

STFC Advisory Board
October 2021





ADVISORY BOARD

Commitment to Fans Reminder

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

CHAIRER BY CLEM MORFUNI

- Introduction & Previous Minutes and Actions – Clem Morfuni
- Business Update, including Financials – Rob Angus
- Legal Update - Eddie Parladorio
- Academy Plans Update – Rob Angus & Clem Morfuni
- Supporter and Community Engagement – Rob Angus
- TrustSTFC Feedback – Steve Mytton
- OSC Feedback – Christine Kyle/Anthony Reeves
- Fair Game Initiative
- AOB - Any Other Business
- Review Actions and agree Agenda for next meeting – All



Attendees – Clem Morfuni (CM), Eddie Parladorio (EP), Don Rogers (DR), Steve Mytton (SM), Christine Kyle (CK), Anthony Reeves (AR) and Rob Angus (RA). Apologies – Zav Austin

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

Action – RA to contact Fan Engagement Index and get details of assessment and RA to share details of Fairgame movement with the Board – Fan Engagement index being assessed working with Trust along with Fairgame initiative.

Action – RA & SM to work together with local media outlets to maintain and improve media profile – Work in progress with PR plan currently under construction.

Action – SM agreed to lead work on getting a new valuation for STFC & Supporters ASAP and to maintain a Plan that ensures CG acquisition by December 2021. – Valuers for STFC and Supporters appointed, paid for by TrustSTFC.

Action – RA to contact SBC to assess ability to ‘satisfy’ CCJ – contact made but SBC not able to ‘satisfy’ CCJ. EP noted that it is not unreasonable to ask for the debt to be ‘satisfied’ with action being taken in respect of the new instalment agreement if necessary.

Action – RA and SM to work together on a plan for dealing with refunds – Email requesting fans reconsider refund request given financial state of the Club issued by STFC

Action – RA, ZA, SM and AR to work together on PR plans – Work in progress, see above point on media profile.

Action – RA to work with DR on assessing facility improvements for the Academy – work in progress, DR has been in contact with RWB Football Club to assess options there to which there are possibilities as RWB FC look to extend their facilities.

2.1 EP provided Legal update and noted he would need to leave the meeting after his update due to work commitments. EP provided an update on current legal issues that the Club is dealing with. Starting with a legal claim from Able for an alleged loan to the Club. There are questions on how the loan was made and who made it and their links with the previous ownership. EP is working to defend the claim as best possible for the Club.

2.2 Centreplate is another dispute in relation to the historic catering contract. Some monies have been paid to help aid discussions and agree a reasonable resolution to the claim. Centreplate are preparing their paperwork for EP to review given that the Club’s historic paperwork is unreliable and missing key parts. This is a contract based claim on monies owed and contract breaches.

2.3 EP then updated on the contractual disputes with McGreal, Gilmartin and Jewell which the Club will defend as the claims made look irrational from the Club’s perspective. EP is assessing and will try to defend as best possible. The dispute with Curran has been resolved with the Club making a payment in this case.

2.4 Another dispute is with an architect in relation to work carried out at the planned training ground which the Club had engaged the architect for. A dialogue with the architect is underway to try to resolve the claim before legal costs spiral.



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2.5 In respect of the County Ground there have been positive discussions with the Trust's lawyer, James Maton and drafts of the sale agreement, JV agreement and Lease are in a near final position. The valuer working for the Club and the Trust has been appointed, funded by the Trust. The valuation for the Club and Trust is due by 15/10 and we are looking to progress the sale at pace and complete by the end of the calendar year. This will require the proposal going before SBC cabinet in December which is our current plan. EP is working to assure all parties that the Club is safe from any potential claims on the debentures and EP is confident of the legal defences he is preparing. It was agreed that RA would contact SBC to ensure they were aware of the intention from the Club and the Trust to get the acquisition of the CG done before the end of the year. EP left the meeting after this point to focus on legal issues.

Action – RA to contact SBC to set out proposed CG timetable

3.1 RA provided the financial and business update noting that the cashflow position of the Club at c£900k remained strong but it has reduced as debts are repaid and suppliers and staff are paid on time. Repayment plans are underway with HMRC, EFL, SBC and Puma, debts remain significant but they are reducing and under control. A new Financial Controller has been appointed, Greg Norman, who has strong experience and will be a great addition to the team.

3.2 Season ticket sales have finished at 4,414 which is a circa 33% improvement on recent norms. RA gave his appreciation to all those season ticket holders who have waived their refunds and credits and bought again, their actions along with Clem's investment have kept our Club alive and will provide the platform to rebuild. Discussions continue with the Trust and Supporters Club on recognising the loyalty and support shown by those who have waived refunds and credits. Ticket sales for the first 5 home games have been over 8k for each game for the first time in 27 years, the support is really appreciated but the Club will continue to target 10k home attendances.

3.3 Ticketing initiatives for schools and youth football are underway, working with Trust President Mike Welsh and Jon Holloway from STFC Community Foundation. Exploring ways to increase take up and ensure that when this is done that contact details are taken to ensure follow up. Ticketing initiatives are also underway with local ethnic groups, the Armed Forces, NHS and keen to also recognise 1st responders (Police, Fire and Ambulance services). The Club and supporters groups are keen to ensure that the Club is at the heart of the community and is also working to build up the 'Next Generation' of STFC fans. **Action – RA and SM will continue to work to drive ticketing initiatives that create the 'Next Generation' of Town Fans**

3.4 RA updated on the Retail operations where good progress had been made. Adult kits for home and away shirts have now sold out, it is not possible to get new supplies until summer 2022 due to the bespoke nature of the kit and issues with Puma's supply chain. The new 3rd kit will be available from November and new kits for next season are being finalised and ordered to ensure delivery for summer 2022.

3.5 RA noted that work was underway to make the Robins Suite available for the game v Bradford City on 23/10 which extends the hospitality offering and provides choices for more formal and informal dining. The County Ground facilities are now available for Christmas Parties, Parties, Conferences and other events as the Club looks to maximise non-matchday revenue with all monies generated being reinvested in the Club.



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3.6 PR initiatives are underway and the Club's media manager will work with supporters groups to leverage output. Regular columns for Clem and Rob have been agreed with the Swindon Advertiser. Attempts are underway to try and find a company who would be willing to do a football style documentary with the Club.

3.7 The Club appreciates that most season ticket holders have waived refunds and credits. There remains c200 requests for refunds and credits that the Club will now start to work through. Initially there will be contact to those requesting to recognise the difficult financial position the Club finds itself in and where possible waive refunds and credits. Where people cannot do that, the Club will look to deduct the costs of iFollow which was provided to season ticket holders and also any of those that attended the 2 games last season. The Club will continue to inform the Trust and OSC as it works through refund requests.

3.8 RA also gave an update on stadium issues including work to improve the PA system, work needed on the ticketing system, work on the Stratton Bank toilets (which the Trust has offered to support) and improving the safety team operating on match days. RA noted that the stadium is suffering from decades of neglect with significant investment needed.

4.1 RA gave a brief update on plans to improve the Academy which are being assessed. RA noted improvements on the Safeguarding and Education side of things and safeguarding training that CM, RA and other staff will shortly complete.

5.1 SM and CK/AR raised a number of supporter related questions and issues which are addressed in this summary pack but included discussions including creating an affiliated supporters group for ex-servicemen, which the Club agreed was a great idea, this follows on from the good work with the Australian, Brazilian and Norwegian supporters' groups. RA agreed to share iFollow stats with the OSC in respect of overseas downloads etc. **Action – RA to share iFollow overseas stats with CK/AR**

5.2 CK/AR raised the question around retro kits and the Club are looking to make these available in the Online and County Ground Shop. It was also noted that the Bath Christmas market had been cancelled which may provide an opportunity to have a Christmas market at the County Ground for the Walsall and Stevenage games. Some activity around the viability of this is already underway.

5.3 Fanzones were also discussed with the Club keen to work with the OSC on affordable and sustainable options for fanzones. **Action – RA to work with CK/AR on fanzone options**

5.4 CK/AR noted that the OSC are helping STFCW team with preparations for their Halloween/Autumn themed game on the 31/10 v Exeter City. The Club will be happy to support planning for the game and will also offer advice on safety requirements.

5.5 CK/AR and RA discussed working together to support the 'Her Game Too' initiative and Accessibility initiatives for Autism that other Clubs have progressed. CP noted that the Disabled Supporters Club are now attending OSC Committee to ensure their feedback is submitted to the Board. **Action – RA to work with CK/AR/SM on 'Her Game Too' and Autism initiatives.**



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5.6 SM noted that from a Trust perspective the CG purchase is progressing with plans for an annual £19.69 membership scheme to support the CG purchase and ensure an up-to-date and engaged membership 'own' 50% of the ground.

5.7 SM suggested some ideas in terms of promoting 'Next Generation' with schools and youth football clubs including more promotional materials and maybe some of the Women's team attending visits alongside the Men's team. **Action – RA and SM to work with School and Youth football initiative to ensure scheme is successful**

5.8 SM stated that the Trust are ready to fund the work on the Stratton Bank toilets, subject to a membership vote, so that it can be opened on a regular basis. It was noted that work would also be required on the turnstiles in the Stratton Bank which are also in a state of disrepair. RA is obtaining quotes for the cost of this work. **Action – RA to obtain quotes for the cost of the work to repair the Stratton Bank turnstiles**

5.9 SM asked for part of the Shop to be open for use by the Trust with RA explaining given limitations on space, other areas at the back of the Town End might be better. RA will consider with Jordan Higgs, Head of Retail and revert to SM. **Action – RA to confirm options for Trust Retail presence**

5.10 SM noted that James Spencer from the Trust had a good meeting with the Club on fan engagement and initiatives with follow up due from the Trust. SM also noted recognising the input of Season Ticket holders who have waived refunds and credits, perhaps with some form of limited-edition unique print. SM also asked about bundles of matches and plans for that which RA confirmed there were plans for 6, 9 and 12 game bundles to go on sale in early November. RA will confirm the plans of Ella Hunter-Gibbs, Head of Ticketing with the Trust and OSC. **Action – RA to ask Ella to share bundle plans with Trust and OSC**

5.11 SM asked about improvements to half time entertainment and RA is happy to work with Trust, OSC and Community Foundation on ideas. At the moment the Community Foundation are doing a great job planning events with games for children at half time. **Action – SM to ask members for ideas on half-time entertainment**

5.12 SM suggested it would be useful for FAQ to appear on the Club website and RA will ask Andrew Steele-Davis, Media Manager to look into this. **Action – RA to ask ASD, Media Manager to look into FAQ on the Club Website**

5.13 SM raised the point that the former owner was still showing as a director on Companies House for the Club. CM confirmed that action was being taken to remove him but that this takes time and money but is underway. CM also confirmed that there is no interest being charged on loans that CM has given the Club.

5.14 CK and AR asked for support for a history blue plaque scheme in respect of STFC legends to which RA and CM both confirmed support and RA suggested that Club Secretary, Ray Murphy who runs the Club's Past Players Association would be happy to support.

5.15 RA noted that the Fair Game initiative proposal which he had circulated prior to the meeting was something he was keen for the Board to consider, however given time pressures it was agreed to defer this item to the next meeting. The next meeting was confirmed as being **Tuesday 2 November at 8am** with the aim for an 11am finish given the time differences after autumn clock changes.



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£4m is now estimated at £2.7m – breakdown on following page shows what is due this season exc. trade creditors Current cashflow is c£900k in credit post September payment runs and repayment plans, wages etc Greg Norman appointed Financial Controller. Recruiting for accounts assistant and working to be in a position to issue management accounts and review historic financial records Repayment plans have started 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 Strengthen finance team Assess accuracy of historic financials
Ticketing	<ul style="list-style-type: none"> Season tickets update – c4,400. Due to credit rating online sales revenue is provided as games are played Crowd figures and income – over c8k for first 5 home games, first time in 27 years. Just ahead of forecast (8k) but under 10k target New Head of Ticketing appointed – Ella Hunter-Gibbs Ticketing initiatives for primary schools, youth football, local ethnic groups, Wilts Air Amb., Armed Forces and NHS underway 	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"> Merchandise takings have exceeded expectations c£200k to date with home and away kit sold out. 3rd kit ordered and due in mid November for black Friday release. Kit for next season ordered to ensure delivery for summer 2022 Plans for Christmas market and Santa’s Grotto for games v Walsall (18 Dec) and Stevenage (29 Dec) Sponsorships sold well with Stadium, Social Media and Stratton Bank stand naming rights plus player sponsorships outstanding. Sponsorship revenue currently at c£400k Robins Suite will be open for Bradford game on 23 October, increasing commercial revenue opportunities Drive for Hospitality & Catering bookings for non-matchdays and evenings for parties, Christmas events, conferences and collaboration space 	Amber	<ul style="list-style-type: none"> 3rd kit and Christmas shop plans Outstanding sponsorships Expand email marketing database
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 Strong support from Sky Sports through Chris Hull who has really supported the Club well Working with Trust and OSC on 90-day Media/PR Plan with County Ground Uncut also due back in October 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 Club with large demand in Australia 	Amber	<ul style="list-style-type: none"> County Ground Uncut 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 will be issued. Deductions for iFollow for those that insist on a refund. Will work with TrustSTFC in triaging the backlog and work through disputes Issues with certain creditors and contracts – Centerplate and contractual disputes 	Amber	<ul style="list-style-type: none"> Supporter refund query responses Work through creditor and contractual issues
Opportunities	<ul style="list-style-type: none"> Roadmap for coming months including Christmas planning. Supporter events – fanzones, local schools and sportclubs, diversity and inclusion group engagements 	Amber	<ul style="list-style-type: none"> Christmas plans / fanzones Supporter Group engagement and support
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 have been made to PA system, lighting, seats, more painting. More work required on turnstile systems, toilets, leaks etc Safety plans have been updated and we have built up a stronger and more resilient safety team 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"> Stratton Bank toilets Don Rogers and Town End standing issues Turnstile system work



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Financial Update

BY ROB ANGUS

Debts left due for 21/22 Season	Sept '21
HMRC	£750k
EFL Hardship	£175k
EFL Covid Variation Loan	£40k
Bounce Back Loan	£50k
SBC	£238k
Puma	£30k
Contractual disputes	£580K
Contractual disputes - Football	£105k
Total	£1.9m



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 possible	On Track	<ul style="list-style-type: none">Continued review of contracts
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 2nd back rent repayment madeDiscussions with Trust lawyer James Maton going well, revisiting JV agreement etc for County Ground purchase. Valuers appointed for Trust and STFC	On Track	<ul style="list-style-type: none">Checking accuracy of repayment plansEngagements with SBC and Eady Trustees
Review of Contracts	<ul style="list-style-type: none">Review of existing contracts with key suppliers	On Track	<ul style="list-style-type: none">Assessment and amendments to contractual terms as appropriate



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">Assessment of current facilities shows they are inadequateAssessment of alternative options are underway assessing a number of options across Swindon and Wiltshire	Amber	<ul style="list-style-type: none">Confirm preferred Academy facilities going forwards
Safeguarding Update	<ul style="list-style-type: none">Clem and Rob due to receive EFL safeguarding training during October along with General Manager, Matt WatersPlans to improve education provision being assessed and looking to implement in OctoberInternal Audit of Safeguarding procedures and practice planned	Amber	<ul style="list-style-type: none">Continue to review and improve safeguarding standards



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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 	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. Plans announced and underway for STWFC to play their home game v Exeter at County Ground on 31/10. 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 Damage to Disabled Supporters Club coverings after Mansfield game fixed Looking to work with Disabled Supporters Club and Trust on Autism initiatives that have been successfully launched at Plymouth and Cambridge 	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

TrustSTFC Feedback

BY STEVE MYTTON

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
County Ground	<ul style="list-style-type: none"> TrustSTFC have engaged Montagu Evans LLP of London for a new valuation of the County Ground. Inspection is scheduled for Friday 8th October. Joint Venture document has had some further minor amendments following legal review – will pass to STFC for approval in the next week. Further discussions held around annual £19.69 share scheme, in order to maintain voting audience and satisfy compliance. Trust to commence preparation of marketing material around the share offer in October, with the aim of a simple and clear proposition that all supporters will understand. Cooley continuing to provide excellent pro-bono support via James Maton, with support from Greg Callard of Royds Withy King. 	End of Year Target Date At Risk	<ul style="list-style-type: none"> Legal info still needed to address risks SBC timeline critical to success by end of year Valuation to be confirmed, work underway
STFC 'NextGen' in Schools	<ul style="list-style-type: none"> Successful launch of schools campaign now branded as 'NextGen', good press coverage for Goddard Park visit last month, excellent feedback received. Four different schools now being invited to every match, with 600 free tickets being distributed each time, courtesy of STFC. This is being done through parents registering on STFC website. Initial indication shows lower take up against actually handing physical tickets out (195 against 600). More discussion required. One idea is to give schools the option of an online letter (little admin time required at school) or actual tickets in return for parent email details. Club Ambassador Don Rogers has been very supportive, and children enjoy hearing of his achievements – club have agreed to prepare a promotional video to support these school visits, and Trust has offered to supply further copies of STFC history printed materials. A letter has been prepared from the TrustSTFC, STFC and the Foundation, allowing parents to register on the official club site and receive ticket offers (£10 for each of the next 6 games for combined parent and child). STFC have agreed that Goddard Park Primary can trial sending this out to parents of all 575 children. 	Positive Start	<ul style="list-style-type: none"> Follow-Up is key for 'NextGen' success Marketing materials and branding still needed, to include fixture lists, registration instructions and a display board in schools Aim to expand outside of the Swindon area Aim to support visits with squad members, also playing Swindon Town Women staff.
STFC 'NextGen' In Youth Football	<ul style="list-style-type: none"> Successful launch of Youth Football campaign, now branded as part of 'NextGen' and this visit to Highworth Town had good coverage online last month. 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. 	Positive Start	<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"> Subject to membership vote, Trust aim to invest £30k into Stratton Bank refurb and alongside another local company who are yet to be confirmed offer a new £10 ticket to attract new/casual supporters, under name of 'The Stratton Bank Community Stand sponsored by XYZ in association with TrustSTFC' Extensive work required that goes beyond toilets, so needs discussion over whether this can be offered in 2021/22 season Club have suggested that tickets can be offered at a discounted rate on the proviso that they are bought in advance in line with the ticket strategy, current supporters cannot change from current stand (admin issues), no season tickets, and not available if stand required for away teams. 	Launch Date TBC	<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
Shop Presence	<ul style="list-style-type: none"> Proposal was for TrustSTFC and OSC to be allocated a corner of the shop, seeking feedback from STFC retail team TrustSTFC Membership rewards to be collected and shown at till, with name crossed off list (Scarf scheduled for this Winter) Other items potentially created by TrustSTFC to be provided Free of Charge for sale by Club as revenue generator e.g., Posters/Prints, T-Shirts, Mugs etc 	Awaiting Response	<ul style="list-style-type: none"> Waiting on feedback from STFC Keen to make more of Harry McKirdy & Tyreece Simpson sponsorships
Miscellaneous	<ul style="list-style-type: none"> James Spencer met with STFC to discuss supporter issues, also agreed plan on fan engagement initiatives and how we as a Trust can support the club. Season Ticket issues now being addressed by the club, and email is being sent to supporters. Triage offer by the Trust is on hold. Limited edition unique print proposed for season ticket holders who helped to save the club, currently under consideration. Club to explore options to hit 6K Target, TrustSTFC proposed Half-Season and Quarter-Season options to help reach target of 6k regular supporters. Club Museum locations were discussed (£25k pledged by one supporter, possible matched funding from English Heritage to be explored) Trust Vision to be created (setting goals for next 5 years) Fill the Stadium days – suggested targeting December 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 Section proposed for official site, along with Disabled, and Diversity & Inclusion section. Trust Board Member Alex Pollock has offered to assist club's media manager with documented media plan and provide other support. 	Ongoing	<ul style="list-style-type: none"> Need to continually review MOU and ensure we are on-track with promises made <p>Supporter Questions</p> <ul style="list-style-type: none"> Why is LP still a Director of STFC Ltd? It doesn't say anywhere at what interest rate Clem's loans were provided at. STFC Branding in Town suggestion, shops, clubs, pubs to have something STFC on view Fans walkway or wall suggested by multiple supporters, possible Bricconomics discussion?



ADVISORY BOARD

Official Supporters Club (OSC) Feedback

BY CHRISTINE KYLE AND ANTHONY REEVES

Subject	Details	Current RAG	Comments
Stratton Bank Refurbishment	<ul style="list-style-type: none"> Update requested on progress of Stratton Bank refurbishment Does this include filling in the seats at the end by the Don Rogers Stand? 	Fan Question/ Query	<ul style="list-style-type: none"> Club looking at cost of toilets, turnstile improvements and replacing lost seats
Stratton Bank Initiative	<ul style="list-style-type: none"> Is it possible to offer heavily reduced Season tickets to 1st time season ticket holders on the Stratton Bank 	Fan Question/ Query	<ul style="list-style-type: none"> Trust working up plans to encourage new causal supporters as a way to fill the Stratton Bank
Season Ticket Deliveries	<ul style="list-style-type: none"> Reports of some Season Tickets not yet being delivered 	Fan Question/ Query	<ul style="list-style-type: none"> STFC ticketing email address has been given to concerned parties Advised club now has ability to print themselves, if they come into the shop
FGR Ticket Collection	<ul style="list-style-type: none"> Can tickets be collected at FGR 	Fan Question/ Query	<ul style="list-style-type: none"> STFC ticketing email address given
Scott Twine Sale	<ul style="list-style-type: none"> Do STFC receive any sell on for future Scott Twine sales? What are the details of the sale? 	Fan Question/ Query	<ul style="list-style-type: none"> Likely to go to a tribunal to confirm compensation. All monies will go to STFC and will support reducing debts on the Club
Update on Eady Trust fund	<ul style="list-style-type: none"> Fan seeking update on the Eady Trust Fund and its possible use 	Fan Question/ Query	<ul style="list-style-type: none"> Club and TrustSTFC in positive active discussions with Eady Trust who are very supportive
Clarity on remaining embargo	<ul style="list-style-type: none"> Request for details of the remaining embargo What are the current limitations Can we negotiate with current players to extend their existing contracts for next season 	Fan Question/ Query	<ul style="list-style-type: none"> Club are considering position and will review in January. Embargo restrictions last for 1 season. Loan from EFL is interest free and repayable over 4 years.
Next Seasons Kit	<ul style="list-style-type: none"> Is there a possibility of having the same Home kit next season? It's a classic/ original design Many fans missed out on it Would sales of a 2nd or 3rd kit offset any reduction in sales 	Fan Question/ Query	<ul style="list-style-type: none"> Min. order for home kit is 1k so unlikely given it won't arrive until next summer. Will consider retro options.
Use of Legends Lounge	<ul style="list-style-type: none"> Will the club be showing the FGR game in the Legends Lounge? Can the club stream away games in the Legends Lounge for fans who can't travel? 	Fan Question/ Query	<ul style="list-style-type: none"> FGR game shown in Legends lounge with Clem in attendance (virtually). Club will consider streaming but due to UK TV rules unlikely to be allowed
Blue Plaques	<ul style="list-style-type: none"> Do the club have interest in being involved in a Swindon Blue plaque group Sport Specific or wider subject Idea for Ernie Hunt and James Munro initially 	Fan Question/ Query	<ul style="list-style-type: none"> Club will support blue plaque scheme with Ray Murphy, Club Sec. being main point of contact
PA System	<ul style="list-style-type: none"> Report that the PA system in not working properly Report that PA system in some areas is now too loud 	Fan Question/ Query	<ul style="list-style-type: none"> PA system is old and neglected. Work actively going on to make improvements
Bottle Tops	<ul style="list-style-type: none"> Why do bottle tops have to be removed before sale, this causes issues with handling & spillages 	Fan Question/ Query	<ul style="list-style-type: none"> This is a Health & Safety requirement



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