

B.E.S.T. recruits Research Officer

The Board is delighted to announce that we have recruited Eagles supporter Duncan McLaren to the post of Research Officer. Duncan will take up the role in mid May, on his retirement from full-time work in his lecturing role at Bedford College.

Duncan is a long time fan of The Eagles, dating back to the great cup runs of the sixties, and can usually be found in the stand behind the managers' dugouts urging on the team.

We have long sought someone capable of undertaking this task. The B.E.S.T. needs to be well informed on a wide range of subjects both local and National.

Research on the proposed Bedford River Valley Park project; on potential Business members; on how other clubs succeed in marketing and sales; in the various models of club management, and a host of other issues is already in our library and of huge value to us. We look forward to building our knowledge and skills the more quickly.

One of the early pieces of research will seek to investigate the Trusts view that clubs at this level and beyond, would benefit from owning off field businesses, the net profits of which are consistently invested in the club. We have been offered assistance in this work by a large company in Luton, and will take this forward during 2010/11.

Welcome Duncan! Thanks for taking the initiative to come forward.