



The Blackburn Rovers Football & Athletic Ltd

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The last six months have presented unprecedented challenges of unparalleled levels, the likes of which this great football club has never encountered before in its proud 145-year history.

Our revenue streams have been decimated and our hard losses could have a crippling effect on the financial future of the club.

Throughout this period, our Owners have continued to be as supportive as they can be, whilst their own business battles with the issues created by the global pandemic.

Whilst the world that we are living in at present is shrouded in uncertainty, one thing remains clear ... football is nothing without its fans.

The last time we had supporters inside the stadium – and generated any matchday income – was when Swansea City visited Ewood Park in late February.

For generations, Blackburn Rovers has been the heartbeat of the local community. It cannot be stressed enough how important fans attending games is to the local economy, through direct employment of local people, supporting the local supply chain and providing much needed revenues across a number of businesses in the local area.

And during these troubled times, watching live sport can provide relief, enjoyment and entertainment to so many. The ability for supporters to attend games will provide a much-needed outlet for all the stress our supporters are facing in their own lives.

Over recent weeks and months, the club has undertaken a tremendous amount of work behind the scenes, with government agencies, the local authorities and football bodies amongst others, to put comprehensive plans and procedures in place to ensure the safe return of players and staff, for games to be played behind closed doors, and we are contacting you today to ask for your crucial support as we seek to bring supporters back to the stadium.

It goes without saying, the health and wellbeing of the public when attending matches is our absolute priority and we will be guided by the Government and relevant authorities with regards to revised stadium capacity and stringent social distancing guidelines, in the hope that the stadium can be permitted to operate on a reduced capacity basis in compliance with all the advice received.

Detailed operational protocols have already been implemented at football stadiums across the country by experienced crowd safety professionals, in order to prepare grounds for the

safe return of crowds, with successful 'pilot' events having been held across the sporting sector throughout September.

With your support, we therefore urge the Government to give the green light to the return of crowds from the beginning of October, as originally planned.

Failure to do so, or to at least provide any credible roadmap back to the return of fans in the near future, could have catastrophic consequences for many football clubs, like ourselves, and the communities they represent.

Football is facing an impending financial crisis as a result of the COVID-19 pandemic. A reasonable resolution must be reached at the earliest opportunity to avoid unimaginable outcomes.

Therefore, we write to you for your public support for the safe return of fans to Ewood Park as we move forward.