

STFC Advisory Board

January 2022





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



Attendees – Clem Morfuni (CM), Zav Austin (ZA), Don Rogers (DR), Eddie Parladorio (EP), Steve Mytton (TrustSTFC) (AP), Anthony Reeves (AR) and Rob Angus (RA). .

1.1 The minutes and actions 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 made to defer joining Fairgame at this time due to other priorities and lack of resources to focus on Fairgame***

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. Work underway to build a stadium sign which ‘thanks’ all those season ticket holders and sponsors who have waived their refunds. Will also offer a special badge commemorating their support

Action – RA to contact SBC to arrange meeting to agree CG valuation with aim to take sale to SBC March Cabinet meeting

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/AG 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/Ella Hunter-Gibbs, Head of Ticketing & Retail, SM and STFC Community Foundation to look at schools ticketing initiatives and how we look to continue to improve it



ADVISORY BOARD

December Minutes & Actions Review

- 2.1 The meeting started with CM going through the minutes and actions from the previous meeting. CM noted that plans are progressing with a 'thank you' plaque for those Season Ticket Holders who have waived their refunds along with a commemorative pin for each Season Ticket holder. Season Ticket refunds that those who do not want to waive their refunds (c150) will begin in the coming weeks
- 2.2 RA then provided an update on the County Ground discussions. Valuers acting for SBC and STFC/Trust are working to agree the valuation but there remains a gap between the two sides. Expected that CM, SM and RA will need to sit down with Susie Kemp and Rob Richards to finalise valuation. Due to more work needed to agree valuation then the SBC sale decision will be taken to their March '22 Cabinet. **Action RA to arrange meeting for CM, SM, RA and SBC to finalise valuation.**
- 2.3 Discussions are ongoing as to whether funding for the acquisition of the County Ground for the Club and Supporters can be provided by the Eady Trust Fund, meeting the wishes of Nigel Eady who bequeathed the majority of his estate for the benefit of the Football Club. The Club and Supporters Groups believe buying the County Ground and developing the Stratton Bank in Nigel's name would be a great legacy for Nigel. Expecting these discussions to conclude in the next month.
- 2.4 RA and SM noted that the County Ground Custodians JV is now set up and both are working on opening a new bank account for this company.
- 3.1 EP then provided a legal update. Discussions on disputed debts are progressing well and discussions continue.
- 3.2 EP noted the latest re the Able debt and their winding up petition which is due to be heard on 12/1. EP is expecting that this hearing will be adjourned and a date set in March. Post the meeting the Winding Up petition from Able was adjourned for a hearing due in March '22.
- 3.3 In respect of the FA charges, STFC will be submitting its defences in the coming weeks. We are not expecting an outcome from this hearing for a few months.
- 3.4 EP noted that the Club had instructed a strong legal firm and QC in respect of the Scott Twine Tribunal and received c£300k in compensation, plus a 20% sell on fee. £150k of these sums are due at the end of March and there are also some further small sums due in respect of appearances. EP noted that the feedback from the legal firm used, Brabners, this was a good result for the Club. CM noted that there were significant legal costs but that they have delivered a good result for the Club.



ADVISORY BOARD

December Minutes & Actions Review

- 4.1 RA noted in the Business update that debts were now at c£2.3m with c£1.5m due over the remainder of this year. Cashflow is currently strong at c£500k.
- 4.2 RA noted that work is ongoing to fully assess revenue and costs incurred from the Man City game but does expect the game to have netted the club c£300-400k. A full breakdown will be provided at the next Advisory Board meeting.
- 4.3 SM suggested an end of season celebration as a thank you for those that have waived their season ticket refunds and bought again. Also discussed making this open to all season ticket holders. RA will discuss further with SM to see what could be done. Club is currently looking at plans for next seasons Season Tickets, due to go on sale in March '22.
- 4.4 SM also discussed the promotion for the Oldham game where all season ticket and half season ticket holders have an additional free ticket for the game which may require the Stratton Bank to be open. Discussions were had on how we can open the Stratton Bank for more games.
- 4.5 ZA condemned the racist abuse that occurred at the City game but praised the quick and clear statement from the Club on the issue. SM noted that the Trust had written to Ashley Cole and offered £1k to a charity of his choice. RA noted that the Club was working closely with the Police to identify the culprits and ensure they are banned from the County Ground.
- 4.6 RA noted the violent disorder arrests that Police had made which relate to offences at the Bradford City game back in October. The Club will continue to work with the Police to enforce the banning orders and to reduce inappropriate behaviour at games. Continued use of Flares is also a problem, which will lead to fines for the Club, anyone found carrying or using flares risks being banned from the County Ground.
- 5.1 AR feedback on Stewarding during the City game which RA will review and work with our supplier, Platinum on. AR also asked about parking availability now that additional spaces have been secured.
- 5.2 AR and SM discussed pre and half time entertainment and noted that this was better at the City game. RA noted that the STFC Community Foundation do a lot of good work organising the half time entertainment but STFC are open to the OSC and Trust working with the Foundation with more ideas that could be run.
- 5.3 AR noted that Peter Norris had stood down as Chair of OSC and STFC wanted to put on record sincere and big thanks for all he has done as Chair of OSC over the past few years, SM also added his thanks and noted it was great to see how aligned the Trust and OSC. All wished Hannah Clinch, the new interim Chair of OSC all the best in her new role.
- 5.4 SM then provided Trust feedback and noted some continued issues with the PA system which RA said the majority of work that could be done this season has been and noted it is an old system with some speakers difficult to access without impacting the pitch.
- 5.5 SM noted the need to further work on the schools initiatives that the Trust, STFC and the Community Foundation were working on and RA agreed to look at these along with Ella Hunter-Gibbs, Head of Retail and Ticketing. SM also noted the need to add FAQ to the club website which RA will look at progressing. **Action RA and SM will work with STFC teams on both.**
- 5.6 The Board reviewed the EFL Family engagement observations from the game v Bradford. The Club were ranked 3rd in League 2 and 16th in the EFL. Some improvements were required in respect of the Shop and location of family facilities to which RA will follow up on.
- 5.7 The meeting then ended with the **next meeting due on 1/2/22 at 9.30 am**



ADVISORY BOARD

County Ground Update

- Discussions to purchase the County Ground with SBC continue. A heads of terms in respect of the acquisition has been sent to SBC for their thoughts. Still hopeful for a decision at the March SBC cabinet meeting.
- 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 ongoing as we look to finalise how funding could be arranged for the Club and the Supporters to enable the purchase of the County Ground and leave a legacy that Nigel Eady would be proud of and reflect his wishes to support the Club. The Club and Supporters Groups believe buying the County Ground and developing the Stratton Bank in Nigel's name would be a great legacy for Nigel.
- The Joint Venture vehicle that we hope to purchase the County Ground with will be called "The County Ground Stadium Custodians Ltd" and is now set up. 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 the rental monies received by the JV will be reinvested into the ground for maintenance and other projects.
- Any significant decisions will require the TrustSTFC 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, finalise funding arrangements and then ensure that the Sale and Lease agreements are agreed by STFC, STCM and SBC.



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 AbleEvery effort will be made to fight these contractual claims where possibleAble 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. Due to be heard in Courts during January and now adjourned for a hearing due in March '22Discussions are ongoing in respect of the disputed amount owing for architectural work with the architects DPDS.A compromise has been reached in respect of McGreal with mediation discussions continuing with Gilmartin and Jewell	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 and back-payments are being paid on timeJV now set up, Discussions with Trust lawyer James Maton going well, revisiting JV agreement etc for County Ground purchase. Expect to propose acquisition at February or March SBC Cabinet meeting	On Track	<ul style="list-style-type: none">Engagements with SBC and driving CG acquisition for Feb 2022
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 deadline for submission of defences has been extended until early JanuaryThe Scott Twine tribunal was heard and Brabners LLP and a QC represented the Club along with Ben Chorley (Director of Football) and Ray Murphy (Club Secretary). The Club put forward a strong case in respect of the compensation it should be due for developing such a fine player. MK offered c£100k and STFC claimed c£600k. The agreed decision was £300k with additional monies on appearances and a 20% sell on clause. c£150k plus VAT on the whole amount has been paid with further monies to follow at end of March '22	On Track	<ul style="list-style-type: none">Submission of Club's defence



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£2.3m – breakdown on following page shows what is due this season exc. trade creditors Current cashflow is c£300k in credit post December 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 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 and have progressed well with Season Ticket sales now at 4.8k Crowd figures continue ahead of ahead of forecast (c8.5k) but under 10k target Ticketing initiatives for primary schools, youth football, local ethnic groups, Armed Forces and NHS all progressing. Man City ticket pricing released and will drive strong revenues for the Club, albeit the Club will receive c45% of the ticketing proceeds after stewarding and policing costs. The lowest ticket pricing offered to STFC fans has to be matched to Man City fans under FA rules, hence unfortunately not an opportunity to reward ST holders who have waived refunds. 	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 Tickets for Walsall and Exeter games valid for rearranged game with refunds now being processed. Sponsorships sold well with Stadium, back of 3rd kit and Stratton Bank stand naming rights plus player sponsorships outstanding Advertising and Hospitality has sold well for Manchester City game with strong revenue generated along with c£85k from TV. Conferencing & Catering bookings for non-matchdays and evenings from January onwards requires further push with much space available for conferences, collaboration meeting space and parties and events 	Amber	<ul style="list-style-type: none"> Continue to improve retail offering Outstanding sponsorships 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. At recent EFL audit Club finished 16th of the 72 EFL Clubs and 3rd in League 2 with an overall score of 9, with our Retail offering being the lowest scoring at 6. 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. As a reward for Season Ticket holders who waived refunds, Club is looking at a plaque on the County Ground recognising their contribution along with a 'special pin badge'. Fan behavior issues at recent games is causing concern for the Club. STFC have supported the Police who have made a number of arrests. The Club will 'ban' those identified. Club also working with Police on the racial abuse allegations at the game against Man City and will ban any 'supporters' identified. The Club condones their behaviour and re-iterate that racism has no place at STFC 	Amber	<ul style="list-style-type: none"> Supporter refund query responses 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"> 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 carried out, now need to assess how Man City game went to learn ahead of the Bristol Rovers game TrustSTFC are considering supporting the Stratton Bank stand, by helping finance toilet refurbishment and open this side of the stadium. 	Amber	<ul style="list-style-type: none"> Turnstile system work, PA system improvements Stratton Bank operational but more improvements might be needed



ADVISORY BOARD

Financial Update

BY ROB ANGUS

Debts left due for 21/22 Season	Dec '21	Nov '21	Oct '21	Sept '21
HMRC	£535k	£610k	£684k	£750k
EFL Hardship	£175k	£175k	£175k	£175k
EFL Covid Variation Loan	£20k	£20k	£20k	£40k
Bounce Back Loan	£45k	£45k	£45k	£50k
SBC	£168k	£192k	£216k	£238k
Puma	£0k	£5k	£18k	£30k
Contractual disputes	£500k	£500K	£500K	£580K
Contractual disputes - Football	£65k	£105k	£105k	£105k
Total	£1.51m	£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 Academy Audit due w/c 10/1/22, results will be shared at Advisory Board 	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	<p>Arising matters and key information from the reporting summary 8 reported concerns in 2021 but only 1 before September. September – December 2021 saw higher reporting levels which is indicative of a well informed and vigilant workforce. November 2021 also saw a reporting spike at the Academy. This is believed to have been because of increased awareness amongst academy staff and a number of Mental Health challenges faced by young people who may face transition out of this environment.</p> <p>Safeguarding Risk Register The Safeguarding Risk Register is currently being created to reflect the ongoing internal safeguarding audit as well as the recommendations from the club’s most recent Barnardo’s audit. This will be a key feature of future reporting.</p> <p>Policy Tracker Similar to the above a review of all safeguarding policies is being undertaken and a policy tracker will be created to assist the Board understand projected policies for endorsement.</p> <p>Safeguarding Summary The DSO has driven forward a range of safeguarding improvements in a relatively short time and it is equally clear that there is a willingness at all levels in the club, to embrace the changes and acknowledge that safeguarding is indeed everybody’s business. There is evidence of an emerging culture that acknowledges that the safety and welfare of children and adults is of paramount importance.</p>	Amber	<ul style="list-style-type: none"> Continue to review and improve safeguarding standards



ADVISORY BOARD

Supporter and Community Engagement

BY ROB ANGUS

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 Whilst broadly supportive, decision made to not get actively involved at this stage 	Complete	



ADVISORY BOARD

Official STFC OSC

BY ANTHONY REEVES

Subject	Details	Current RAG	Comments
Fans Feedback from Man City Match	<ul style="list-style-type: none"> • Credit to Club for impressed with how they maximized every opportunity for publicity and revenue • Security were unaware that those with wristbands in Hospitality had already shown Covid Passports, this delayed entry • Stewards reported to be just letting people in with tickets and not checking them resulting in people in wrong seat and stands. Also stewards were ignoring people smoking • Thorough checks of Covid Passports on entry, didn't seem to delay entry to stadium. Were making people wait if they didn't have it ready and ensuring facemasks were worn into Legends Lounge. • Lots of confusion around delivery of tickets. Tickets arriving close to matchday (or after) and not all sent out together. 	Fan question/ Query	<ul style="list-style-type: none"> • Electronic advertising, extra hospitality at Boom Bar and Foundation Park, TV and radio coverage
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	Minutes now also being distributed in the Legends Lounge at first home game after minutes released.
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	<ul style="list-style-type: none"> • Observations from fans that the whole car park is not being used
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? • Improvements have been noticed to pre-match and halftime music. 	Fan question/ Query	OSC to speak with STFC about running a poll or competition for music suggestions/ playlists
Rolex Clock	<ul style="list-style-type: none"> • Rolex Clock on Stratton Bank seems to still be broken, is there an update on its repair? 	Fan question/ Query	<ul style="list-style-type: none"> • Deacons had been kindly fixing
		Fan question/ Query	
		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"> Montague Evans (acting on behalf of TrustSTFC) are in continued discussions with the SBC valuation partners, Avison Young. At time of writing, we do not yet have a confirmed valuation but hope to have this finalised in the coming days. This may impact the timeline slightly, as we seek formal Council approval at the cabinet meeting scheduled for 2nd February 2022, as draft reports were not cleared by the original deadline of 31st December. 6-week interim moratorium period will need to complete following council formal approval, to satisfy the Asset of Community Value rules. The County Ground Stadium Custodians Ltd has now been formed with initial Directors representing STFC Ltd and STCM Ltd. 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"> Need to confirm valuation price and get formal approval to proceed by SBC cabinet
STFC 'NextGen' in Schools	<ul style="list-style-type: none"> Quiet month due to holidays and lack of home fixtures but now schools are returning the aim is to continue to target schools for remainder of the season, and to take advantage of the relationship we have with 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 Marketing materials and branding still needed, to include fixture lists, registration instructions and a display board in schools 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"> 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 Board Members have been handing out TrustSTFC red and white scarves for Bronze, Silver and Gold members at recent home matches There are over 700 scarves to distribute and so far over 220 have been given to Trust Members outside the ground, with a very positive response. We will be back handing out scarves from behind the Town End stand, for the Bristol Rovers game on the 22nd January from 11.30am until 12.30pm (as it's a 1pm start) and the Crawley game on 1st February from 6.15pm to 7.15pm (as it's a 7.45pm start). 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) – 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 Due to delivery delays we have been given 40 extra scarves, and had 25 scarves donated back by members, so we will be giving 65 scarves out to youths/children, still working on logistics, and final numbers.
Fan Engagement Email Address	<ul style="list-style-type: none"> Fan engagement page went live on 16th December https://www.swindontownfc.co.uk/news/2021/december/swindon-town-fc-fan-engagement Includes new shared email account for fan questions and fan engagement. This email account is being managed by a combination of club staff and supporter volunteers and will help speed up responses to queries that are raised. Special thanks to Board member James Spencer who has dealt with issues recently. 	Complete	
Miscellaneous / Ongoing Ideas	<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 –possible target is Oldham on 15th March 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