

Dear

Thank you for your fantastic commitment and loyalty you have shown the club over the last twelve months and beyond. It is genuinely appreciated by everyone at Hull FC.

Our start to the 2021 season offered cause for optimism, coming within a whisker of another Challenge Cup Final at Wembley as we came up just marginally short of the eventual league and cup champions, St Helens.

Ultimately though, the second half of the year was not good enough and not aligned to the aspirations and ambition we have for this club. No-one needs to tell me that, I feel it more than anyone.

I apologise to you as one of our loyal members as we know you expect and deserve better. There will be no plea for your support this year, we know it hasn't been good enough and that does not need repeating. Instead, we remain focused on the necessary plans to help us improve next season and restore some faith and pride.

Our current core of members are our most loyal and genuine supporters who form the backbone of our club and I know regardless of on-field performance or the crippling challenge we have faced from the Covid-19 pandemic, they will stand with us no matter what – in any kind of weather. Those values make our fan base extraordinary and that motivates us to work harder and come back stronger in 2022.

The pandemic has caused exceptional disruption for us and we continue to navigate the financial consequences, like many others. Our club has worked incredibly hard to ensure we remain financially stable in the short-term and I will continue to personally guarantee that for the foreseeable future, but our budgets will undoubtedly be affected. We're likely facing a continued seven-figure shortfall over the year ahead as we rebound from Covid-19, which includes a steep reduction in central broadcasting funding, a substantial rise in stadium costs and the recovery of our membership and commercial revenue streams.

It means our memberships are more important now than ever before and we hope another bumper membership package will help us retain our current membership numbers and encourage a few more back to the MKM Stadium for the season ahead.

Our membership offer is still one of the most comprehensive and best value in Super League and other sports, with prices from just £50, a raft of benefits and savings, as well as our biggest ever ClubHull scheme which now boasts over 80 offers and discounts for our members from businesses across the city. The savings from this alone can now cover the cost of your membership twice over!

In addition, we are committed to recognising and rewarding the loyalty and generosity of all those members who stood by us over the last year, who aside from the usual membership benefits will also receive an exclusive two-year extension to our existing price freeze, as well as several other discounts. This is a fantastic way to reward those supporters without causing further unnecessary financial damage to the club.

However, I do understand that for some members, no amount of benefits or discounts will ever replace the

need for a winning and committed team who represent the club with passion and pride to guarantee their support. Of course, that is always our aim, and you can be assured that we are working as hard as we possibly can to deliver that.

We have already made three exciting new additions to the squad and continue to invest in our future with enhancements to our training facilities and youth pathways, with some encouraging announcements to come over the next few months. We will add further signings if the right calibre of player is available, but only if they improve our squad in what has become an ever-declining talent pool. In turn, that gives our younger players the chance to shine, with seven players added to our Rising Stars programme for the upcoming pre-season.

We also have ambitions to improve the overall match day experience at the stadium, although this is never without its challenges which have been well-documented. Our tenancy agreement is an ongoing cause for concern and alongside our executive team I continue to exhaust all opportunities to resolve the issues we face and hopefully we will be supported on this by Hull City Council.

Home form is critical for every club and giving our home supporters the best experience we can, within what we can control, will help us go some way to improving that. We want our supporters to be entertained on and off the field.

We will be implementing some changes in 2022, including playing more weekend fixtures following the success of trial matches either side of lockdown, to make games more accessible for families and younger children. We already have a great family match day experience, but we will also be looking to enhance that further with a host of new initiatives already in the pipeline, including fan activities and live music.

That starts with our fantastic family and junior membership prices, as well as our new scheme for next season which will allow all our existing family or junior members to bring a new, young fan for just £1!

We hope for an exciting season ahead and we know we must all do much better, collectively, to drive the improvements we require in 2022. Hopefully we can count on your support again to help us on that journey as we cannot do it without you. It is our desire to repay your loyalty on and off the field next season and we cannot wait to get started again for the new season ahead.

Once again, on behalf of everyone at our club, I thank you with genuine gratitude for your continued support and we look forward to seeing you again soon.

Best Wishes,



Adam Pearson
Chairman, Hull FC