



Reading Football Supporters' Society Limited,
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www.star-reading.org

CLUB IMAGE, IDENTITY AND LOCATION POLICY

Date of Review	Reason for review	Amendments
10/07/2014	New Policy Approved	Not Applicable
13/11/2014	Periodic Review	Minor amendments
13/10/2016	Periodic Review	Revised Format
09/11/2017	Periodic Review	Referencing corrections
13/02/2020	Periodic Review	Minor Changes

1. Introduction

This document is drafted in accordance with the Rules of Reading Football Supporters' Society Limited and sets out the Policy towards Reading Football Club's image, identity and location adopted pursuant to a resolution at a Board Meeting held on 10th July 2014.

2. Definitions

Definitions of the terms used in this policy are laid out in a separate Definition of Terms document, which should be read in conjunction with this policy.

3. STAR endorses the following beliefs adopted by its predecessor RFSC in 2001:

- The Club is and will be called Reading Football Club and be known generally as Reading;
- The Club plays in, and will continue to play in, Reading;
- The Club plays in blue and white hoops.¹

4. STAR strongly believes that the following, enduring elements of the Club's 'image' should be protected, ideally legally as in the example of Luton Town FC 2014, from expedient, unpopular and unendorsed change:
 - Name of Club (even if the town of Reading is ever given City status);
 - Kit colours and basic design (blue and white hooped shirts);
 - The home ground to be located within the borough boundaries of Reading.
5. Any proposed change should be subject to: a) consultation with STAR as the representative of Reading FC supporters, ideally via a Structured Dialogue Meeting, b) an endorsement by a 67% proportion of supporters² voting in an independently administered³ poll (which STAR would be prepared to fund or part-fund) and c) subject to any guidance / regulation on the matter from the relevant football authorities (e.g. FA, Premier League, Football League etc).
6. With regard to other elements of the Club image and identity of more recent introduction, such as:
 - Club crest / badge
 - Stadium name
 - Names of stands
 - Mascots
 - Nickname
 - Club anthem / song

STAR would expect a suitable period of meaningful consultation with Reading FC prior to any public announcement and, if contentious, to have the opportunity subsequently to put the matter before its members for consideration and possible endorsement by supporters¹ voting on options in an independently administered³ poll (which STAR would be prepared to fund or part-fund).

¹ For STAR's more detailed policy on Club Kit, please see the separate Club Kit policy

² 'Supporters to be defined as current season ticket holders once the season has started; season ticket holders from the previous season if poll required during close season. Additionally, current STAR Members who were not season ticket holders would also be able to vote; maximum one vote per person.

³ The independent poll organiser (a body such as the Electoral Reform Society or an organisation that is recognised by The Market Research Society) would have the final say of the wording of any questions in order to ensure its neutrality.