STFC Advisory Board

May 2022

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

Clem Morfuni

Zavier Austin

Eddie Parladorio

Club Ambassador
Don Rogers

TrustSTFC Representative
Steve Mytton/James Spencer/Alex Pollock

Rob Angus

Official Supporters Club Rep.
Christine Kyle/Anthony Reeves

- 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

ADVISORY BOARD

May Minutes & Actions Review

Attendees – Clem Morfuni (CM), Don Rogers (DR), Christine Kyle (CK), Alex Pollock (AP) and Rob Angus (RA). Apologies, Eddie Parladorio (EP) and 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 been completed. Work is underway to build a stadium sign which 'thanks' all those season ticket holders and sponsors who have waived and their refunds and will be in place ahead of next season.

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 and will look to loop in the STFC Community Foundation into these discussions

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 and the Police to review and publish.

Action – RA to review use of Sweet Kiosk for OSC

Action - RA and JS will meet to discuss the Club's marketing and data needs. Update, initial meeting held with follow up in progress. Club need to work with Ticketmaster to ensure end to end journey tagging is live and working before investing in digital marketing spend.

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

Action – AP/RA to see if a summary of supporter's email query types can be provided

Action – RA to invite STFC Community Foundation to the next meeting

Action – AP to look at the possibility of a joint statue

ADVISORY BOARD

May Minutes & Actions Review

2.1 The meeting started with CM going through the minutes and actions from the previous meeting.

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£1.7m. 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 progressing well with c2,500 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 by the end of May 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 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.

4.6 RA stated that the Club had carried out some match day ticket pricing comparisons ahead of next season. The STFC average ticket price is very low at c£8 which might be that some adults are accessing the ground using concession tickets, this is something that will be closely monitored next season and anyone abusing concession tickets will not be allowed entry.

4.7 The ticketing review suggests that the Club should look at increasing Town End tickets to £23, Over 65 to £20, Students to £20, U18 to £10 and U11 to £5. This would increase the average ticket price to something comparable to others in League 2 and help ensure financial sustainability. CM asked for thoughts from the Trust and OSC on these increases. Initial feedback from AP was that the increases in the younger age groups looked steep and too high but will consult with their members and feedback at the next meeting.

4.8 RA noted the success of opening the Stratton Bank for the Barrow game and thanked the OSC and Trust for agreeing to cost the marginal costs of opening the Stratton Bank.

4.9 RA also raised the proposed price increases for hospitality packages which was driven by rising food and labour costs and asked for feedback from the Trust and OSC. All noted the significant increases in food prices and the fact this is showing little sign of abating.

4.10 RA also raised the plans to increase the cost of programmes to £5 again driven by inflationary costs and to ensure that the production of programmes remain sustainable. All agreed that provided the quality of the programme is maintained that this is a reasonable increase given the current rate of inflation.

5.1 RA noted the safeguarding update referencing the continued improvements and focus in this area. RA also provided the ED&I update with the ED&I plan being recently submitted to the EFL.

ADVISORY BOARD

May Minutes & Actions Review

5.2 RA noted that CM and RA had met with the STFC Women's team and are keen to continue to support them and try to get a few games on at the County Ground and at Foundation Park next season with the support of STFC Community Foundation. Much depends on fixture lists and the success of the significant investment in the County Ground pitch this summer but plans have been agreed with STFC Community Foundation to host 4 games and STFC will try to host 2 games.

5.3 CK provided the OSC feedback and noted there had been complaints about standing in the Town End and Stratton Bank blocking some fans views for the Barrow game. RA noted that the Club is actively working with Stewards to ensure that Disabled Supporters viewing area is not blocked in the Town End. It is difficult to manage these issues in busier games but the Club and its Stewarding and Security partner will do all that it can.

5.4 CK raised the question as to who monitors the Supporters Email queries and what type of questions were the Club getting? RA and AP responded by saying that this is jointly monitored by the Club and Trust working together and the Club have really appreciated the support of the Trust in them doing this. AP/RA will see if there is a summary of the types of queries that are received which can be feedback to all fans. **Action – AP/RA to see if a summary of supporters email query types can be provided**

5.5 CK noted that the OSC were keen to work on fanzone plans with the Club. RA agreed this would be really helpful and suggested we set up a dedicated group including the OSC, Trust, Club, STFC Community Foundation and Cricket Club to look at plans for the start of next season. CM noted that given there is often references to the support of the Community Foundation for a number of things that we should look to invite the Community Foundation to the next meeting. **Action – RA to invite STFC Community Foundation to the next meeting**

5.6 CK noted the work that the OSC were doing to support a potential Scottish OSC branch and one for ex-military service people.

6.1 AP provided the Trust feedback and noted the work they were doing on consolidating their website which will support the work for raising the number of members supporting the County Ground acquisition.

6.2 AP noted that work to build a statue of Don Rogers is progressing well. CM asked if it was possible to look at a joint statue of Don and John Trollope together. **Action – AP to look at the possibility of a joint statue**

6.3 AP raised the work the Trust are doing looking at progressing plans for a Club museum with plans to visit Exeter and learn how they delivered their museum. A meeting was held with RA and Ray Murphy at the Club this week. CM asked to meet the Trust on this week and talk about how we could house a Museum in the short to medium term.

6.4 AP also raised the fact that the Trust is setting up a working group looking as to how we drive to be more environmentally sustainable which is also something a member of the OSC is keen to support. Work on this continues.

6.5 AP raised the feedback on not using loyalty points for the Play Off semi finals which RA explained was due to issues with how we can manage this along with giving priority to Season Ticket holders. The Club are looking at better ways to manage priority for tickets for high demand games.

6.6 AP requested that the Club open the legends lounge for the away game for Port Vale which RA confirmed the Club had plans to do so.

7.1 Next meeting agreed for Tuesday 7 June at 8.30am

ADVISORY BOARD

Legal Update

BY EDDIE PARLADORIO

Workstream	Progress/Achievements/Comments	Current RAG	Comments/Actions to Green
Contracted Commitments	• 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 • Every effort will be made to fight these contractual claims where possible • Able have raised a winding up petition against the Club for the debt they are claiming (c£100k). Club are fighting due to concerns over its legitimacy and that it was paid through a 3rd party – Consulting Logistics and this relationship has not been explained. Club will fight but have the funds to settle if the courts order the Club to do so. Due to be heard in Courts during January and now adjourned for a hearing due in July '22	**On Track**	• Continued review of contracts and legal action to defend the Club's position
County Ground	• JV now set up, Bank Account set up. Discussions with Trust lawyer James Maton going well, revisiting JV agreement etc for County Ground purchase. • SBC have approved County Ground acquisition by JV • Legal and funding discussions continue	**On Track**	• Engagements with SBC and driving CG acquisition for 2022
Other Issues	• 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.	**On Track**	• Awaiting response form the FA

ADVISORY BOARD

Business Update

BY ROB ANGUS

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
Financial Update	• Debts estimated at c£4.5m is now estimated at c£1.7m • Current cashflow is c£400k in credit post April payment runs and repayment plans, wages etc. • 2021 accounts are due and on schedule to be issued at end of May • Repayment plans are on track with HMRC, EFL, SBC and others but it will take time to repay these debts	**Amber**	• Roll forward accounts/start prep for mgt accounts • Assess accuracy of historic financials
Ticketing	• Crowd figures continue ahead of ahead of forecast and have now met 10k home fan target for 6 of the last 7 home games, we are now averaging c9.6k for each home league game • Ticketing initiatives for primary schools, youth football, local ethnic groups, Armed Forces and NHS have all progressed well with the support of Trust STFC and the STFC Community Foundation. • Season Ticket sales going well with renewals at c2.5k. 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.	**On Track**	• Continue to strive for 10k home supporters and 6k Season Ticket holders
Sales & Marketing	• New products ordered for the shop and new staff recruited to help improve retail offering • Partnerships progressed well with planning now starting for next season re partnerships and sponsorships for the 22/23 season. Plenty of opportunities are available. • Considering pricing for Hospitality for the 22/23 season which will be issued shortly for executive season ticket holders and others who have supported the Club by taking such packages this season • Conferencing & Catering bookings for non-matchdays and evenings requires further push with much space available for conferences, collaboration meeting space and parties and events	**Amber**	• Continue to improve retail offering • Looking for partners and sponsors for 22/23 season • Drive use of County Ground for parties, conferences and events
PR & Social Media	• Major goal is to go from bottom of 92 clubs in fan engagement (last season) to top of the 92 • Looking for parties to work with for a football style documentary on the 'rebuild' for our Club • Work with OSC on Global Supporters Clubs with Australian, Norwegian and Brazilian clubs now set up.	**Amber**	• 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	• 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. Plaque is on order and plan to put in place ahead of the 22/23 season • 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	**Amber**	• Thank you Plaque for ST holders waiving refunds • Support Police with issues with small minority of fans
Opportunities	• 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. • Supporter events – fanzones, local schools and sportclubs, diversity and inclusion group engagements to be discussed with OSC and Trust	**Amber**	• Continue to develop Karachi FC links and look at other opportunities • Fanzones • Supporter Group engagement and support
Stadium Safety & Maintenance	• Stadium repairs continue, more issues with PA system and turnstile ticketing access systems. Work continues to make improvements across the stadium • Significant investment Is being made on the County Ground pitch and training ground pitches this summer to improve them for next season.	**Amber**	• Turnstile system work, PA system improvements, general stadium maintenance improvements

ADVISORY BOARD

Feedback Requested

	Feedback requested
Ticket pricing	• Costs are rising quickly from energy to labour and the Club is working hard to be sustainable. Following a review of ticket prices of competitors we are considering adjusting match day ticket prices for next season as follows (a change from previous communicated pricing) • Adult side stands £25, Adult Town End & Stratton bank £23 • Over 65 £20 all stands • Student £20 all stands • Under 18 £10 all stands • Under 11 £5 all stands • This will bring us in line with other clubs and take our average ticket price to £15
Programme costs	• Programme costs are also rising and we are looking to increase pricing for the programme to £5 to cover the costs and ensure that offering a programme remains sustainable
Hospitality pricing	• Labour and food costs are rising quickly. Proposed pricing for Hospitality suites for next season are as follows: • 1879 Suite – 3 course meal - £109 a game – Season Ticket renewal £1,720 (£75 a game) and Season Ticket new £1,800 (£78 a game) • Robins Suite – 2 course meal - £84 a game – Season Ticket price £1,380 (£60 a game) • Will enable that the offering remains high quality but also drives a profit for the Club

ADVISORY BOARD

Financial Update

BY ROB ANGUS

External Debt Position	July '21	Feb '22	Mar '22	Apr '22
HMRC	£1.46m	£385k	£309k	£234k
EFL Hardship	£1.04m	£690k	£690k	£690k
EFL Covid Variation Loan	£119k	£99k	£99k	£79k
Bounce Back Loan	£50k	£45k	£43k	£41k
SBC	£370k	£120k	£120k	£120k
Puma (Aged)	£190k	£0k	£0k	£0
Contractual disputes	£570K	£500k	£500k	£500k
Contractual disputes - Football	£130K	£45k	£45k	£40k
Trade Creditors (Aged)	£432k	£0	£0	£0
Football Debtors (Aged)	£120k	£0	£0	£0
Total	**£4.48m**	**£1.88m**	**£1.81m**	**£1.71m**

ADVISORY BOARD

Academy Plans

BY ROB ANGUS AND CLEM MORFUNI

Workstream	Progress/Achievements/Comments	Current RAG	Comments/Actions to Green
Assess Academy Quality	• Assessment of Academy facilities ongoing with aim to improve Academy and ultimately move from Category 3 to Category 2 in the longer term • Jamie Russell has been appointed as Senior Academy Director as the Club looks to make improvements to its Academy	**Amber**	• Review ongoing
Plans for Better Facilities	• Carrying out a strategic review of the Academy Structure • Recruitment of additional part-time academy coaches agreed and ongoing • Investment in making County Ground gym fit for purpose for 1st Team, Academy and across STFC. Investment c£20k • Assessment of current facilities shows they are inadequate • Assessment of alternative options are underway assessing a number of options across Swindon and Wiltshire. Meeting with Wiltshire FA (Mark Young) and New College (Dan Thorley) very helpful in continuing this assessment • Working positively with Calne Town Council and Beversbrook with new agreement extending STFC presence as well as investing in facilities at Beversbrook	**Amber**	• Confirm preferred Academy facilities going forwards • Hiring of additional Academy Coaches
Safeguarding Update	**Key information from the Safeguarding reporting summary** September – April 2022 has seen consistent reporting levels which is indicative of a well informed and vigilant workforce. New Matchday and Social Media Safeguarding Policies have been approved **Safeguarding Summary** If U Care Share' provided a safeguarding and psychological support session to our FDP players and parents funded by LFE as part of a wider Player and Parent curriculum. U18 Scholars achieved their FA Safeguarding Children and First Aid qualifications funded by the PFA DSO has renewed their CCE, CSE and Prevent training in the last month funded by the EFL. The Club have further 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, taking the total to 10 trained members of staff on the platform.	**Amber**	• Continue to review and improve safeguarding standards
ED&I Update	The Club has completed its ED&I plan and submitted to the EFL for review. Following the assessment 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.	**Amber**	• Continue to embed ED&I across the business

ADVISORY BOARD

Supporter and Community Engagement

BY ROB ANGUS

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
Memorandum of Understanding	• 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	• 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. • 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.	**On Track**	• Continued school engagement and follow up plans with families who attended
STFC Women's Team	• Engagement with STWFC team with media support, engagement and support and use of facilities. • Plans for 2 games to be played at the County Ground and 4 games at Foundation Park, subject to fixture lists	**On Track**	• Host a STWFC game at the County Ground
Disabled Supporters Facilities and Engagement	• Work done to make initial improvements to facilities including toilets and coverings • Looking to work with Disabled Supporters Club and Trust on Autism initiatives that have been successfully launched at Plymouth and Cambridge. 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.	**Amber**	• Continue to engage and make active improvements to disabled supporter facilities
Fair Game Initiative	• Consider whether to sign up to the Fair Game initiative which s now supported by 11 EFL clubs and calls for openness, transparency, sustainability and community engagement • Calls for a sustainability index and independent regulation for football, as well as protection for heritage and traditions, greater redistribution of wealth, salary caps, commitment to diversity and inclusion • Whilst broadly supportive, decision made to not get actively involved at this stage	**Complete**	

ADVISORY BOARD

Official STFC OSC

BY ANTHONY REEVES//CHRIS KYLE

Subject	Details	Current RAG	Comments
Crowd Issues	• Fan guidelines/ penalty conditions being consulted between STFC, Trust STFC and STFC OSC. Meeting held between all parties.	**Ongoing**	• OSC and Trust looking to get this agreed with club at next AB meeting
Walkway Blockages	• Issue raised by fan about standing in walkway at the front of Town End and between blocks T2 and T3, and also on the Bank wen opened for Barrow	**Fan Concern/ Query**	
Supporter Email Address	• Enquiry as to the use of new fan enquiry email address. Who monitors it, are the enquiries logged and can they be shared	**Fan Concern/ Query**	
Fan Zone	• OSC to work with Club to look at Fan Zone options for Matchdays	**Ongoing**	Steve from OSC working with club on ideas
Free Kicks Foundation	• Bucket Collection raised £154, as well OSC providing 3 mascots for the day	**Closed**	
End of Season Dinner	• OSC held End of Season Diner and Presentation on May 4th.	**Closed**	
Hartlepool Away	• OSC provided members with £5 for a brew as a thank you for travelling to Hartlepool match.	**Closed**	
Affiliate Groups	• Disable Supporters Group – logo and point of contact with OSC. Communication ongoing with Steve Hall & Peter Hatch – Australian Supporters Groups. Also enquires over a Scottish Group and a Military (ex & current Servicemen) Group	**Ongoing**	

ADVISORY BOARD

TrustSTFC Feedback

BY ALEX POLLOCK

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
County Ground	• Sale was approved by Swindon Borough Council (SBC) at the Cabinet meeting on 16th March, and later confirmed at SBC scrutiny meeting on 21st March. • 'Asset of Community Value' moratorium period ended on 4 May 2022, awaiting formal notice from SBC • Working with STFC to confirm funding approach and complete legal documentation • Trust board reviewing all JV documentation in readiness for final round of discussions, will then share high-level view with supporters	**On Track**	
New Website & County Ground Shares	• Working group established to create a new Trust website that will consolidate TrustSTFC.TV, Red Army Fund, LearnAboutSTFC and County Ground shares • Shares to be offered after completion of sale when we will run a 'County Ground' shares membership campaign	**On Track**	
Statue	• Announced at AGM and then consulted all members on Don Rogers statue, 94% approval and the order has been 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. • Statue progressing well, sculptor Alan Herriot nearing completion of maquette (small version for supporters to visualise how it might look)	**On Track**	
Club Museum	• Working group established to understand how to approach the idea of a Club Museum • Good discussions with Exeter City and early meetings held with Swindon Town Football Club too • Research continues and site visits to established museums being planned • Likely to require the establishment of a new charity • Will also require an early location for storage of items, with associated insurance	**On Track**	
Fan Engagement	• Fan Engagement and Match Day Experience Strategy has been created, also talking with OSC and GW Reds to collaborate on plans for next season • Includes Roundtable Discussions, Social Media, Surveys, Matchday experience ideas • Newsletters and regular website content also to be considered	**On Track**	
Environment & Sustainability	• Initial enquiries made mainly around sustainable travel to the ground • Keen to meet with Swindon Borough Council and discuss some ideas around sustainable travel • Planning to contact the Swindon Cycling Campaign and also the OSC who are also looking at ideas around this	**On Track**	
Diversity & Inclusion	• Working group being established to look at what can be done to encourage interest from the various communities around Swindon • Early plans for a Vesakhi Day of Multicultural football & Peace at Foundation Park	**On Track**	
NextGen	• Trust keen to encourage more boys and girls from secondary schools to attend matches at the County Ground • Had feedback on ticket pricing for this age group and would like to discuss this more with STFC • Good relationships within this teaching community and one of our members discussed pupils visiting the club to understand about careers in football • We want to share the history of the club with the next generation as well so looking to incorporate this into our new website and promote more actively	**On Track**	
Swindon Town Women	• Full support for Swindon Town Women and would like to help them play home matches at Foundation Park, near the County Ground • Also keen to assist with raising their profile on social media, within the fanbase generally, and within the school and youth football communities • They have an End of Season Player Awards and Race Night fundraiser taking place on Friday 27th May 2022 at the County Ground	**On Track**	

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