor Southern league Premier Division Central **TAMWORTH** were sitting in second place in the table when the season was called off and had won all six of their last league games. They were level on points with leaders Peterborough Sports but had three games in hand and had made three new signings to help them over the remaining few weeks of the campaign. In came Joel Catta, Kan Feyi and Gerry McDonagh.

Over in the Premier South Division of the BetVictor Southern League **HAYES & YEADING UNITED** have been denied the opportunity of a possible second promotion in consecutive seasons. Since the turn of the year United have averaged to points per game picking up twenty eight points from fourteen league games to be sitting in third position in the table well poised for a play-off place.

It has been a difficult season for **NORTHWOOD** in the BetVictor Isthmian League South Central Division but with the appointment of a new Manager Rob Ursell things were looking a lot brighter for the Woods. Two wins a draw and a defeat from their past four games had seen a vast improvement in results and they had moved away from the bottom of the table and hopes were high of a good end to the season.

A run of seven games without defeat had taken **BIDEFORD AFC** into a mid-table position.

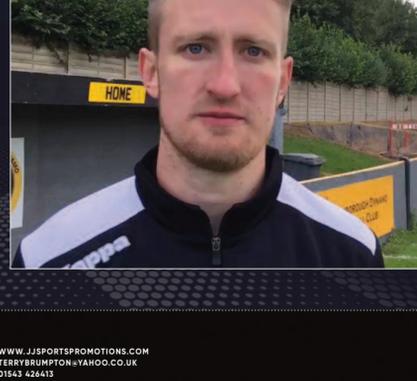
DYNAMOBOS BOSS SATISFIED WITH SEASON'S PROGRESS

LOUGHBOROUGH DYNAMO boss, **LEE ATTWOOD**, feels it has been a season of progress for his club both on and off the pitch and another really solid mid table finish whilst the club has grown off the field also.

It was nice to finish with a seven game unbeaten run to round things off. It took us a while to recover from some squad changes over the summer and a bit of time to get the balance right again which we began to do.

I'm hoping this summer we can keep more of the squad together than last and give us a platform to hit the ground running at the start of the next campaign (whenever that may be).

I personally would like to thank all those at the club who work tirelessly to keep the club going, my staff and of course the players for their loyalty and commitment throughout the season and look forward to working with them again next season.



ABOUT US

JJ SPORTS PROMOTIONS LIMITED was founded by Terry Brumpton to assist clubs at all levels of the game with their off-the-field requirements.

A one-stop shop, we have built up many good contacts in all areas of the game, tapping into over five decades in the football industry.

We specialise in Matchday Programming and Club Publication production, Website Management, Commercial, Sales, Events and Marketing. We are able to oversee complete projects or assist with the various components that make them up such as editorial, design and print.

JJ Sports Promotions currently work with over 30 clubs at all levels of the game, from The Football League down to grass roots level. Over the years we have won many awards and plaudits for our work... let us show you why!

JJ Sports Promotions Ltd deal with over thirty football clubs who use our services on a daily basis.

