



FAQ

Frequently asked questions





Is the club for sale?

No. This is a chance for people to be a part of Motherwell Football Club. It's seen as an opportunity to work with the club and to help it grow.

Why are we doing this now?

Whilst we have revenue from ticketing and commercial enterprises, and contributions from the Well Society, the increased costs of running the football club means it makes sense to seek additional investment to secure the long-term future of the club.

Why are we spending money on this and not on players?

To generate more revenue and income streams for the club, including the playing budget. We hope this campaign will boost Well Society membership and engage businesses and investors who want their support to have real and lasting community impact.

The Society remains the majority shareholder, so the more members we have the stronger we will be.

We have worked with one of Scotland's leading advertising agencies to produce this campaign, but have largely relied on in-house resources. This has involved the use of our fans and players to keep costs to a minimum.

What do investors get in return?

Their support goes directly to the club, meaning it can have real and lasting impact on and off the pitch.

Why don't you increase the number of fans based locally?

Our local community, and Motherwell fans all over the UK have answered the call to support their club through fan ownership. We need to be ambitious and look to other horizons.

Why hasn't the Well Society tried to attract members worldwide before now?

We have, just not on this scale. In previous years we have targeted those living outside the UK (mainly ex-pats), with membership options.

We have a number of Society members across the globe as a result. This is a whole club approach which should pique the interest of people interested in the concept of fan ownership and the club's ability to impact beyond the 90 minutes on a Saturday.

What if Well Society members from outwith the UK outnumber the "real fans" like season ticket holders etc?

It has always been the intention to have as many members contributing to the club as possible.

The Well Society Rules of Association are set up to protect the concept of fan ownership, and to ensure that members are to act in the best interests of the club and the community it serves.





Will the role of the Well Society be reduced if investors come in?

We will continue to work on the basis that the Well Society will have the majority shareholding in the club.

What say would Society members have on any investors getting involved?

The Society will continue, as normal, to be involved in discussions around the funding of the club.

Any more questions?

You can watch Derek Weir's 40-minute interview discussing a number of points surrounding the club over on the Motherwell FC Youtube channel [by clicking here](#). The interview was filmed in January 2024.

How much is it to join the Well Society?

£2 per month for our Junior Steel membership
£3 per month for people aged 16 to 26 in education or low income
£5 per month minimum for an adult member or amount of your choosing.
£60 per annum for an adult member

How do you join the Well Society?

You can join online, by visiting this link www.motherwellfc.co.uk/club/well-society/about-the-well-society/

How do you contact the Well Society?

Tel: 01698 338009

Email: well.society@motherwellfc.co.uk

Can anyone join?

Yes. As long as they agree to abide by the Rules of Association and pay their fee.

What does the Well Society do?

Any fan can become an owner of Motherwell Football Club through the Well Society. As the majority shareholder of the club the Society's objectives are to:

- Encourage greater ownership of the club by supporters and ensure effective supporter representation on relevant boards and committees
- To represent the rights and interests of the community in the running of the club
- Plan and undertake fundraising activities to raise additional income for the club
- Promote the game of football as a sport for everyone
- Promote the club nationally and internationally.
- In practice this includes raising money through members' contributions (more than £1.7 million to date); supporting initiatives which improve the club and being the conduit for members' concerns, feedback and ideas.