

STFC Advisory Board  
March 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 21<sup>st</sup> 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 – James Spencer
- OSC Feedback – Christine Kyle/Anthony Reeves
- AOB - Any Other Business
- Review Actions and agree Agenda for next meeting – All



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

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

*Action – Season Ticket refunds have in the majority been completed. Work is underway to build a stadium sign which ‘thanks’ all those season ticket holders and sponsors who have waived their refunds.*

*Action – RA to contact SBC to arrange meeting to agree CG valuation with aim to take sale to SBC March Cabinet meeting. Update – meeting to agree valuation has taken place legal documents to be agreed following March Cabinet meeting*

*Action – RA to work with CK/AR on fanzone options - in progress with aim for a plan by March 2022. Discussions are continuing.*

*Action – RA to ask ASD, Media Manager to look into FAQ on the Club Website – now live*

*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. Meeting set up during February 2022. Update – meeting held with improvements discussed and being progressed*

*Action – RA to work with Ella Hunter-Gibbs to share season ticket pricing at next Advisory Board – Update – proposals included in pack*

*Action – AR and JS will confirm OSC and Trust view of Fan Banning guidelines for the Club to review*

*Action – RA to speak to Platinum to ask for more active intervention for poor supporter behaviour – Update – implemented*

*Action – RA to review use of Sweet Kiosk for OSC*

*Action – RA to set up fan behaviour guidelines meeting*

*Action – RA to work with AR re 3<sup>rd</sup> party mailing list and with Ray Murphy on more ex-players events.*

*Action - RA and JS will meet to discuss the Club’s marketing and data needs.*



## ADVISORY BOARD

# March Minutes & Actions Review

- 2.1 The meeting started with CM going through the minutes and actions from the previous meeting. CM noted that Season Ticket refunds have now been processed. Plans are progressing well for a 'thank you' plaque for those Season Ticket Holders who have waived their refunds. Feedback from AR and JS was that the Club should focus on the Plaque rather than the commemorative pin for each Season Ticket holder, given the costs for the latter are quite significant.
- 2.2 RA noted that alongside the Youth ticketing initiative that is running the Club had considered an idea from the Trust to give all youth football clubs a 10% discount on tickets and in the shop. All agreed this was a good idea.
- 2.2 RA then provided an update on the County Ground discussions. SBC have issued their papers ahead of the Council's March Cabinet meeting where the decision to sell the County Ground will be made. Work is progressing to finalise the Heads of Terms as well as Sale and Lease documents.
- 2.3 Discussions continue 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, Don Rogers 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 with a key meeting of both parties legal advisors.
- 3.1 CM noted EP's apologies and provided the legal update. Discussions in respect of the debts with Centerplate and DPDS continue with the aim to find an amicable settlement.
- 3.2 CM noted that contractual disputes are reducing with just Jewell now left in remediation.
- 3.2 CM confirmed the latest re the Able contested debt and their winding up petition which is now adjourned to July '22.
- 3.3 In respect of the FA charges, STFC has submitted its defences and has engaged the FA in dialogue. We are now awaiting a response from the FA.
- 4.1 RA then provided the business and financial update. Noting that the overall external debt had now reduced from c£4.5m to under £1.9m. (see slide in pack) With all repayment plans on track.
- 4.2 Work is progressing on preparing historic accounts but to enable more time the filing date for the May '21 accounts has been deferred until May '22.
- 4.3 Due to the historic financial position of the Club and the outstanding winding up petition the Club is having issues with its card merchant acquirer, Elavon. We are seeking to partner with another merchant card acquirer.
- 4.4 The Oldham game on the 12 March will be the game where our Season Ticket holders can claim a free additional ticket as a thank you for their support. We will also celebrate our support of Swindon Womens Aid (SWA) illustrating the great work they do for victims of domestic abuse. We will also be highlighting the work of 'Go Again' who great work on mental health in sport as we look to partner with them going forwards.
- 4.5 The 20/21 season fan engagement index saw STFC get 92<sup>nd</sup> position but there was a positive podcast released by the fan engagement index to which RA and Steve Mytton appeared and the Board are confident al the work done since the new ownership started will see STFC rise up this table in the 21/22 season fan engagement index.
- 4.7 Stadium repairs are continuing with wind damage from Storm Eunice damaging the protective netting at the County Ground which is currently being repaired.



## ADVISORY BOARD

# March Minutes & Actions Review

- 5.1 Season Ticket pricing was discussed with RA introducing the proposed pricing, noting that 21/22 pricing was reduced as a thank you and encouragement for 20/21 season ticket holders to waive their refunds. RA explained the Club were being hit with rising costs.
- 5.2 JS, AR and DR noted the pricing and the need to ensure the Club is sustainable. All agreed that the proposed pricing was reasonable and that these revised prices provide good value and the Club remains very competitively priced compared to similar clubs in the area.
- 5.3 CM re-iterated that every penny that comes in from supporters and from elsewhere is reinvested back in the Club whether that is enhancing the infrastructure or investing in the playing squad and that this approach will continue under CM's ownership.
- 6.1 RA noted the Safeguarding update provided with the Club increasing the amount of trained staff with access to reporting including the media staff. Our DSO also attended Mental Health First Aid training with key Academy staff also attending the EFL's Mental Health First Aid for children course. RA also provided an ED&I update
- 6.2 RA noted that the plans to improve the Academy continue including the appointment of Jamie Russell as Senior Academy Director. Jamie has significant experience in the Academy sector with previous roles at WBA, Salford and Everton.
- 7.1 AR then provided the OSC update and noted the work the Trust and OSC had done on Fan Behaviour guidelines which were attached for discussion. AR and JS made the point that these are just suggestions from the supporter groups and that the Club would need to own any guidance and action which RA agreed. JS pointed out a good example from Sheffield Wednesday. RA will set up a meeting with AR, JS and the Club's Safety Officer, Noel Jeffs and General Manager, Matt Waters to discuss further. RA noted that managing supporter expectation on actions taken will be important as sometimes it is difficult to identify those causing poor behaviour. **Action – RA to set up fan behaviour guidelines meeting**
- 7.2 AR noted that since the OSC had been selling programmes and half time draw tickets together, this had gone well and was keen to add further programmes for the OSC to sell. AR added that some fans had suggested that the food prices in the kiosks were too high. RA explained that the Kiosks are outsourced and the current provider had invested significant capital to get them up and running at the start of the season but noted the feedback.
- 7.3 AR noted the success of the recent live event with former players Andy Rowland, Alan Mayes, Kenny Stroud and Jimmy Allan. Feedback was good and the OSC are looking to hold more events and are keen to work with the Club's 3<sup>rd</sup> party mailing list to promote these events and work with Ray Murphy, Club Secretary on arranging these events with the ex-players group. JS noted his significant marketing and data experience and offered to help with this and the Club's marketing and data needs more generally, RA is keen to take JS up on this support. **Action – RA to work with AR re 3<sup>rd</sup> party mailing list and with Ray Murphy on more ex-players events. Action - RA and JS will meet to discuss the Club's marketing and data needs.**
- 8.1 JS provided the Trust update and noted that the Trust's scarfs have now been given out and the Trust was keen to make the Oldham game one where all fans are encouraged to bring their scarfs to support the team, all felt this was a good idea. JS also noted some feedback on the new FAQ page on the website and will share with the Media team.
- 8.2 JS also noted the Town End bar experience v Salford stating that it was well received with supporters well behaved. RA explained that the Club was trying to prove that this could break-even and to help with the encouragement of fans not to stand in the Don Rogers Nationwide Stand.
- 8.3 The next meeting was agreed for Tuesday 5 April 2022 at 8am.



## ADVISORY BOARD

# Legal Update

BY EDDIE PARLADORIO

Workstream	Progress/Achievements/Comments	Current RAG	Comments/Actions to Green
<b>Contracted Commitments</b>	<ul style="list-style-type: none"><li>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, DPDS, Jewell and Able</li><li>Every effort will be made to fight these contractual claims where possible</li><li>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 3<sup>rd</sup> 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 July '22</li></ul>	<b>On Track</b>	<ul style="list-style-type: none"><li>Continued review of contracts and legal action to defend the Club's position</li></ul>
<b>County Ground</b>	<ul style="list-style-type: none"><li>JV now set up, Discussions with Trust lawyer James Maton going well, revisiting JV agreement etc for County Ground purchase. Expect to propose acquisition at March SBC Cabinet meeting</li></ul>	<b>On Track</b>	<ul style="list-style-type: none"><li>Engagements with SBC and driving CG acquisition for Feb 2022</li></ul>
<b>Other Issues</b>	<ul style="list-style-type: none"><li>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 Club has now made its submissions to the FA and awaits further dialogue from the FA.</li></ul>	<b>On Track</b>	<ul style="list-style-type: none"><li>Submission of Club's defence</li></ul>





# ADVISORY BOARD

# Business Update

BY ROB ANGUS

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
<b>Financial Update</b>	<ul style="list-style-type: none"> <li>Debts estimated at c£4.5m is now estimated at c£1.9m – breakdown on following page shows what is outstanding</li> <li>Current cashflow is c£300k in credit post February payment runs and repayment plans, wages etc. This is following further cash injections by Clem.</li> <li>Working to be in a position to issue management accounts, review historic financial records</li> <li>Repayment plans are on track with HMRC, EFL, SBC and others but it will take time to repay these debts</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Roll forward accounts/start prep for mgt accounts</li> <li>Assess accuracy of historic financials</li> </ul>
<b>Ticketing</b>	<ul style="list-style-type: none"> <li>Crowd figures continue ahead of ahead of forecast and met 10k home fan target v Salford, we are now averaging over 9k for each home game</li> <li>Ticketing initiatives for primary schools, youth football, local ethnic groups, Armed Forces and NHS all progressing. c850 tickets are being issued to local schools and youth football clubs each home game and over 10k have now been issued since the initiative started</li> <li>Home game v Oldham Athletic on 12 March sees all Season Ticket holders being given an extra ticket for free. Details of how to claim have been announced</li> <li>Proposals on Season Ticket campaign are set out in following slides</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Continue to strive for 10k home supporters</li> </ul>
<b>Sales &amp; Marketing</b>	<ul style="list-style-type: none"> <li>New products ordered for the shop and new staff recruited to help improve retail offering and telephone service</li> <li>Partnerships progressed well with planning now starting for next season re partnerships and sponsorships for the 22/23 season</li> <li>Conferencing &amp; 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</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Continue to improve retail offering</li> <li>Looking for partners and sponsors for 22/23 season</li> <li>Drive use of County Ground for parties, conferences and events</li> </ul>
<b>PR &amp; Social Media</b>	<ul style="list-style-type: none"> <li>Major goal is to go from bottom of 92 clubs in fan engagement (last season) to top of the 92</li> <li>Looking for parties to work with for a football style documentary on the 'rebuild' for our Club</li> <li>Work with OSC on Global Supporters Clubs with Australian, Norwegian and Brazilian clubs now set up.</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Continue positive PR and media reach</li> <li>Consider 3<sup>rd</sup> parties who could document the 'rebuild' under a new era</li> <li>Continue to support Global Supporters Clubs and support strong interest in Australia with OSC</li> </ul>
<b>Outstanding Issues</b>	<ul style="list-style-type: none"> <li>Season Ticket refunds now largely done. 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'.</li> <li>Fan behavior issues at recent games is causing concern for the Club. Police have charged a number of fans and who are now banned from attending matches. Club will continue to work to ensure appropriate behavior at our games</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Thank you Plaque for ST holders waiving refunds</li> <li>Support Police with issues with small minority of fans</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>Supporter events – fanzones, local schools and sportclubs, diversity and inclusion group engagements to be discussed with OSC and Trust</li> <li>Discussions with New College with regard to STFC being their official eSports team</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Fanzones</li> <li>Supporter Group engagement and support</li> <li>eSports</li> </ul>
<b>Stadium Safety &amp; Maintenance</b>	<ul style="list-style-type: none"> <li>Stadium repairs continue, more issues with PA system and turnstile ticketing access systems. Work continues to make improvements</li> <li>TrustSTFC are considering supporting the Stratton Bank stand, by helping finance toilet refurbishment and open this side of the stadium.</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Turnstile system work, PA system improvements</li> <li>Stratton Bank operational but more improvements might be needed</li> </ul>



## ADVISORY BOARD

# Financial Update

BY ROB ANGUS

External Debt Position	July '21	Feb '22
HMRC	£1.46m	£385k
EFL Hardship	£1.04m	£690k
EFL Covid Variation Loan	£119k	£99k
Bounce Back Loan	£50k	£45k
SBC	£370k	£120k
Puma (Aged)	£190k	£0k
Contractual disputes	£570K	£500k
Contractual disputes - Football	£130K	£45k
Trade Creditors (Aged)	£432k	£0
Football Debtors (Aged)	£120k	£0
<b>Total</b>	<b>£4.48m</b>	<b>£1.88m</b>



## ADVISORY BOARD

# Financial Update

BY ROB ANGUS

Debts left due for 21/22 Season	Feb '22	Jan '22	Dec '21	Nov '21	Oct '21	Sept '21
HMRC	£385k	£460k	£535k	£610k	£684k	£750k
EFL Hardship	£0	£0k	£175k	£175k	£175k	£175k
EFL Covid Variation Loan	£20k	£20k	£20k	£20k	£20k	£40k
Bounce Back Loan	£45k	£45k	£45k	£45k	£45k	£50k
SBC	£120k	£144k	£168k	£192k	£216k	£238k
Puma	£0k	£0k	£0k	£5k	£18k	£30k
Contractual disputes	£500k	£500K	£500k	£500K	£500K	£580K
Contractual disputes - Football	£45k	£45K	£65k	£105k	£105k	£105k
<b>Total</b>	<b>£1.12m</b>	<b>£1.21M</b>	<b>£1.51m</b>	<b>£1.65m</b>	<b>£1.76m</b>	<b>£1.9m</b>



# ADVISORY BOARD

# Academy Plans

BY ROB ANGUS AND CLEM MORFUNI

Workstream	Progress/Achievements/Comments	Current RAG	Comments/Actions to Green
<b>Assess Academy Quality</b>	<ul style="list-style-type: none"> <li>Assessment of Academy facilities ongoing with aim to improve Academy and ultimately move from Category 3 to Category 2 in the longer term</li> <li>Jamie Russell has been appointed as Senior Academy Director as the Club looks to make improvements to its Academy</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Review ongoing</li> </ul>
<b>Plans for Better Facilities</b>	<ul style="list-style-type: none"> <li>Carrying out a strategic review of the Academy Structure</li> <li>Recruitment of additional part-time academy coaches agreed and ongoing</li> <li>Investment in making County Ground gym fit for purpose for 1<sup>st</sup> Team, Academy and across STFC. Investment c£20k</li> <li>Assessment of current facilities shows they are inadequate</li> <li>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</li> <li>Working positively with Calne Town Council and Beversbrook with regard to additional options and extending STFC presence as well as investing in facilities are Beversbrook</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Confirm preferred Academy facilities going forwards</li> <li>Hiring of additional Academy Coaches</li> </ul>
<b>Safeguarding Update</b>	<p><b>Key information from the Safeguarding reporting summary</b></p> <p>September – January 2022 has seen consistent reporting levels which is indicative of a well informed and vigilant workforce. November 2021 and January 2022 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. A risk register has been created and a review of all policies is taking place, a policy tracker will be created to assist the Board understand projected policies for endorsement.</p> <p><b>Safeguarding Summary</b></p> <p>The Academy has recently undergone a PGAAC Safe to Operate Audit, during this audit the club were commended for the progress they have made in both Safeguarding and Player Care. The Club have also increased the amount of trained staff with access to the safeguarding reporting software, MyConcern including Media staff to help create a safe social and virtual environment.</p> <p>.</p>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Continue to review and improve safeguarding standards</li> </ul>
<b>ED&amp;I Update</b>	<p>The Club had it's first of 2 Code of Practice assessments earlier in the month and will be receiving the feedback imminently. That feedback then gets used by the club and the E,D&amp;I working group to put actions in place in readiness for the 2nd assessment in the coming months. Following the second assessment visit the club will receive its official assessment report on its progress to achieving the EFL Code of Practice. We look forward to sharing this in due course.</p>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Continue to embed ED&amp;I across the business</li> </ul>



Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
<b>Memorandum of Understanding</b>	<ul style="list-style-type: none"> <li>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 11<sup>th</sup> 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.</li> </ul>	<b>Complete</b>	
<b>Schools &amp; Youth Football engagement</b>	<ul style="list-style-type: none"> <li>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.</li> <li>c850 tickets are being offered to schools and youth football each game</li> <li>Good meeting with Councillor Bazil Solomon and General Manager Matt Waters on more we can do to engage and build a more diverse supporter base.</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Continued school engagement and follow up plans with families who attended</li> </ul>
<b>STFC Women's Team</b>	<ul style="list-style-type: none"> <li>Engagement with STWFC team with media support, engagement and support</li> <li>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</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Host a STWFC game at the County Ground</li> </ul>
<b>Disabled Supporters Facilities and Engagement</b>	<ul style="list-style-type: none"> <li>Work done to make initial improvements to facilities including toilets and coverings</li> <li>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</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Continue to engage and make active improvements to disabled supporter facilities</li> </ul>
<b>Fair Game Initiative</b>	<ul style="list-style-type: none"> <li>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</li> <li>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</li> <li>Whilst broadly supportive, decision made to not get actively involved at this stage</li> </ul>	<b>Complete</b>	



# ADVISORY BOARD

# Official STFC OSC

BY ANTHONY REEVES

Subject	Details	Current RAG	Comments
<b>Crowd Issues</b>	<ul style="list-style-type: none"> <li>• People standing in the Don Rogers stand (block D6U) for whole game. Reports of people being injured, scared and unsafe from drunk fans standing. Stewards not doing anything, just watching the game.</li> <li>• Is there an update on crowd trouble at Man City match?</li> </ul>	<b>Fan question/ Query</b>	<ul style="list-style-type: none"> <li>• How are ban lengths decided?</li> </ul>
<b>Ticketing</b>	<ul style="list-style-type: none"> <li>• Tickets for Don Rogers Stand have Block references as well as seat numbers, but only seat numbers are displayed inside the stand misleading some fans.</li> <li>• When do Season tickets go on sale for next season?</li> </ul>	<b>Fan question/ Query</b>	
<b>Empty Kiosk</b>	<ul style="list-style-type: none"> <li>• There is an empty kiosk in the Don Rogers Stand. OSC enquiring if they can use this on a Matchday for Matchday Draw Ticket sales, and also programmes.</li> </ul>	<b>Ongoing</b>	<ul style="list-style-type: none"> <li>• Can OSC also sell in Legends Lounge and unused Programme stands outside the ground for MDD sales?</li> </ul>
<b>Fan Zone</b>	<ul style="list-style-type: none"> <li>• OSC to work with Club to look at Fan Zone options for Matchdays</li> </ul>	<b>Ongoing</b>	
<b>Catering</b>	<ul style="list-style-type: none"> <li>• Food prices inside the ground seem high. Can these be looked at by the club?</li> </ul>	<b>Fan question/ Query</b>	
<b>Future Partnership</b>	<ul style="list-style-type: none"> <li>• OSC approached about STFC working with Andy's Man Club (a talking group, a place for men to come together in a safe environment to talk about issues and problems they have faced or are currently facing).</li> </ul>	<b>Fan question/ Query</b>	<ul style="list-style-type: none"> <li>• Other Football League clubs currently offer a venue for meetings. Looking to set up a group in Swindon.</li> </ul>
<b>Accessibility</b>	<ul style="list-style-type: none"> <li>• Could the club consider installation of handrails in the Arkells Stand?</li> </ul>	<b>Fan question/ Query</b>	<ul style="list-style-type: none"> <li>• Specifically the lower tier behind the dugouts</li> </ul>



# ADVISORY BOARD

# TrustSTFC Feedback

BY STEVE MYTTON

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
<b>County Ground</b>	<ul style="list-style-type: none"> <li>Montague Evans (acting on behalf of TrustSTFC) have completed discussions with the SBC valuation partners, Avison Young and a sale price has been agreed. This should now go to SBC Cabinet meeting for approval on 16th March, which will be followed by SBC scrutiny meeting on 21<sup>st</sup> March. We then have a six-week Asset of Community Value process to complete. The sale could complete by end of May, depending on solicitors.</li> <li>The County Ground Stadium Custodians Ltd has now been formed with initial Directors representing STFC Ltd and STCM Ltd.</li> <li>Cooley continuing to provide excellent pro-bono support via James Maton, with support from Greg Callard of Royds Withy King.</li> </ul>	<b>March Sale Agreement</b>	
<b>STFC 'NextGen' in Schools</b>	<ul style="list-style-type: none"> <li>Meeting with Community Foundation and STFC scheduled for 10<sup>th</sup> February to discuss improvements to the Schools initiative.</li> <li>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</li> <li>Marketing materials and branding still needed, to include fixture lists, registration instructions and a display board in schools</li> <li>Follow-Up is key for 'NextGen' success and still some improvements required, all groups in discussion on this.</li> </ul>	<b>Phase 1 underway with free tickets</b>	<ul style="list-style-type: none"> <li>Online registration page to be created to build up database of NextGen participants</li> </ul>
<b>STFC 'NextGen' In Youth Football</b>	<ul style="list-style-type: none"> <li>Progress here is reliant on the registration page, so currently on hold.</li> <li>Have been approached by Highworth Town Juniors FC to talk about building closer links between the STFC and their youth football setup</li> <li>As with the NextGen Schools work, marketing materials required for distribution throughout the North Wilts Youth Football League (NWFYFL).</li> <li>Once NWFYFL is operational, look to extend to other leagues and spread the NextGen network further afield.</li> </ul>	<b>On Hold</b>	<ul style="list-style-type: none"> <li>Follow-up is key, still work to do in this area to get 'NextGen' operationally smooth</li> <li>Marketing materials and branding needed</li> </ul>
<b>Stratton Bank Community Stand Sponsorship</b>	<ul style="list-style-type: none"> <li>Last Advisory board meeting raised questions around the approach to this work, given the impending County Ground purchase and follow-on plans</li> <li>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</li> <li>Extensive work required that goes beyond toilets, so needs discussion over whether this could be offered in 2021/22 season anyway.</li> <li>Propose to put on hold until after County Ground purchase and then revisit the idea.</li> </ul>	<b>On Hold</b>	<ul style="list-style-type: none"> <li>Confirm additional works around new turnstiles, and IT infrastructure</li> <li>Rail seating/safe standing to be considered</li> <li>Confirm target date for launch</li> </ul>
<b>Scarves</b>	<ul style="list-style-type: none"> <li>TrustSTFC Board Members have been handing out TrustSTFC red and white scarves for Bronze, Silver and Gold members at recent home matches</li> <li>There are over 700 scarves to distribute and so far around 300 have been given to Trust Members outside the ground, with a very positive response.</li> <li>We will be back handing out scarves from behind the Town End stand, for the Crawley game on 1st February from 6.15pm to 7.15pm (as it's a 7.45pm start).</li> <li>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.</li> </ul>	<b>Ongoing</b>	<ul style="list-style-type: none"> <li>Keen to make more of Harry McKirdy sponsorship</li> <li>Due to delivery delays we have been given 40 extra scarves, and had 70 scarves donated back by members, so we will be giving over 100 scarves to youths/children, still working on logistics, and final numbers.</li> </ul>
<b>Fan Engagement Email Address</b>	<ul style="list-style-type: none"> <li>Fan engagement page went live on 16<sup>th</sup> December <a href="https://www.swindontownfc.co.uk/news/2021/december/swindon-town-fc-fan-engagement">https://www.swindontownfc.co.uk/news/2021/december/swindon-town-fc-fan-engagement</a></li> <li>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.</li> </ul>	<b>Complete</b>	
<b>Miscellaneous / Ongoing Ideas</b>	<ul style="list-style-type: none"> <li>Trust Board Member Alex Pollock detailed an offer of support to the club's media manager – awaiting feedback.</li> <li>Club Museum locations were discussed (£25k pledged by one supporter, possible matched funding from English Heritage to be explored)</li> <li>Fill the Stadium days –possible target is Oldham on 15<sup>th</sup> March with extra tickets for season ticket holders.</li> <li>Pre-Match and Half-Time Entertainment improvements – more work required here but some good early discussions.</li> <li>FAQs section proposed for official site, dealing with common questions that come into TrustSTFC and OSC.</li> <li>Trust has new STFC Women rep – Laura Morgan. Women's/HerGameToo Section proposed for official site, along with Disabled, and D&amp;I section.</li> </ul>	<b>Ongoing</b>	



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