

# STFC Advisory Board

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

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

*Action – Season Ticket refunds have 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. SBC meetings all went as planned now into legals and funding discussions.*

*Action – RA to work with CK/AR on fanzone options . Discussions are continuing.*

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

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

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

*Action - RA and JS will meet to discuss the Club’s marketing and data needs. Update, initial meeting held with follow up in progress*

*Action – AR to provide feedback on ticketing system and process to Ella Hunter Gibbs*

*Action – RA to get quotes on adding handrails to the Arkells Stand, although might be something that we look at as part of the redevelopment*



## ADVISORY BOARD

# April 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.
- 2.2 RA then provided an update on the County Ground discussions with SBC now having approved the sale meaning that focus is on finalising the sale and lease documents and agreeing the funding for the purchase.
- 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. CM noted that contractual disputes are reducing. CM confirmed the latest re the Able contested debt and their winding up petition which is now adjourned to July '22.
- 3.2 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 c£1.8m. 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 Season Tickets are now available with c1,100 sold to date. Payments can be made via Bank Transfer, Cash or V12 financing option. We hope to get all of our c4.5k existing season ticket holders to renew and will drive for new season ticket holders as we strive for 6k season ticket holders.
- 4.4 Work continues on improving STFC retail offering with new products being made available. The Kits for next season are in process and we hope they match the popularity of this seasons kit. Pre-order will be made available.
- 4.5 ZA provided an update on the engagement with Pakistan in Karachi and illustrated how this partnership illustrates the inclusivity that we at STFC are trying to drive and how we are keen to make friends and build relationships across the Globe. Alex Pike, one of talented Academy coaches has visited Pakistan to share coaching techniques and practices and we will host some coaches from Karachi in Swindon to continue to build ties and help to progress football in Karachi and Pakistan under the banner of STFC.
- 4.6 Stadium repairs are continuing with our Stadium & Safety Manager, Noel Jeffs preparing plans for summer maintenance works for Clem to review. Substantial investment is likely to be needed due to decades of neglect and under investment in the stadium. Significant investment also going into the County Ground pitch and pitches at the training ground.
- 4.7 RA provided an update on Safeguarding and ED&I. The improvements to Safeguarding systems and processes were noted thanks to great work by Ben Hawkins, Head of Safeguarding and Education.
- 5.1 AR provided the OSC feedback and started by stating that the OSC and the Trust have had a good meeting with the Club on the Fan Behaviour guidelines which the Club are now getting feedback from the Police on before issuing to supporters.
- 5.2 The Disabled Supporters Club is continuing to feed into the Advisory Board via the OSC along with continuing their individual meetings with the Club.
- 5.3 AR noted that the OSC will be looking to work with the Club on supporting Fanzones and will provide some feedback from fans on the away ticketing process. AR to provide feedback to Ella Hunter Gibbs, Head of Retail & Ticketing. **Action – AR to provide feedback to Ella Hunter Gibbs on ticketing system and process**



## ADVISORY BOARD

# March Minutes & Actions Review

- 5.4 AR noted that the OSC will be looking to work with the Club on supporting Fanzones and will provide some feedback from fans on the away ticketing process. AR to provide feedback to Ella Hunter Gibbs, Head of Retail & Ticketing. **Action – AR to provide feedback to Ella Hunter Gibbs on ticketing system and process**
- 5.5 AR also raised some feedback in respect of the need for hand rails in the Arkells Stand. RA noted this request albeit stating that he has been told that this could be quite expensive but RA will get quotes so it can be assessed. This is likely to be something that is looked at as part of the development of the ground. **Action – RA to get quotes for handrails in Arkells Stand**
- 5.6 AR noted that the home game v Leyton Orient was the one that the Club has highlighted as it's 'Her Game Too' initiative which the Club has joined with support from supporters groups. Her Game Too is doing a great job in highlighting the importance of female fans and ensuring that they are appropriately respected at games.
- 5.7 AR also noted that OSC end of season awards dinner is at the Legends Bar on the 4 May. Tickets are selling fast via the OSC.
- 6.1 JS gave the Trust update and noted that work continues on supporting the County Ground acquisition with the Club which has already been covered. The Trust's lawyer, James Maton of Cooley LLP continues to provide great support as does Greg Callard of RoydsWithyKing on the property elements of the deal.
- 6.2 JS noted that at the Trust AGM which RA and Matt Waters from the Club attended that the proposal of getting statues made for Don Rogers and John Trollope was raised and that Trust members have voted unanimously in favour of funding the statues.
- 6.3 RA noted the success of the Trust led initiative in respect of providing Sensory Needs packs for supporters who have Sensory Needs. RA noted that all had been taken up and there was significant further demand for these packs. JS agreed to look out what the Trust was willing to do to work with the Club and potential Club partners and sponsors to provide more for the new season. All agreed this was a great initiative.
- 7.1 The next meeting is scheduled for Tuesday 3 May at 10am.



## 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, 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, Bank Account set up. Discussions with Trust lawyer James Maton going well, revisiting JV agreement etc for County Ground purchase.</li><li>• SBC have approved County Ground acquisition by JV</li><li>• Legal and funding discussions continue</li></ul>	<b>On Track</b>	<ul style="list-style-type: none"><li>• Engagements with SBC and driving CG acquisition for 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>• Awaiting response form the FA</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£1.8m</li> <li>Current cashflow is c£400k in credit post March payment runs and repayment plans, wages etc.</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 have now met 10k home fan target for a few games, we are now averaging c9.2k for each home league 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>Season Ticket pricing released and sales starting and going well. Payments only available in BACs, Cash or financing option due to issues with historic financial records of the Club and the risk that Season Tickets pose to merchant card acquirers.</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Continue to strive for 10k home supporters and 6k Season Ticket holders</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 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 completed. As a reward for Season Ticket holders who waived refunds, Club is getting a plaque on the County Ground recognising their contribution.</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>Zav Austin leading connections with Karachi FC in Pakistan with great relations being built. Academy Coach, Alex Pike went out to deliver some coaching with 2 coaches from Karachi FC due to come over to STFC to learn and methods and continue to build links. Illustrates that we want to build connections across the Globe and that we want to be inclusive and accessible to all.</li> <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>Continue to develop Karachi FC links and look at other opportunities</li> <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> <li>Significant investment is being made on the County Ground pitch and training ground pitches this summer to improve them for next season.</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

Debts left due for 21/22 Season	Mar '22	Feb '22	Jan '22	Dec '21	Nov '21	Oct '21	Sept '21
HMRC	£309k	£385k	£460k	£535k	£610k	£684k	£750k
EFL Hardship	£0k	£0k	£0k	£175k	£175k	£175k	£175k
EFL Covid Variation Loan	£20k	£20k	£20k	£20k	£20k	£20k	£40k
Bounce Back Loan	£43k	£45k	£45k	£45k	£45k	£45k	£50k
SBC	£120k	£120k	£144k	£168k	£192k	£216k	£238k
Puma	£0k	£0k	£0k	£0k	£5k	£18k	£30k
Contractual disputes	£500k	£500k	£500K	£500k	£500K	£500K	£580K
Contractual disputes - Football	£45k	£45k	£45K	£65k	£105k	£105k	£105k
<b>Total</b>	<b>£1.04m</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

# Financial Update

BY ROB ANGUS

External Debt Position	July '21	Feb '22	Mar '22
HMRC	£1.46m	£385k	£309k
EFL Hardship	£1.04m	£690k	£690k
EFL Covid Variation Loan	£119k	£99k	£99k
Bounce Back Loan	£50k	£45k	£43k
SBC	£370k	£120k	£120k
Puma (Aged)	£190k	£0k	£0k
Contractual disputes	£570K	£500k	£500k
Contractual disputes - Football	£130K	£45k	£45k
Trade Creditors (Aged)	£432k	£0	£0
Football Debtors (Aged)	£120k	£0	£0
<b>Total</b>	<b>£4.48m</b>	<b>£1.88m</b>	<b>£1.81m</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> September – March 2022 has seen consistent reporting levels which is indicative of a well informed and vigilant workforce. Safeguarding policies Policies have been approved by the LADO and a parent safeguarding handbook has been created and distributed throughout the academy.</p> <p><b>Safeguarding Summary</b> DSO has attended MHFA Mental Health First Aid for Adults training and key Academy staff as well as STFC Foundation staff attended the Mental Health First Aid for Children course, which we hosted at the County Ground for EFL clubs.</p> <p>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. Two further key academy staff members are now users on MyConcern as of this month with the plan to add a further two in April, taking the total to 8 in the Academy soon to be 10, up from 1 last year.</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. Work continues with local FA Inclusion Advisory Group as we continue to seek ways to improve the diversity of our fanbase.</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 and use of facilities.</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. With great work by TrustSTFC supported by STFC over 50 packs to supporters with sensory needs have been issued, looking to work with partners to get more for next season.</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>Fan guidelines/ penalty conditions being consulted between STFC, Trust STFC and STFC OSC. Meeting held between all parties.</li> </ul>	<b>Ongoing</b>	<ul style="list-style-type: none"> <li>OSC and Trust looking to get this agreed with club at next AB meeting</li> </ul>
<b>Disabled Supporters Club</b>	<ul style="list-style-type: none"> <li>OSC have approached the DSC about working closer together and including them in the network of fans groups that they have already created.</li> </ul>	<b>Closed</b>	This has been agreed, new DSC logo designed and OSC to attend DSC meetings and work closer together.
<b>Matchday Draw and Programme Sales</b>	<ul style="list-style-type: none"> <li>OSC now selling MDD tickets in new locations around the ground and Legends Lounge. Sales (and prize money) have risen.</li> <li>Programmes are now on sale in the Legends Lounge at the OSC table</li> </ul>	<b>Ongoing</b>	
<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>	Steve from OSC working with club on ideas
<b>Ticket System</b>	<ul style="list-style-type: none"> <li>A number of concerns raised around the ticketing system and ease to buy tickets, especially away games. Please can the club look into this?</li> </ul>	<b>Fan Query/ Concern</b>	
<b>Arkell's Stand Handrails</b>	<ul style="list-style-type: none"> <li>Please can the club look at the possibility to install hand rails in the Arkell's stand, like those in the Don Rogers Stand?</li> </ul>	<b>Fan Query/ Concern</b>	
<b>Her Game Too</b>	<ul style="list-style-type: none"> <li>OSC working with club and Her Game Too. Looking to have an awareness day at fixture on 18<sup>th</sup> April (tbc). Club are also looking for fans to be Ambassadors. OSC also had an On the Sofa event with Her Game Too. Available on OSC You Tube Channel.</li> </ul>	<b>Ongoing</b>	
<b>End of Season Dinner</b>	<ul style="list-style-type: none"> <li>OSC are arranging the annual End of Season dinner for May 4<sup>th</sup>. Ticket details being announced soon.</li> </ul>	<b>Ongoing</b>	



# ADVISORY BOARD

# TrustSTFC Feedback

BY JAMES SPENCER

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
<b>County Ground</b>	<ul style="list-style-type: none"> <li>Sale was approved by Swindon Borough Council (SBC) at the Cabinet meeting on 16th March, and later confirmed at SBC scrutiny meeting on 21<sup>st</sup> March. On 24 March 2022 notification was given of the intention of Swindon Borough Council as owner of the property to make a relevant disposal for the purposes of section 95(2) Localism Act 2011. This notification triggered an interim 'Asset of Community Value' moratorium which will continue until 4 May 2022.</li> <li>Consulted members on Don Rogers statue, 94% approval and the order is being placed. Will take around a year to complete, and during this time we hope to have completed the stadium purchase and discussed suitable locations for siting. John Trollope statue expected to follow immediately afterwards.</li> </ul>	<b>March Sale Agreement</b>	<ul style="list-style-type: none"> <li>Great support from James Maton of Cooley / Greg Callard of Royds Withy King</li> </ul>
<b>STFC 'NextGen' in Schools</b>	<ul style="list-style-type: none"> <li>At the Trust AGM on 23 March, our board made a commitment to members that we will be even more family and inclusion focused, working with STFC and the Foundation on Schools/Youth tickets and supporting the Next Generation of Swindon Town fans with new ideas and initiatives</li> <li>Marketing materials and branding would be good for next season, 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 continues 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> <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</li> </ul>
<b>STFC 'NextGen' In Youth Football</b>	<ul style="list-style-type: none"> <li>No news this month, however as above – we are keen to support Next Generation work into next season and beyond.</li> <li>Highworth Town Juniors FC followed up with suggestions for closer links between the STFC and their youth football setup, and Rob Angus is considering their ideas and looking at the best way forward, with an initial pilot programme being discussed.</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>This item on hold given the impending County Ground purchase, we will consult with supporters upon purchase to gather inputs.</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>Campaign to raise scarves aloft for the Oldham match worked to some extent, it's an idea we would like to revisit on a more consistent basis</li> <li>Thanks to members who donated their scarves back, we have now given over 100 scarves to children</li> <li>Next season we would like to buy more scarves for NextGen school and youth football, plus scarves for primary school age season ticket holders</li> <li>Ideally would want to work with club and ask for help promoting scarfs at matches as part of an ongoing fan engagement initiative (bring to matches and hold them aloft) – perhaps look to next season if it cannot be achieved this year, ideal for winter matches.</li> </ul>	<b>Complete</b>	
<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> <li>FAQs section now live on official site, dealing with common questions that come into TrustSTFC and OSC – this is good progress.</li> </ul>	<b>Complete</b>	<ul style="list-style-type: none"> <li>FAQ page now live: <a href="https://www.swindontownfc.co.uk/news/2022/february/stfc-faqs">https://www.swindontownfc.co.uk/news/2022/february/stfc-faqs</a></li> </ul>
<b>Miscellaneous / Ongoing Ideas</b>	<ul style="list-style-type: none"> <li>Six new board members appointed and first meeting to be held on April 7, when we will discuss goals for the year ahead</li> <li>Board members James Spencer and Alex Pollock are supporting STFC staff with digital marketing and data support as they have experience in this industry, initial project is to help sell more Season Tickets (ST) to new people or people not having bought a ST for a while, to increase STs numbers and revenue. Longer term support is also planned to help STFC establish the right tools and strategy to execute modern digital marketing themselves.</li> <li>Club Museum locations were discussed (£25k pledged by one supporter, possible matched funding from English Heritage to be explored)</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