

Terry Butcher's plea to Hibs' supporters



Hibs' manager Terry Butcher has made an impassioned plea to the fans to turn up on numbers and buy a season ticket for the next campaign to help him bring the glory days back to the club.

Two cup finals in the last two years have helped keep the season ticket numbers at a respectable level however average attendances have been falling particularly during the Colin Calderwood era. Unfortunately Hibs like many other clubs in the SPFL have discovered that once the fans stop going to games it's a difficult task to entice them back.

Changing kick off times for televised games make buying a season ticket a less attractive proposition as often fans are unable to attend games that they have paid for and ironically the new East Stand which increased the capacity to over 20,000 means that supporters are unlikely to be able to get a ticket at the last minute.

In a statement on the club's website, Butcher said: "Even before I joined this fantastic Football Club, I often thought that Hibernian needed someone, or something, to make it great again. Now, as your Manager, I can see that everything is in place with a sensational Stadium and Training Centre that is a match for anything.

"In the past 15 – 20 years, this Club has spent around £25million on creating a solid and hugely impressive infrastructure whilst balancing that expenditure with the need to stay competitive. Other Clubs have yet to take their first steps down that road, but we have done it. Now, it is time for us to really kick on. We ask for three things;

1. Time – building a strong, solid structure is a patient process.

2. Determination – there will be many obstacles and hurdles along the way, but we should continue to draw inspiration from the Leith motto, Persevere.

3. Support – with your passionate backing, there is no limit to what we can achieve.

“The Edinburgh Derby on 2 January was the perfect example of how you, and the Club, came together to form a force that was unstoppable. If we can harness that power and emotion on a regular basis, the energy generated for each match will take everyone onto another level.

“I sense a wind of change blowing through this Football Club, but some of the old principles still remain true;

- Playing a fast, dynamic style of football that entertains, but also wins games.

- Bringing through talented and skilful youngsters from our superb Academy and Training Centre.

- Making Easter Road Stadium a fortress that other sides hate visiting.

“Season Ticket Memberships will be announced soon and you will have the opportunity to be a part of a new future at Hibernian FC. So, choose to be that someone that can make a difference to our Football Club.

Many thanks and best wishes; Terry Butcher

Photo by John Preece

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