

STFC Advisory Board
December 2021





Before outlining the proposed structure of STFC below is a reminder of the commitments made to supporters in Clem Morfuni's response to TrustSTFC's open letter:

My initial **plan** is as set out below:

Obtain agreement, in principle and subject to contract, to purchase the shares at STFC and immediately carry out appropriate due diligence to ensure we are aware of the debts, financial position and issues facing STFC going forward.

Review and seek to resolve debts that STFC has and invest in the Club to ensure it has a stable and proper financial footing.

Review the football management structure of the Club and make appropriate changes to ensure that we can build stability and make improvements to the playing side of the club.

Review the commercial management of the Club and make appropriate changes to grow commercial revenue which can then be reinvested in STFC.

Invest in management staff that will provide regular engagement with our supporters, media, and the local community.

Provide quarterly management and financial updates to provide transparency to the Trust on the financial position and performance of STFC.

Commence monthly meetings with representatives from the Trust, STFC and Swindon Town Official Supporters Club. Minutes of these meetings will be circulated and kept as a record to measure future performance against stated aims and goals.

Restart the plans with supporters to purchase the County Ground from Swindon Borough Council.

Set out plans for staged improvements and developments at the County Ground so that it is a multi-purpose high quality stadium fit for purpose for the 21st Century

To prepare and file full annual accounts regularly and on time (audited where required).

To answer all questions from all local media outlets and never seek to censor or avoid proper questions.

My **commitments** to supporters and the wider community of Swindon and surrounding areas:

I will always be open and transparent on all matters in regard to STFC.

I will provide regular engagement and communication with the supporters and the wider community of Swindon and surrounding areas.

I will build a sustainable future for STFC, investing in the infrastructure of the Club with the aim to take it forwards to being a stable Championship Club.

I will build a sensible structure and present a 1, 3, 5 and 10 year plan that will aim to carry and develop STFC into the future.

Further to all of the above, I will not take a salary or any personal fee payments from the Club for the time I own a controlling interest in the club



ADVISORY BOARD

Advisory Board Structure



- Board to meet monthly to review and assess performance and strategic direction of STFC
- Board meetings will ensure open and transparent engagement but all attendees must agree to confidentiality



ADVISORY BOARD

Meeting Agenda

CHAired BY CLEM MORFUNI

- Introduction & Previous Minutes and Actions – Clem Morfuni
- County Ground Update
- Legal Update - Eddie Parladorio
- Business Update, including Financials – Rob Angus
- TrustSTFC Feedback – Alex Pollock
- OSC Feedback – Christine Kyle/Anthony Reeves
- AOB - Any Other Business
- Review Actions and agree Agenda for next meeting – All



ADVISORY BOARD

December Minutes & Actions Review

Attendees – Clem Morfuni (CM), Zav Austin (ZA), Eddie Parladorio (EP), Alex Pollock (TrustSTFC) (AP), Anthony Reeves (AR) and Rob Angus (RA). Don Rogers (DR) sent this apologies.

1.1 The minutes from the previous meeting were agreed. The following open actions were discussed:

*Action – RA to contact EFL and CM to contact Simon Hallett, Plymouth Chairman to help assess whether to join Fairgame initiative. EFL have no issues but feedback from others is what do you gain from joining albeit positive in terms of intentions of FairGame. **Decision to be made in meeting***

Action – RA and SM to work together on a plan for dealing with refunds – ongoing with aim to resolve by January 2022. Refund options paper drafted and shared. Latest view is that CM and RA will call each of the c140 to try and resolve by January 2022

Action – RA to contact SBC to set out proposed CG timetable – SBC meetings held with plan to take CG to Feb '22 Cabinet

Action – RA to work with CK/AR on fanzone options - in progress with aim for a plan by January 2022

Action – RA to obtain quotes for the cost of the work to repair the Stratton Bank turnstiles – in progress with aim for quotes by January 2022

Action – SM to ask members for ideas on half-time entertainment – aim to provide by January 2022

Action – RA to ask ASD, Media Manager to look into FAQ on the Club Website – in progress aim to update by January 2022

Action – RA to work with AR & SM to produce summarised minutes in an infographic form – summary of meeting provided in November press release. Infographic to follow

Action - RA to consider Rockin Robin requests and discuss further with AR – open to opposition mascots attending. Space an issue re changing facilities and 'bird bath' more difficult due to issues with space

Action – RA to check McGreal's notice period

Action – CM and RA to share Man City Ticketing proposals with Supporters Club and Supporters Trust

Action – AP to confirm ACV timing requirements



ADVISORY BOARD

December Minutes & Actions Review

- 2.1 The meeting started with RA providing an update on the County Ground acquisition. RA and Steve Mytton (Chair of TrustSTFC) presented our plans to purchase the County Ground to the Conservative Councillors. Plans were well received and it was agreed this matter will now be heard at the February Cabinet meeting. Focus is now on finalising paperwork ahead of the Cabinet meeting and by the end of December.
- 2.2 The valuation of the County Ground has been carried out by both parties with the Trust and Clubs at c£1.9m and SBC at c£2.5m. The valuers are now meeting to agree a valuation range with TrustSTFC picking up the costs on behalf of the Club and the Supporters (thank you).
- 2.3 It was noted that post a decision made by SBC in February to sell the County Ground to STFC and the supporters that the Asset of Community Value (ACV) requirements may delay completion for a number of months in order for other community groups to express an interest in the County Ground.
- 3.1 EP then provided a legal update noting that the Club had received a winding up petition from Able (AC Sports Wiltshire LLP) in respect of a disputed loan of £100k. The loan actually came to the Club via a firm called Consulting Logistics (Keith Cousins is a director and is someone who has been a director on previous businesses that have been liquidated to which the previous owner was also a party). This relationship has not been explained nor has the fact that this has previously been referred to as a 'non-refundable deposit'. Due to the suspicious nature behind this loan the Club will continue to fight this action in the Courts. The action taken may impact the ability for the Club to make payments but plans are in place to ensure contingency arrangements are available.
- 3.2 EP then provided an update on another disputed debt, this time in respect of Centreplate, the Club's former catering outsourcing partner. The Club is disputing the amount due which it believes should only be around half of what Centreplate are claiming. A settlement and repayment plan has been offered to which we await a reply on.
- 3.3 In respect of disputes with McGeal, Gilmartin and Jewell EP noted that in respect of McGreal mediation was due in the upcoming weeks and the Club will look for a sensible settlement but noting the suspicious nature of the generous settlement provided by the previous regime. ZA noted that McGreal was now employed by Ipswich and whether this happened outside of his notice period, given the time elapsed we think that it has but this will be checked. **Action RA to check McGreal's notice period**
- 3.4 The Club is in similar dialogue with Gilmartin and Jewell with mediation upcoming.
- 3.5 EP also provided an update in respect of DPDS's claim in respect of costs for architectural work at the 12 Oaks training ground in Highworth. Action is paused whilst discussions between the Club and DPDS take place and the next meeting is due on 22/12. DPDS claim c£55k for unpaid work and c£65k in legal costs. The Club has made an offer to settle which has not yet been agreed. Both parties are reconciling payments made and invoices received to align the facts before looking to resolve this issue.
- 3.6 EP noted that the Club had received charges from the FA with regard to the funding of the Club under the previous ownership. The Club is being defended by Pinsent Masons and are defending via mitigation given the charges happened under the previous ownership and Clem had no knowledge of the alleged funding arrangements. The Club is hoping that any punishment is minimal but it is hard to predict the outcome. The Club's defence will be submitted before Christmas, no date yet for the hearing but expect sometime in the New Year.



ADVISORY BOARD

December Minutes & Actions Review

- 3.7 Supporters should be aware that Pinsent Masons are a very strong legal team with good sports experience and we also have a top QC working on our behalf and we hope for a lenient outcome.
- 3.8 EP noted that compensation claimed for the Scott Twine move to MK is subject to Tribunal later in December. The Club is being represented by Brabners LLP and the Club has submitted a strong position to the Tribunal but this is strongly disputed by MK. The Club will put its best case forward supported by Brabners (another strong legal team with good sports experience) and hopes for a favourable and fair outcome.
- 4.1 RA noted in the Business update that debts were now at c£2.4m with c£1.6m due over the remainder of this year. An additional Premier League distribution has been received and Cashflow is currently strong at over £500k.
- 4.2 RA noted that ticket sales continued to be strong and with Half Season Ticket and 6 game memberships available coupled with the desire for people to get priority access for the Man City game that this is expected to continue and increase.
- 4.3 Ticket pricing and priority for the Man City game was discussed with the Club noting the significant opportunity this game brings to help manage and repair the finances along with Clem's own injections (now over £1m this season). Due to the 'one off' nature of this game the Club is keen to maximise the revenue it can generate but will be open and transparent on the revenue generated and where this money goes. CM noted that all the money generated will be reinvested back into the Club to repair the finances and build up the foundations of our Club. CM and RA committed to sharing ticketing proposals with the Supporters Club and Supporters Trust before issuing them. **Action – CM and RA to share Man City ticketing proposals with Supporters Club and Supporters Trust**
- 4.4 RA noted the success of the launch and sales of the new 3rd kit which had sold very strongly and more was being ordered due to strong demand. Improvements to the Retail offering at the Club is ongoing with investments in new stock and staff to improve the service we provide.
- 4.5 In respect of issues RA noted the recent poor fan behaviour with a number of arrests due from the Police following disturbance at the home game v Bradford. Once details are supplied then the Club will take action to ban those involved based on evidence provided by the Police. The Club will make a joint statement with the Police and Supporters Club with regard to fan behaviour calling for people to support the team strongly but within the law. TrustSTFC will be making a statement in their Swindon Advertiser Column calling for better fan behaviour, which all agreed was appreciated.
- 4.6 RA noted that there continues to be issues with the PA and Ticketing access systems which are being invested in and the issues being dealt with but improvements will take time and money to deliver. In the short term more stewards and turnstile operatives are being deployed to ease queues along with entry into the Arkells Stand via the Legends Lounge. Entry via exit gate is not allowed under Stadium Safety Rules. The Clock hands on the Rolex watch behind the Stratton Bank were damaged in high winds before the Harrogate game and are being taken away for repair with the support of Deacons (thank you).
- 4.7 RA noted discussions are ongoing with regard to plans to improve facilities for the Academy and also to find another date for a STFCW game to be played at the County Ground.



ADVISORY BOARD

December Minutes & Actions Review

- 5.1 AR raised concerns over the length of queues and the ticketing issues but noted the work the Club were doing to resolve these issues. AR did raise some feedback on the professionalism of Stewards which RA said he would raise with our Steward and Security providers, who were very good in RA's opinion, in a market where recruiting stewards is difficult.
- 5.2 AR raised the possibility of getting supporters in early via promotions and entertainment and RA was keen to receive ideas for the Club to consider.
- 5.3 AR suggested plans to distribute the minutes of this meeting to its Supporters Club members via email and RA was very happy to do and the Trust would also be welcome to email to their members if they wish to.
- 5.4 AR raised reported issues with Fire Escapes in the Arkells Stand. RA has had this checked out and they seem fine but repairs are needed and are underway in the Town End for similar issues.
- 5.5 AR suggested the Club consider working with 'Dan's Designs' to which RA was keen to open dialogue as the Club looks to continue to improve its retail offerings.
- 6.1 AP provided the Trust feedback but noting that most items had been covered in discussions to date. AP noted that he thought that the ACV requirements might be a shorter timeframe to which he agreed to investigate. **Action – AP to investigate ACV timing requirements**
- 6.2 AP also noted the work the Trust were doing in preparing and looking to fund an Autism and Sensory Needs pack, similar to the one that Plymouth have provided for their fans. RA is keen to support this work and also mentioned the work Cambridge United have done in this space.
- 7.1 The meeting ended with the next meeting **due on Tuesday 11 January 2022**



ADVISORY BOARD

County Ground Update

- Discussions to purchase the County Ground with SBC continue positively. RA and SM met with the Conservative Councillors Group ahead of the planned February '22 Cabinet meeting to set out plans for STFC and the Supporters to buy the County Ground. Plans were well received and the Councillors agreed for the matter to be heard at the February Cabinet meeting. Papers for that meeting need to be finalised by the end of December and therefore it is important that the JV, Sale and Lease agreements are in near final form before this date and agreed with SBC.
- The valuation for the County Ground also needs to be agreed. Currently the STFC/Supporters valuation is £1.9m and the SBC valuation is £2.5m. The valuers for both sides are now meeting to attempt to agree a valuation range.
- Discussions are being held with the Nigel Eady Trust Fund in terms of funding for the Ground purchase. Discussions are positive and we are hoping to finalise how funding could be transferred to enable the purchase of the County Ground.
- The Joint Venture vehicle that we hope to purchase the County Ground with will be called "The County Ground Stadium Custodians Ltd". It will have 3 directors from the Club and 3 for the supporters. The Club directors will be nominated by STFC and the supporter's directors nominated by TrustSTFC who are the other legal entity to the JV (Swindon Town Community Mutual Limited). It is proposed that there will be one Director from the Nigel Eady Trust Fund which represents the Club and one representing the supporters.
- The freehold of the ground will be owned by the JV with a 250 year lease granted to the Club. Rent will be paid by the Club to the JV but it is expected that the rental monies received by the JV will be reinvested into the ground for maintenance and other projects.
- Any significant decisions will require the STCM directors to consult their shareholders. The shareholders will maintain voting rights through an annual £19.69 fee (*subject to inflation) and the income from this annual fee will provide an ongoing additional revenue stream specifically for stadium maintenance and improvements.
- STCM currently has 1,239 paying members who will immediately become the first group of voting shareholders in the County Ground and ensure that in years to come we have an active ownership for the supporters' stake in the stadium. STCM is a democratic organisation that provides the required protections for future generations (see next slide). STCM will seek to grow membership to 2,300 (and beyond) as required by SBC as part of the plans to purchase the County Ground.
- The key next steps are to agree the valuation and then ensure that the JV, Sale and Lease agreements are agreed by STFC, STCM, SBC and the Nigel Eady Trust.



ADVISORY BOARD

Legal Update

BY EDDIE PARLADORIO

Workstream	Progress/Achievements/Comments	Current RAG	Comments/Actions to Green
Contracted Commitments	<ul style="list-style-type: none"> The club is continuing to look at a number of the contracts signed in the past and checking whether they are enforceable and appropriate including Centreplate, McGreal, Gilmartin, Jewell and Able Every effort will be made to fight these contractual claims where possible Able have raised a winding up petition against the Club for the debt they are claiming (c£100k). Club are fighting due to concerns over its legitimacy and that it was paid through a 3rd party – Consulting Logistics and this relationship has not been explained. Club will fight but have the funds to settle if the courts order the Club to do so. Discussions are ongoing in respect of the disputed amount owing for architectural work with the architects DPDS. 	On Track	<ul style="list-style-type: none"> Continued review of contracts and legal action to defend the Club's position
County Ground	<ul style="list-style-type: none"> Agreed repayment plan with SBC but county court judgement unhelpful on credit worthiness of Club. Rent is being paid on time and 4th back rent repayment made Discussions with Trust lawyer James Maton going well, revisiting JV agreement etc for County Ground purchase. Expect to propose acquisition at February SBC Cabinet meeting 	On Track	<ul style="list-style-type: none"> Engagements with SBC and driving CG acquisition for Feb 2022
Review of Contracts	<ul style="list-style-type: none"> Review of existing contracts with key suppliers continues 	On Track	<ul style="list-style-type: none"> Assessment and amendments to contractual terms as appropriate
Other Issues	<ul style="list-style-type: none"> The Club has been charged with a breach of the FA's funding regulations relating to the previous owner and alleged funding relationships he had in place. The Club will defend its position and likely plead mitigation given that Clem had no knowledge of these arrangements and the Club is being run in a open, transparent and proper manner under Clem's stewardship. The Scott Twine tribunal is due later this month and the Club has put forward a strong submission in respect of the value of this player and the amount the Club has contributed to his development 		<ul style="list-style-type: none"> Submission of Club's defence Scott Twine tribunal hearing



ADVISORY BOARD

Business Update

BY ROB ANGUS

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
Financial Update	<ul style="list-style-type: none"> Debts estimated at c£4.5m is now estimated at c£2.4m – breakdown on following page shows what is due this season exc. trade creditors Additional Premier League distribution via EFL of £330k (£165k received in November, balance in March) Current cashflow is c£500k in credit post November payment runs and repayment plans, wages etc Working to be in a position to issue management accounts, review historic financial records Repayment plans are on track with HMRC, EFL, SBC, Puma and others but it will take time to repay these debts 	Amber	<ul style="list-style-type: none"> Roll forward accounts/start prep for mgt accounts Assess accuracy of historic financials
Ticketing	<ul style="list-style-type: none"> Bundle Ticket plans and half season tickets are now on sale Crowd figures continue ahead of ahead of forecast (8k) but under 10k target Ticketing initiatives for primary schools, youth football, local ethnic groups, Armed Forces and NHS progressing. Planning a combined ticket deal with the Wildcats 	On Track	<ul style="list-style-type: none"> Continue to strive for 10k attendances without large away gatherings Plans for NHS, Armed Forces, Charity focused games
Sales & Marketing	<ul style="list-style-type: none"> 3rd kit now released with strong sales to date and additional stock ordered but availability is limited New products ordered for the shop and new staff recruited to help improve retail offering and telephone service Plans for Christmas market and Santa's Grotto for games v Walsall (18 Dec). Christmas Tree selling station available from CG Sponsorships sold well with Stadium, back of 3rd kit and Stratton Bank stand naming rights plus player sponsorships outstanding Robins Suite selling well which is increasing commercial revenue opportunities Busy with Hospitality & Catering bookings for non-matchdays and evenings for Christmas events. Need to drive booking from January for conferences, collaboration meeting space and parties and events 	Amber	<ul style="list-style-type: none"> Continue to improve retail offering Outstanding sponsorships Expand email marketing database Drive use of County Ground for parties, conferences and events
PR & Social Media	<ul style="list-style-type: none"> Major goal is to go from bottom of 92 clubs in fan engagement (last season) to top of the 92 Will actively look at EFL Family Engagement awards Regular content agreed with Swindon Advertiser and BBC Wiltshire Looking for parties to work with for a football style documentary on the 'rebuild' for our Club Work with OSC on Global Supporters Clubs with Australian, Norwegian and Brazilian clubs now set up. Next stop USA? 	Amber	<ul style="list-style-type: none"> Continue positive PR and media reach Consider 3rd parties who could document the 'rebuild' under a new era Continue to support Global Supporters Clubs and support strong interest in Australia with OSC
Outstanding Issues	<ul style="list-style-type: none"> Request for supporters to waive refunds are being worked through. Will work with TrustSTFC in triaging the backlog and work through disputes Issues with certain creditors and contracts Fan behavior issues at recent games is causing concern for the Club and Police and costs for the Club – thanks to OSC for helping with Stevenage costs. Issues with c30-40 supporters giving the Club a bad name. Club trying to work with Wiltshire Police on the matter 	Amber	<ul style="list-style-type: none"> Supporter refund query responses Work through creditor and contractual issues Support Police with issues with small minority of fans
Opportunities	<ul style="list-style-type: none"> Supporter events – fanzones, local schools and sportclubs, diversity and inclusion group engagements to be discussed with OSC and Trust Discussions with New College with regard to STFC being their official eSports team Discussions with NFT providers re potential new revenue opportunities 	Amber	<ul style="list-style-type: none"> Christmas plans / fanzones Supporter Group engagement and support eSports and NFTs
EFL engagement	<ul style="list-style-type: none"> Continued positive engagement with EFL EFL suggest prudent management and to be careful in early repayment of interest free loan 	Amber	<ul style="list-style-type: none"> Consider when or if to repay EFL Loan
Stadium Safety & Maintenance	<ul style="list-style-type: none"> Stadium repairs continue, more issues with PA system and turnstile ticketing access systems. Work continues to make improvements Repair works on the Stratton Bank to ensure it is ready for Bristol Rovers fixture inc. concrete repairs, CCTV and safety painting TrustSTFC are considering supporting the Stratton Bank stand, by helping finance toilet refurbishment and open this side of the stadium. Will consider whether this now takes place post assessment of development plans 	Amber	<ul style="list-style-type: none"> Stratton Bank repairs Turnstile system work



Debts left due for 21/22 Season	Nov '21	Oct '21	Sept '21
HMRC	£610k	£684k	£750k
EFL Hardship	£175k	£175k	£175k
EFL Covid Variation Loan	£20k	£20k	£40k
Bounce Back Loan	£45k	£45k	£50k
SBC	£192k	£216k	£238k
Puma	£5k	£18k	£30k
Contractual disputes	£500K	£500K	£580K
Contractual disputes - Football	£105k	£105k	£105k
Total	£1.65m	£1.76m	£1.9m



ADVISORY BOARD

Academy Plans

BY ROB ANGUS AND CLEM MORFUNI

Workstream	Progress/Achievements/Comments	Current RAG	Comments/Actions to Green
Assess Academy Quality	<ul style="list-style-type: none"> Assessment of Academy facilities ongoing with aim to improve Academy and ultimately move from Category 3 to Category 2 in the longer term 	Amber	<ul style="list-style-type: none"> Review ongoing
Plans for Better Facilities	<ul style="list-style-type: none"> Recruitment of additional part-time academy coaches agreed and ongoing Investment in making County Ground fit for purpose for 1st Team, Academy and across STFC. Investment c£20k Assessment of current facilities shows they are inadequate Assessment of alternative options are underway assessing a number of options across Swindon and Wiltshire. Meeting with Wiltshire FA (Mark Young) and New College (Dan Thorley) very helpful in continuing this assessment Working positively with Calne Town Council and Beversbrook with regard to additional options and extending STFC presence 	Amber	<ul style="list-style-type: none"> Confirm preferred Academy facilities going forwards Hiring of additional Academy Coaches
Safeguarding Update	<ul style="list-style-type: none"> Ben Hawkins, Head of Safeguarding & Education received more training and provided strong training and education to Academy Team Internal Audit of Safeguarding procedures and practice planned 	Amber	<ul style="list-style-type: none"> Continue to review and improve safeguarding standards



Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
Memorandum of Understanding	<ul style="list-style-type: none"> MoU signed and agreed with TrustSTFC and has been circulated nationally via The Football Supporters Association, with praise coming from many areas as this is only the 11th such agreement to be put in place for the 92 English clubs. The MOU is formed around the commitments made by Clem in his Open Letter (mentioned earlier) and is there to ensure ongoing transparency and engagement. 	Complete	
Schools & Youth Football engagement	<ul style="list-style-type: none"> With support from Mike Welsh (Trust President) and Jon Holloway (STFC Community Foundation) working with Head of Ticketing, Ella Hunter-Gibbs there is now a plan in place for issuing free tickets for schools via online code (ensures captures details) with follow up community tickets for next 6 games. Will continue to push this initiative and expanding to include local ethnic groups, which is underway. 	On Track	<ul style="list-style-type: none"> Continued school engagement and follow up plans with families who attended
STFC Women's Team	<ul style="list-style-type: none"> Engagement with STWFC team with media support, engagement and support Meeting held with Deb Dilworth of The Football Supporters Association, who is very supportive and will work with TrustSTFC on plans to promote and increase interest in women's team. Home game v Exeter at County Ground on 31/10 was called off due to concerns of waterlogged pitch. Now need to consider how to support future fixtures at County Ground. Need to assess pitch performance in winter months for future games 	On Track	<ul style="list-style-type: none"> Host a STWFC game at the County Ground
Disabled Supporters Facilities and Engagement	<ul style="list-style-type: none"> Work done to make initial improvements to facilities including toilets and coverings Looking to work with Disabled Supporters Club and Trust on Autism initiatives that have been successfully launched at Plymouth and Cambridge. In discussions on this with TrustSTFC 	Amber	<ul style="list-style-type: none"> Continue to engage and make active improvements to disabled supporter facilities
Fair Game Initiative	<ul style="list-style-type: none"> Consider whether to sign up to the Fair Game initiative which is now supported by 11 EFL clubs and calls for openness, transparency, sustainability and community engagement Calls for a sustainability index and independent regulation for football, as well as protection for heritage and traditions, greater redistribution of wealth, salary caps, commitment to diversity and inclusion 	Amber	<ul style="list-style-type: none"> Consider if STFC should sign up to the Fair Game Initiative



ADVISORY BOARD

Official STFC OSC

BY ANTHONY REEVES

Subject	Details	Current RAG	Comments
Turnstiles	<ul style="list-style-type: none">Concerns over the length of queuesProfessionalism of stewardingTicketing issues	Fan question/ Query	
Distribution of minutes	<ul style="list-style-type: none">OSC to work with the Club to look at the possibility to provide a Infographic periodically of minutes and achievements of Advisory Board	Ongoing	
Car Parking	<ul style="list-style-type: none">Is there a reason only part of the Carpark is being used on a matchday, and not open for general use?	Fan question/ Query	
Matchday Experience	<ul style="list-style-type: none">Club are encouraging early entry to ground to avoid queueing. Can the club look at incentives/ entertainment etc to encourage this?	Fan question/ Query	
Club Shop Sales Idea	OSC have been approached by a supporter with a potential sales opportunity. Details provided to take to AB meeting	Fan question/ Query	
Fan Safety	<ul style="list-style-type: none">Fan report of locked fire escape in Arkells Stand due to fault	Fan question/ Query	
Late Entry	<ul style="list-style-type: none">If a fan arrives late (after kickoff), how can they enter the ground once the turnstiles have shut?	Fan question/ Query	



ADVISORY BOARD

TrustSTFC Feedback

BY STEVE MYTTON

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
County Ground	<ul style="list-style-type: none"> Rob Angus and Steve Mytton presented to Swindon Borough Councillors on 29th November, good questions throughout and positive feedback received The Trust has now received the County Ground valuation report from Montague Evans. SBC have also had a valuation report from their valuation partners, Avison Young. Both valuation companies will meet on 9th December to agree the final purchase price. This negotiation work is being funded by TrustSTFC. SBC are aiming to take a report to cabinet on the 2nd February 2022 providing draft reports are cleared by the 31st December. Intention is to purchase the County Ground in Feb/March 2022, this is a slight extension to original 2021 target but very achievable if price agreeable. Cooley continuing to provide excellent pro-bono support via James Maton, with support from Greg Callard of Royds Withy King. 	Feb/March Purchase	<ul style="list-style-type: none"> The County Ground was listed by TrustSTFC as an Asset of Community Value (ACV). We may yet need to work through a 6-week interim moratorium period before the sale fully completes.
STFC 'NextGen' in Schools	<ul style="list-style-type: none"> Meeting with STFC and Community Foundation on Friday 12th November to take stock of current progress and school take up. A further meeting the the Community Foundation on Wednesday 17th November to agree schools to target for remainder of the season, it will include the 27 Swindon schools who have expressed an interest in the NextGen scheme. There seems no intention to go beyond fairly local schools at the moment, but the aim is to expand outside of the Swindon area eventually Trust working on a display board idea for schools to put up and use for displaying information about forthcoming matches, history etc Follow-Up is key for 'NextGen' success and still some improvements required, all groups in discussion on this. 	Phase 1 underway with free tickets	<ul style="list-style-type: none"> Marketing materials and branding still needed, to include fixture lists, registration instructions and a display board in schools Online registration page to be created to build up database of NextGen participants
STFC 'NextGen' In Youth Football	<ul style="list-style-type: none"> Progress here is reliant on the registration page, so currently on hold. As with the NextGen Schools work, marketing materials required for distribution throughout the North Wilts Youth Football League (NWFYFL). Once NWFYFL is operational, look to extend to other leagues and spread the NextGen network further afield. 	On Hold	<ul style="list-style-type: none"> Follow-up is key, still work to do in this area to get 'NextGen' operationally smooth Marketing materials and branding needed
Stratton Bank Community Stand Sponsorship	<ul style="list-style-type: none"> Last Advisory board meeting raised questions around the approach to this work, given the impending County Ground purchase and follow-on plans It was felt that maybe we should consider this as part of a wider stadium redesign, as development of Stratton Bank will be a priority after stadium purchase Extensive work required that goes beyond toilets, so needs discussion over whether this could be offered in 2021/22 season anyway. Propose to put on hold until after County Ground purchase and then revisit the idea. 	On Hold	<ul style="list-style-type: none"> Confirm additional works around new turnstiles, and IT infrastructure Rail seating/safe standing to be considered Confirm target date for launch
Scarves	<ul style="list-style-type: none"> TrustSTFC had requested support for handing out TrustSTFC red and white scarves for Bronze, Silver and Gold members. Suggestion was that board members could hand out via a window in the Town End - this is a complex logistical issue for matchdays as many people arrive just prior to kick-off and there are over 700 scarves to hand out. This will be attempted on Saturday 18th December. We had also previously proposed to buy 1k more scarves for NextGen school and youth football, plus scarves for primary school age season ticket holders, and ideally would want them collected from STFC and promoted by club (bring to matches and hold them up as teams come out) – aim for Dec 18th or early new year gifts – ideal for winter matches. As retail option is not possible, this idea will go on hold but we would like to discuss this again for next year. 	Saturday 18th December	<ul style="list-style-type: none"> Keen to make more of Harry McKirdy & Tyreece Simpson sponsorships
Fan Engagement Email Address	<ul style="list-style-type: none"> James Spencer from TrustSTFC has drafted a fan engagement page design for Matt Waters at STFC to review – awaiting feedback/launch. This page will give details of a new shared email account for fan questions and fan engagement.. This email account will then be managed by a combination of club staff and supporter volunteers on a rota basis and will help speed up responses to queries that are raised. 	Imminent Launch	
Miscellaneous	<ul style="list-style-type: none"> Trust Board Member Alex Pollock detailed an offer of support to the club's media manager – awaiting feedback. Club Museum locations were discussed (£25k pledged by one supporter, possible matched funding from English Heritage to be explored) Fill the Stadium days – suggested targeting December 18th fixture, with extra tickets for season ticket holders. Pre-Match and Half-Time Entertainment improvements – more work required here but some good early discussions. FAQs section proposed for official site, dealing with common questions that come into TrustSTFC and OSC. Trust has new STFC Women rep – Laura Morgan. Women's/HerGameToo Section proposed for official site, along with Disabled, and D&I section. 	Ongoing	



ADVISORY BOARD

AOB, Review Actions and Agree Next Agenda

- Any Other Business (AOB)
- What went well, what didn't work so well
- Review actions from this meeting
- Agree public relations and immediate next steps
- Additional Agenda items for the next meeting
- Agree next meeting date, duration and location