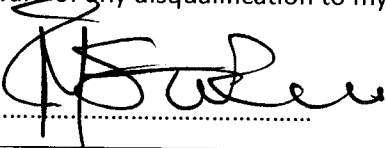


# Croscombe Parish Council

## APPLICATION TO FILL VACANCY OF PARISH COUNCILLOR

If successful, you will be required to complete an entry in the parish council's register of members' interests. This involves putting on public record your address, employment, relevant financial and other interests.

Full name of candidate	Mr First name MARTYN Other names JOHN Surname STARNES
Address of candidate	GARDEN COTTAGE LONG STREET CROSCOMBE BA5 3QH
Will you be at least 18 years old on the date of the Meeting	Yes
<p>In order for your eligibility, one of the following conditions must apply. Please tick all that apply to you</p> <p>For full detail on eligibility please refer to your district council's electoral officer.</p>	<ol style="list-style-type: none"> <li>1. On the current electoral register for the parish/ward (on-going requirement; you are required to remain on the register throughout your term of office) ✓</li> <li>2. Have lived in the parish or within 3 miles of the parish boundary during the whole of the 12 months before the day of nomination &amp; election ✓</li> <li>3. Main place of work during the last 12 months before the day of nomination &amp; election is based in the parish</li> <li>4. Occupy as owner or tenant property within the parish for 12 months before the day of nomination &amp; election ✓</li> </ol>
Please indicate in no more than 100 words why you would like to join the Parish Council	<p>I'M A QUALIFIED ACCOUNTANT AND HIGHLY EXPERIENCED GENERAL MANAGER IN COMMERCIAL AND CHARITABLE ORGANISATIONS.</p> <p>I BELIEVE I HAVE THE SKILLS NECESSARY FOR ME TO MAKE AN EFFECTIVE CONTRIBUTION TO THE COUNCIL IN THE DELIVERY OF ITS AIMS AND OBJECTIVES FOR THE BENEFIT OF LOCAL RESIDENTS.</p> <p>I WOULD LIKE TO PLAY SOME PART, LARGE OR SMALL IN FACILITATING SOLUTIONS TO LOCAL ISSUES</p>
<p>You are disqualified if you are employed by the parish council, are subject to a bankruptcy Restriction Order, have been convicted of a criminal offence with imprisonment for 3 months or more, including suspended, within the last 5 years. Subject to the notification requirements of Part 2 of the Sexual Offences Act 2003, disqualified from being a councillor of a principal authority as a result of electoral offences, convicted for failure to register or declare a disclosable interest under the Localism Act.</p>	
<p>I am not aware of any disqualification to my serving as a councillor.</p> <p>Signed: </p>	

# CURRICULUM VITAE

## MARTYN STARNES FCCA

Garden Cottage, Long Street, Croscombe, Wells BA5 3QH  
Mobile 07866 495396

### PERSONAL PROFILE

- Highly motivated General Manager and Qualified Accountant with experience in small, large and medium size businesses.
- Excellent oral and written communication skills with significant media experience
- Ambitious, determined and passionate for success through team work
- Positive approach towards business problems and solutions
- Highly competent and effective negotiation skills
- Diplomatic and understanding with an abundance of common sense.

### RECENT CAREER HISTORY – EXPERIENCE AND ACHIEVEMENTS

**CHIEF EXECUTIVE – YEOVIL TOWN FC – May 2022 to May 2023**

**DIRECTOR – YEOVIL TOWN COMMUNITY SPORTS TRUST**

**DIRECTOR - YEOVIL TOWN WOMEN’S COMMUNITY TRUST**

#### Role

- Reinstated and implemented systems of budgetary control ensuring department managers are aware of their responsibilities and financial targets
- Reintroduced the production of monthly management accounts sharing with managers and identifying issues that require investigation and resolution
- Managed a challenging cash flow situation with the owner imposing tough cash rationing
- Improved the performance of commercial and catering activities despite the shortage of resources.
- Negotiated a new technical kit supplier contract with Errea.
- Identified and negotiated prices with additional suppliers for the provision of leisurewear and other items for the retail outlets.
- Developed a strong and supportive relationship with the 1<sup>st</sup> Team Manager and coaching staff.
- Mentored and directed members of staff across all departments advising on all aspects of the Club’s operations.
- Established a new bar for the exclusive use of the Official Supporters Club
- Initiated a return to Women’s football for the 2023-24 season including a performance centre for all age groups from U9 to U16 and a college programme for 16-18 year olds.
- Endeavoured to secure new investment for the Club and its majority shareholder who was looking to sell.

**CHIEF EXECUTIVE and FINANCE DIRECTOR – BRISTOL ROVERS FC – July 2018 to Nov 2021**

**MEMBER – BRISTOL ROVERS TECHNICAL BOARD**

**TRUSTEE/DIRECTOR – BRISTOL ROVERS COMMUNITY TRUST LTD**

**MEMBER – FOOTBALL ASSOCIATION COUNCIL - ELECTED EFL DELEGATE**

**MEMBER – EFL COMMERCIAL COMMITTEE**

**Role**

- Manage the football, commercial, retail, stadium, finance and media operations of the business including the Club's Academy with overall P&L responsibility, reporting to the Board of Directors and the Club's owners.
- Develop and implement a detailed business plan for the Club in association with departmental managers
- Manage the football budget in partnership with the 1<sup>st</sup> Team Manager and negotiate all player contracts in association with the Head of Recruitment.
- Negotiate incoming and outgoing player transfers with counterparts at other clubs. This included the sale of one player for a fee exceeding £1m
- Initiate and negotiate contracts with various third parties.
- Ensure the Club is securing maximum value from all its commercial activities and seek continuous improvement in the services provided to supporters and other customers.
- Represent the Club in all areas of the media including regular radio and TV interviews, supplementing the contributions by the 1<sup>st</sup> Team Manager.
- Initiate and drive marketing and promotional activities to maintain and enhance the Club's profile and revenues.
- Improve corporate governance and compliance with company law, Football Association and EFL regulations.
- Represent the Club at EFL and Football Association meetings and events
- Develop strong working relationship with the Official Supporters Club and other supporter groups.
- Act as Senior Safeguarding Officer

**CHIEF EXECUTIVE and FINANCE DIRECTOR – PLYMOUTH ARGYLE FC – July 2013-  
June 2018**

**VICE CHAIRMAN/TRUSTEE – PLYMOUTH ARGYLE COMMUNITY TRUST**

**MEMBER – PLYMOUTH ARGYLE ACADEMY TECHNICAL BOARD**

**GOVERNOR – CITY COLLEGE PLYMOUTH**

**Role**

- Manage the football, commercial, retail, stadium, finance and media operations of the business including the Club's Academy with overall P&L responsibility, reporting to the Chairman and Board of Directors.
- Plan, advocate and execute the strategy of the Club in association with departmental managers
- Manage the football budget in partnership with the 1<sup>st</sup> Team Manager and negotiate all player contracts.
- Negotiate an extensive range of contracts with suppliers, sponsors and public bodies including the Police.
- Ensure the Club is securing maximum value from all its commercial activities and seek continuous improvement in the services provided to supporters and other customers.
- Represent the Club in all areas of the media including regular radio and TV interviews, supplementing the contributions by the 1<sup>st</sup> Team Manager. Write a fortnightly column for the Plymouth Herald.
- Initiate and drive marketing and promotional activities to maintain and enhance the Club's profile and revenues.
- Interface and maintain strong relationships with official supporters groups

**Achievements**

- Managed a substantial improvement in financial performance from a turnover of £3.8m and an EBITDA loss of £0.9m in 2013 to £6.4m turnover and EBITDA profit of £0.7m in 2016. During this period retail and commercial revenues more than doubled and the retail operation progressed from a £12K loss for the 2012/13 season to a net profit of £220K in 2016/17
- Restructured the business to provide department heads with budget responsibility
- Secured a two year " front of shirt" sponsorship deal from 2014 with LTC and then a three year deal with Ginsters on substantially improved terms in each case.
- Negotiated a new and substantially improved three year technical kit supply contract with Puma including a £12K rebate for the 2012/13 season.
- Secured a reduction in water rates and a £40K rebate following analysis of water charges over a three year period
- Negotiated the sale of players that generated net income in excess of £1m including a successful application to the PFCC to award a substantially higher figure of compensation than the amount offered by the acquiring club.
- Negotiated the sale of future income streams attached to mobile telephone masts raising in excess of £100K
- Successfully applied to Plymouth City Council for business rates hardship relief saving the Club £170K over two seasons.
- Developed a plan to renegotiate the amounts payable to football creditors saving over £200K
- Substantially improved the training pitches with investment in drainage, irrigation and security providing the best surfaces the Club has ever had available.
- Initiated Charity Cycle Rides for three years raising over £50K for prostate cancer and other local charities.

MARTYN STARNES CV

**CHIEF EXECUTIVE – YEOVIL TOWN FC. Dec 2007 – July 2013**

**CHAIRMAN – YEOVIL TOWN COMMUNITY SPORTS TRUST LTD**

**CHAIRMAN – YEOVIL TOWN CENTRE OF EXCELLENCE LTD**

**Achievements**

- Implemented a revised and tighter wage structure for new playing contracts
- Re-negotiated the players' bonus schedule.
- Negotiated a two year main sponsorship agreement from the commencement of the 2009/10 season with an option of a third year worth up to £250,000.
- Negotiated and installed a new Ticketing and CRM platform.
- Re-negotiated a new three year kit supply contract with Vandanel.
- Managed complex disciplinary and legal matters with a previous 1<sup>st</sup> Team Manager and three members of the playing staff.
- Managed the restructuring of the football club into a holding company and subsidiaries.
- Re-established control over the Club's finances operating to strict budgetary controls, reducing costs by £1.3m over four years and producing operating profits for the last three financial years.
- Established a Centre of Excellence Scholarship programme for the first time at the Club as part of the overall strategy to develop young players.
- Overseen the development of the Club's Community operation which has generated over £850K in income since its inception in April 2008, latterly in the position of Chairman
- Represented the Club on the Attendance Working Party committee at the Football League for two years.
- Represented the Club on the Fixtures committee at the Football League for two years

**CHIEF EXECUTIVE – SWINDON TOWN FC**

**Feb 2005 – Dec 2007**

- Originally appointed as Finance and Administration Manager. Appointed as a Director and promoted to Chief Executive role in Oct 2006
- Negotiated new kit supply deal with Lotto
- Negotiated a new main sponsor contract worth in excess of £500K over five years
- Worked closely with the football manager, Paul Sturrock, negotiating player contracts with their respective clubs and agents, including standard and emergency loan deals as well as permanent transfers.
- Undertook the management and supervision of the Club Secretarial work including liaison with The Football League and The Football Association
- Conducted regular interviews with the local daily press, radio and TV.
- Liaised closely with supporters groups and attend meetings to discuss issues of concern.
- Explored new income opportunities and drive improved revenues through the marketing operation.
- Managed and improved the performance of the Club's retail and merchandising activities together with the catering and hospitality operation. Identified and negotiated better deals with existing and new suppliers.
- Managed and improved the finance and administration activities within the business.
- Introduced cost savings of over £100K through improved purchasing and negotiations
- Successfully re-introduced the payroll function in-house producing further cost savings and a reduction in related errors and queries.
- Established a system of budgetary control and monthly reporting of management accounts, which contributed to a substantial reduction in trading losses.
- Maintained strict control over the Club's cash flow

**FINANCE MANAGER - YEOVIL TOWN FC**

**Jan 2004 – Jan 2005**

- Improved the financial reporting and systems of internal control to accepted professional standards
- Re-negotiated main sponsor agreement with Bradford's Building Supplies
- Managed the retail and merchandising operations, installing new touch screen till systems designed to improve performance and stock control.
- Migrated the club from its own website to the FLPTV model thereby improving the club's communication flow with its fans and generating new revenues
- Managed ticket office operation and chaired meetings to discuss and recommend season ticket and matchday prices to the Board of Directors
- Attended all Board Meetings to report on financial and retail issues
- Acted as deputy to the Chairman/Chief Executive.

**FURTHER CAREER HISTORY**

Jun 2002 – Jan 2004 Management Consultant – Hit and Miss Body Repairs

Jul 1995 – Jun 2002 Managing Director – Stardem UK Ltd

Dec 1993 – Jul 2005 Finance Manager Europe – Smartlink Communications Ltd

Jul 1987 – Dec 1993 Finance Director – Harrier Computer Systems Ltd

Mar 1983 – Jun 1987 Finance Manager Northern Europe – Modcomp Inc

Sep 1979 – Mar 1983 Chief Accountant – Payne and Starnes UK Ltd

Mar 1974 – Sep 1979 Assistant Accountant – John Mowlem Group Plc