



ADVISORY BOARD

June 2023

INTRODUCTION

Dear Supporters,

During the summer months we work on key safety improvements and tidying up our stadium. This is not a small task with an old and aging stadium that has had very little investment over the past 25 years or so. The fact that we now own our stadium with our supporters does make a difference and we are sharing our improvement plans with the Supporters Trust.

We are also working on development plans for upgrading the stadium and have engaged with a partner to help us with initial feasibility studies and following an initial meeting with key partners and our supporter groups we hope to be able to share initial plans over the coming months.

We have now also met with the Swindon Borough Council and the new leadership which was a positive meeting where we agreed to work closely together as we prepare our plans for the future redevelopment of the County Ground.

Planning for the launch of the new kits for 23/24 are progressing and we hope to have these available to you all soon. We think the designs are really strong and we hope that you like them as we look forward to the new season.

I'm pleased to report that season ticket sales are now over 4,400 and still growing, a testament to your loyalty and dedication for our beloved club. Please continue to support us and buy your season tickets which saves you money but also makes a huge difference to our club and allows us to support Michael Flynn as he builds a squad that can challenge for promotion next season.

Thank you again for all your support, and we look forward to seeing you at the club soon. COYR.

Rob Angus, Chief Executive & Clem Morfunj, Chairman

KEY HIGHLIGHTS OF JUNE 2023 MEETING

- Season Ticket sales now at c4.4k as we look to exceed the 5k+ we had for 22/23 season
- Significant maintenance and key safety works going on at the County Ground ahead of the new season
- Feasibility Study on County Ground development commissioned by Club and TrustSTFC due back at the end of Summer 2023
- Kit Launch expected at end of June '23
- Pre-season planning for STFC and STWFC well underway ahead of 23/24 season
- Club and TrustSTFC agreed to join the Fair Game initiative
- OSC working with the Club on a 92/93 Hall of Fame inductee dinner
- Supporters Q&As

THIS MONTH'S MEETING

Date & Time: Tuesday 13 June 2023, 9am-11am

Attendees:

- Clem Morfuni – Chairman, STFC
- Rob Angus - Chief Executive, STFC
- Anthony Hall – Axis UK Managing Director & STFC Stadium Development Lead
- Don Rogers – STFC Club Ambassador
- Mandie Coe - STFC Women
- Jon Holloway - STFC Foundation
- James Spencer – TrustSTFC
- Christine Kyle - Official Supporters Club
- David Coe - Sponsors Representative

Agenda:

- Introduction and Welcome
- Review of Advisory Board Notes
- Swindon Town Women's Update
- Supporters Trust and OSC Updates
- Supporters Q&A
- Review of new action items for this month
- Close

MONTHLY FINANCIAL UPDATE

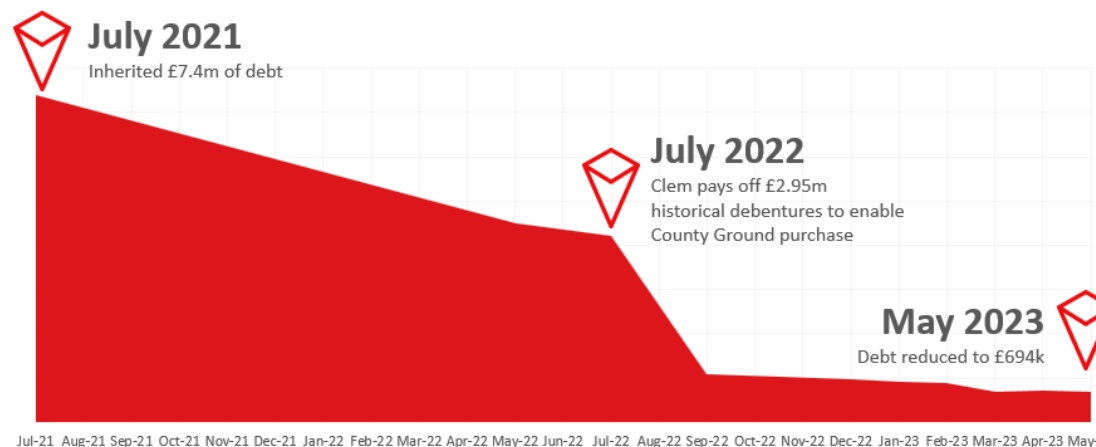
Every month an assessment of the finances will be provided, with as much transparency as possible.

You can see we are still managing the legacy debts, albeit more slowly now.

In addition to the historic debt we have another challenge in the form of an aging stadium which has not been invested in for decades. This is starting to take its toll and there is a big investment in maintaining the stadium this summer. The fact that we can now use what would have been paid in rent to Swindon Council to cover some of these costs is very helpful and illustrates the positive impact of the purchase of the County Ground and how we can work together with our supporters for the long term benefit of our football club.

We are continuing to do what we can to increase revenue and reduce costs so that we make our football club financially sustainable in the long term and ensure that Clem's investment can be put towards improvements in our infrastructure - whether that is the development of the ground or better facilities for our first team, Academy and/or STWFC. Having a sustainable football club is key to ensuring our future success and with tighter rules on financial fair play coming our way, your continued support in buying season tickets, match day tickets and merchandise is going to be key as we look to drive a competitive edge which will help take us up the leagues.

As we look forward to the 23/24 season with the aim of promotion we really need your ongoing support if we are to get this club back to where it should be.



Note: Chairman Clem Morfuni has to-date injected c£5.8m into Swindon Town, to help stabilise the club finances.

The accounts will reflect that this is owed back to him, however no interest will be due, and there is no timeframe for repayment.

External Debt	Jul 21	May 22	Jul 22	Sep 22	Nov 22	Dec 22	Jan 23	Mar 23	Apr 23	May 23
Debenture	£2.95m	£2.95m	£2.95m	£0	£0	£0	£0	£0	£0	£0
HMRC	£1.46m	£158k	£0	£0	£0	£0	£0	£0	£0	£0
EFL Hardship	£1.04m	£690k	£690k	£515k	£515k	£515k	£465k	£465k	£465k	£465k
EFL Covid Loan	£119k	£79k	£79k	£79k	£60k	£60k	£60k	£60k	£41k	£41k
Bounce Back Loan	£50k	£41k	£39k	£35k	£35k	£35k	£35k	£34k	£34k	£30k
SBC	£370k	£120k	£120k	£120k	£120k	£120k	£120k	£0	£0	£0
Puma (Aged)	£190k	£0	£0	£0	£0	£0	£0	£0	£0	£0
Contractual Disputes	£570k	£450k	£350k	£350k	£250k	£210k	£210k	£150k	£150k	£135k
Football Contract Disputes	£130k	£40k	£40k	£40k	£30k	£30k	£30k	£20k	£20k	£20k
Trade Creditors (Aged)	£432k	£0	£0	£0	£0	£0	£0	£0	£0	£0
Football Debtors (Aged)	£120k	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total	£7.4m	£4.5m	£4.2m	£1.1m	£1m	£970k	£920k	£730k	£709k	£694k

GENERAL BUSINESS

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p>Ticketing Commentary around attendances for the past month, along with details on season ticket sales, ticketing initiatives for schools and youth football clubs and iFollow.</p>	<ul style="list-style-type: none"> • C4.4k season ticket sales to date. Payment options via Bank Transfer, Card payments in shop or over the phone and V12 financing. Season Tickets provide strong savings and also give us great support as we build our squad for 23/24 season. • Season ticket cards for 23/24 have been ordered and will be available for collection from Club Shop soon. • Ticket sales for home pre-season friendly v Plymouth Argyle will be on sale soon. • Club ticket office working with Trust team to implement improvements to current email marketing • c250 tickets are being given out to youth football clubs and primary schools every match with the support of Trust STFC and our wonderful Community Foundation. More media support will be put into this next season. • iFollow is an important revenue stream for the Club which drives monies straight to us. • Club to produce a press release setting out how to follow from overseas 	
<p>Sales & Marketing Summary of activities and current results. Our hospitality packages are very popular and we get tremendous feedback, however we are always looking to drive further use of the County Ground for parties, conferences and events. The retail store has also had a lot of investment in the past year, but we are always looking to improve.</p>	<ul style="list-style-type: none"> • Retail sales now underway in store and online. 22/23 kits now discounted by 50%, contact store@swindontownfc.co.uk for further details. • Work underway to launch 23/24 kit which is expected at the end of this month. We hope our supporters like the new designs! • Club, Trust and OSC to do further work on plans to celebrate 1962/63 and 1992/93 promotion seasons • Club to provide an STFC Business Directory and Diary of Events for Sponsors/Partners • Commercial and partnership opportunities are still available from larger to smaller including – stadium sponsorship, community ticketing initiative, and social media along with sponsorship opportunities for STFC Women, STFC Academy and STFC Foundation. Contact James for details james@swindontownfc.co.uk • Conferencing & Catering bookings for non-matchdays and evenings is getting a further push with much space available for conferences, collaboration meeting space and parties and events. Hospitality packages for 1879 and Robins suite are also available with Sales Manager, Rachel Burt ready to take bookings: rachel@swindontownfc.co.uk 	
<p>PR & Social Media Helps the club to maintain a positive image, engage with fans, and reach a wider audience.</p>	<ul style="list-style-type: none"> • The Fan Engagement Index results were published, with Swindon Town being the biggest risers of the 92 clubs across England's top four divisions. We moved off the bottom of the standings and up 72 places to 20th https://www.swindontownfc.co.uk/news/2023/march/robins-biggest-risers-in-latest-fan-engagement-index • OSC, Trust and Club to review to see what more can be done to raise our position in the index 	
<p>Fan Behaviour Positive behavior can enhance the club's reputation and create a welcoming environment, while negative behavior can result in fines and disqualification from competitions. It's vital that we promote positive fan conduct for a safe and enjoyable experience.</p>	<ul style="list-style-type: none"> • EFL have issued fan behavior guidelines with automatic bans for pitch invasions and pyrotechnic usage. • The FA have written to the Club and warned us of poor fan behaviour due to the issues noted above and have warned the Club fines are coming. 	

THE COUNTY GROUND STADIUM

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p>The County Ground Stadium Custodians Ltd The stadium purchase completed on 24 March 2023 and it's great that the club and supporters now own the County Ground, thanks to the generous legacy left by Nigel Eady. Supporters can play a part by purchasing a voting share for £19.69 a year www.votingshare.com</p>	<ul style="list-style-type: none"> • The first full Joint Venture board meeting has happened and had initial meeting discussing stadium development ideas with partners who are working through feasibility options for consideration • TrustSTFC surveyed voting shareholders for County Ground development ideas in April. • The County Ground Joint Venture board has been formally appointed with representatives from STFC, TrustSTFC and the Eady Trust. Further information will soon be shared with supporters via TrustSTFC. 	<ul style="list-style-type: none"> • Anthony Hall, UK Axis MD, is leading on the redevelopment for STFC. Expecting initial feasibility study by the end of the Summer which will be discussed and shared with Supporters Trust
<p>Stadium, Health & Safety & Maintenance We all know the stadium needs significant work and investment, and following the recent purchase by the Joint Venture, safety and maintenance is an immediate priority area. We need to guarantee a safe and enjoyable environment and ensure the protection of players, staff, and fans.</p>	<ul style="list-style-type: none"> • We inherited an aging and neglected stadium and numerous issues have recently been identified. Club is working on a priority list of issues to rectify which will lead to a comprehensive set of repairs to be carried out in Summer 2023 • A health and safety regular meeting set up to review issues and act on issues as they arise. • A priority list of infrastructure investments is being pulled together and has been discussed with the JV to agree priorities as we look to update core infrastructure around the stadium • As part of our Joint Venture we are looking to establish a County Ground Community Network: If there are supporters who would like to get involved in future stadium work, please send your details via email to info@truststfc.com • Electricians, plumbers, builders and other skilled trades people would be appreciated, the club also requires Doctors for Crowd and Team on match day, and trained First aiders 	<ul style="list-style-type: none"> • Lots of key maintenance and safety works going across the Stadium to ensure that our old and neglected Stadium is ready for the new season • Electrical testing now 100% complete and emergency lighting improvements installed and fully tested • Need to upgrade CCTV system and make improvements to the Arkells Stand. All on track ahead of the new season starting.
<p>Sustainability Environmental sustainability is becoming increasingly essential for our football club. By implementing eco-friendly practices, we can reduce our carbon footprint, enhance our reputation, and attract environmentally conscious supporters and sponsors.</p>	<ul style="list-style-type: none"> • With Michael Doughty now announced as Chief Sustainability Officer, the Club is working with the OSC and Trust to drive improvements to its environmental footprint and be a leading light in sustainability. • The Trust and Sir Tom Broadbent lounge funded a recycling bin that is available for use near the club shop. Through this, supporters can recycle old pairs of trainers through Michael's company Hylo. New signage due to be put up highlighting this. • Expecting Sustainability Strategy to be delivered by during the summer of 2023. 	<ul style="list-style-type: none"> • Sustainability Strategy in progress and will be shared by the end of the summer. Michael Doughty continues to provide strong support to our sustainability plans

LEGAL UPDATE

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p>Contracted Commitments</p> <p>The club is continuing to look at several contracts signed in the past and checking whether they are enforceable and appropriate. Every effort will be made to fight these contractual claims where possible. Outstanding items include Centerplate, DPDS (legal costs), HMRC (historic issues with Covid claims), Energy Bill, historic lease and Mercedes issue.</p>	<ul style="list-style-type: none">• DPDS dispute has now been settled.• Centerplate has taken over the Winding up petition, in respect of an old outstanding debt from outsourcing catering. Winding up petition was dismissed with Club putting what it feels due into a Solicitors account ahead of finalising this dispute.	
<p>Football Association Investigation</p> <p>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 now being run in an open, transparent and proper manner.</p>	<ul style="list-style-type: none">• The Club has now made its submissions to the FA and awaits further dialogue from the FA. We understand other parties are looking to defer any hearing until after the Standing v Power case has been heard.	

ACADEMY PLANS

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p>Assess Academy Quality A high-quality academy is essential for the future success of our club. It provides a cost-effective way to develop homegrown talent and builds a strong team foundation for long-term success.</p>	<ul style="list-style-type: none"> • Thanks to Coles Scaffolding for improvements to training ground, re analysis towers and shooting nets. • Links being built with non-league teams from Hereford, Chippenham, Melksham, Wantage Town, Highworth Town, Harrow Borough, Northleigh and others to ensure Academy players get men's football experience. • Academy pre-season plans now agreed 	
<p>Plans for Better Facilities Improved facilities including training, equipment, coaching, and community outreach, can attract top talent, enhance player development, and build positive relationships.</p>	<ul style="list-style-type: none"> • New Head of Player Care has started. • New Academy physios and casual therapists and coaches. • Working to ensure there are better facilities for the Academy on an ongoing basis. 	<ul style="list-style-type: none"> • Clem looking at setting up an STFC Academy in Australia. Provides 2 key benefits for STFC <ol style="list-style-type: none"> 1. Potential additional talent pipeline 2. Australian Academies generate revenue which can be reinvested in the Club
<p>Safeguarding Update Crucial activity as it protects player welfare, upholds the club's reputation, helps us meet legal obligations, promotes positive player development, fulfills the club's duty of care, and cultivates a positive team culture.</p>	<ul style="list-style-type: none"> • Barnardo's Safeguarding audit went well, some actions required to continue the improvement in standards • Club also working on Matchday Safeguarding improvements • Zero new concerns raised over the month • Non-Academy staff to be assigned new High Speed Training course for CPD • Foundation Staff also assigned High Speed Training • Designated Safeguarding Officer (DSO) to meet with Shane Hewlett from the Community Foundation again for next month to continue this joined up approach. • DSO has meet with SBC Fostering Team to discuss Host Families and support for the club. Also discussed the creation of a Safeguarding Committee for the club to include external agencies for a joined up approach 	
<p>Equality, Diversity, and Inclusion (ED&I) ED&I is essential in the academy as it promotes inclusivity, attracts talent, creates a positive team culture, provides education, fulfills social responsibility, ensures legal compliance, promotes fairness, and creates a level playing field.</p>	<ul style="list-style-type: none"> • Had meeting with the EFL to discuss ED&I plan. Now need to review and update ED&I plans • Jo Archer from Archers Recruitment, who is an ED&I expert has kindly offered to support 	

SWINDON TOWN WOMEN

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p>Swindon Town WFC Integration Integrating the women's football team into our football club promotes gender equality, increases visibility and profile of the club and women's football, creates a stronger club community, and leads to improvements in player development and recruitment.</p>	<ul style="list-style-type: none"> • Head Coach continues to recruit over closed season. • Two assistant coaches and physiotherapist role still to be recruited. • Regular monthly meetings for back office and coaching teams have taken place and scheduled. • Preseason training and friendlies being organised with trials planned. • We will be holding an open evening for our Development and U18 players and parents to present the plans for next season and meet the management and coaching team. • On-going development of strategic plan, positioning Swindon Town WFC as a leading-light for women's football in the region. Within the strategic plan, considerations for player & coach support, with the aim of strengthening resources across all areas of the women's club. 	
<p>Foundation Park and County Ground Fixtures Playing in or near the stadium boosts prestige, attracts fans, increases revenue, and promotes equality.</p>	<ul style="list-style-type: none"> • Recruitment campaign for new volunteers to take place over closed season for CG/Foundation fixtures. • Campaign to increase season tickets sales over closed season. • Discussions with Community Foundation and Football Foundation to understand what is required for future-proofing Foundation Park to meet T3 and T4 ground regulations and enable it as a permanent home for STWFC. • Agreement made to hold at least five fixtures at the County Ground in season 2023/2024. 	
<p>Office Space & County Ground Facilities Providing the women's team with dedicated office space is important as it helps to establish the women's team as an integral part of the club, and it also helps to foster a sense of community and collaboration between the men's and women's teams.</p>	<ul style="list-style-type: none"> • Appropriate, time and facilities for performance support (gym use & analysis) for women's team agreed. • Agreement made to use Arkells Stand, Legends Lounge & Town End Kiosks for future CG matches. 	
<p>Sponsorship Opportunities Sponsorship can help to cover the costs of things like training facilities, equipment, travel, and accommodation. Additionally, it can help to provide the women's team with exposure and visibility, which can help to attract fans and grow the sport.</p>	<ul style="list-style-type: none"> • Scoping of current sponsorship commitments held by STWFC. • Some sponsorship packages already secured. • Identification of sponsorship opportunities for 2023/24 season and across long term future. 	
<p>Long Term Strategy Our long-term strategy can help to ensure that the team has the necessary resources and support to compete at the highest level, attract talented players, and build a fan base.</p>	<ul style="list-style-type: none"> • Development of one and three year plans to support the development of STWFC, providing financial stability and long term support for the club • Plan for promotion next year and in 5 years to get to the Championship • Work with departments across the club to highlight areas of opportunity for growth for STWFC, establishing the club and securing it's long term future • Finalising plans with Community Foundation for agreed player pathway 	<ul style="list-style-type: none"> • Work with OSC, Trust and Foundation on outreach with Youth football teams • MC to discuss support for STWFC with OSC and Trust • MC discussing approaches with other Women's Football teams to get new ideas

OFFICIAL SUPPORTERS CLUB



Topic	Latest Update	New Actions noted from Meeting
Fans Forum	<ul style="list-style-type: none"> • Date to be confirmed 	
Hall of Fame	<ul style="list-style-type: none"> • Working with Club/Trust on arranging event to inducting additional players from 92/93 squad. • Eight players proposed: Micky Hazard, Martin Ling, David Kerslake, Kevin Horlock, Ross MacLaren, Craig Maskell, Nick Summerbee and David Mitchell. All contacted except Ross Maclaren and Craig Maskell. No response from Kevin Horlock as yet. • Date moved to July / August 	<ul style="list-style-type: none"> • OSC working hard to confirm date for event which will then be communicated via Club channels
OSC Membership included in Season Ticket Package	<ul style="list-style-type: none"> • Seeking confirmation of what information is available to the OSC from the club database. • Working with SAS Travel on way to 'share' data for application of discounts. 	<ul style="list-style-type: none"> • STFC to confirm data that it can share whilst ensuring compliance with GDPR
Sensory Book	<ul style="list-style-type: none"> • Launched and good feedback 	
Other Items Affiliate/Supporters Groups Charity of the Year – Darby Rimmer Foundation Junior Reds Fan Zone STWFC	<ul style="list-style-type: none"> • Continue to work on affiliate and supporters' groups – USA, local Oxon & Berkshire. Next get together of Marlborough/Pewsey/Devizes Group to be arranged at Devizes Town FC. Promote iFollow to overseas members/fans • Current amount is TBC – Cricket Club End of Season Barbecue Raffle, Book Sale and End of Season Presentation Dinner Raffle. The Charity of the Year is being changed to Charity of the Season and Darby Rimmer to extend until May 2024 • Working with the Club to restart the Junior Reds. • Fan Zone – meeting held on way forward. • Meeting held with Mandie Coe/Chris Kyle to looking at initiatives to help with attendances, volunteers etc. 	

SUPPORTERS' TRUST



Topic	Latest Update	New Actions noted from Meeting
<p>The County Ground The stadium purchase completed on 24 March 2023 and it's great that the club and supporters now own the County Ground, thanks to the generous legacy left by Nigel Eady. Supporters can play a part by purchasing a voting share for £19.69 a year www.votingshare.com www.truststfc.com</p>	<ul style="list-style-type: none"> • Trust now has 1531 Voting Shareholders • Trust sent comms to all Voting Shareholders, giving an introduction to the JV along with some other updates related to next steps. • Stadium Development Planning / Ideation Meeting was held on 23 May, with representatives from multiple parties. Trust-led meeting with our own presentation on ideas, • First Business Plan drafted • Trust met with Ian Bridges from Fair Game and would like to discuss this at the board meeting with regards to working with the club on improving football governance and approaches at the club. Details on Fair Game sent to Clem and Rob for review, 	<ul style="list-style-type: none"> • Club and Trust agreed to Join Fair Game which is now confirmed
<p>Swindon Town Football Club Museum A new charity dedicated to preserving the history and heritage of our beloved football club. Our mission is simple: to create a space where fans and visitors alike can explore the rich history of Swindon Town, from its earliest days to its most recent triumphs.</p>	<ul style="list-style-type: none"> • The last month has primarily been spent preparing for the STFC Museum Launch on Thursday 15th June which will include sponsors, several past players, media and key individuals. • There will be approximately 70 guests in total and the evening will start with a presentation by Club Historian Dick Mattick on A Heritage Worth Preserving followed by a presentation by Museum Secretary Paul Hedges on the aims and aspirations of the Museum ending in an appeal to help financially, by volunteering and PR. • John Trollope MBE, President of the STFC Museum celebrates his 80th Birthday on the 14th June and the Trustees will present him with a special gift, • Trust agreed to make a regular financial donation to the Museum project to support delivering relevant artefacts. 	
<p>Environment & Sustainability Promoting social responsibility and sustainability in order to set an example for supporters and the wider community.</p>	<ul style="list-style-type: none"> • Bid made to GWR's community fund for more research into season ticket holders using trains to home fixtures submitted on 23 May • Chris VR helped at Swindon Cycle Campaign's cycling proficiency event. Spoke to Mitchell's Cycles re potential sponsorship 	
<p>Fan Engagement Encouraging supporters to participate actively and generate more noise in the stadium.</p>	<ul style="list-style-type: none"> • Results from over 400 fans responses to the CG atmosphere improvements survey has been reviewed and meeting to now occur with working group which included club, Trust, OSC and STBL – to be arranged w/c 15th May. • Survey gone out on potential singing sections at the CG and have had over 250 responses, now working through results and will present these to working group w/c 15th May to agree next steps/what we do. • Meeting agreed between OSC/Trust and Club on June 20th to discuss and agree next steps prior to start of new season. 	<ul style="list-style-type: none"> • Action plan from surveys to be agreed with working group to look at improvements to CG atmosphere.
<p>Other Items Statue, NextGen, STFC Women, Diversity & Inclusion</p>	<ul style="list-style-type: none"> • DR Statue - Statue sculpting phase nearing completion with fine details being worked on. Discussions then to commence on bronzing and base. Following recent County Ground JV discussions, need to finalise the preferred placement area and start to think about planning applications • SwinDog - Trust and Club have also worked together to support the SwinDog Big Art Trail, which is a Julia's House Charity initiative. 'Dog Rogers' sculpture will be at the County Ground over the summer, outside the Shop. • Diversity and Inclusion: We are working with EU heritage communities like the Polish & Ukrainian living in Swindon to get more children and youth engaged in football. Swindon Polish Day was held recently at Queens Park. We gave out information to encourage more of our youth play for the STFC academy. We are also sharing the information with the club & the Polish Embassy UK. • NextGen - Trust keen to encourage more children to attend matches at the County Ground next season • STFC Women – Still providing financial support for the Women's team, more opportunities this coming season for shared initiatives. 	

COMMUNITY FOUNDATION & SPONSORS

Topic	Latest Update	New Actions noted from Meeting
<p>Community Foundation The club's separate STFC Community Foundation (a registered charity) that does amazing work in our local community.</p>	<ul style="list-style-type: none"> • The annual Football Festival & Tournament on the County Ground pitch was a huge success with over 650 players from grass roots clubs enjoying the experience of playing on the main pitch. • Our 'Green League' sustainability project is being rolled out to partner schools in Swindon with the focus on the school children collecting points by completing Earth Missions. The partner schools and classes will compete against each other in a league table. • We are awaiting news from the Football Foundation on some new funding to install solar panels at Foundation Park to produce greener energy and help towards reducing the utility costs • The new car park works are progressing well and will be completed by the 22nd June, giving us 66 car park spaces and 4 mini –bus spaces at Foundation Park. • Leigh Barnard is visiting our Staying Connected group on Wednesday 14th June and it will be great to show Leigh around Foundation Park, as Leigh was the first Community Officer at Swindon Town back in the early 90's. • We are now recruiting for our next groups of male and female Football Fans in Training cohorts that will start the course in September. This is a FREE 12 week course for men and women aged 35-65. 	
<p>STFC Sponsors The Club is keen to ensure Sponsors and Partners have a voice at our Advisory Board and with the formation of the STFC Business Group we have a group of dedicated and interested sponsors to provide feedback and support to the STFC community</p>	<ul style="list-style-type: none"> • STFC Business Group have agreed a record sponsorship deal sponsoring the back of the STWFC shirts • Hospitality cost increases for 23/24 season discussed with STFC business group with feedback that rises are reasonable given inflationary pressures. Quality of food needs to be maintained • Feedback provided on sponsors evening which will be used to make improvements going forwards • Need to assess dress code in 1879 suite so Sponsors feel comfortable taking their clients to games • STFC Business Group looking at a number of areas to support from STFC Museum, STFC Sensory Room, STWFC and encouraging more children and grass roots teams to games • STFC Business Group looking at an exclusive Sporting Dinner and Golf event. 	<ul style="list-style-type: none"> • Next meeting Thursday 15 June.

SUPPORTERS Q&A

Question	Answer
<p>Catering Options I would like to raise gain the catering in the Arkells Stand – a number of away fans have complained to me about only have pasties as an option, Town End have a burger van, could this not be extended to the Arkells home and away fans</p>	<ul style="list-style-type: none"> • Thanks for the feedback. Looking to add options to Kiosks to improve offering for all supporters
<p>Ground Atmosphere I have mentioned this before to either this medium or via the trust medium; We need to generate an atmosphere before games, particularly the 15-20 minutes before kick-off with rousing music. I had the pleasure of going to a couple of Newcastle games last season and they really get the crowd going before and as the players come out. They have inexpensive flags permanently amongst the seats that are, I guess, 1 metre square of plain white, plain black or some chequered, mounted on plastic poles that are not worth taking home but create an atmosphere, much like last weeks FA cup final. They play Bladen Races and the Beatles song Hey Jude, amongst others. We could get a local Male voice choir to adapt a few popular songs to include Swindon lyrics, to play before games, and perhaps the crowd would adopt them and sing during games., perhaps making one of them our own, such as the Sheffield song known as the greasy chip butty song (an adaptation of John Denver’s “Annie’s song”) Google it to hear and learn about its creation</p>	<ul style="list-style-type: none"> • Survey was carried out regarding what the fans would like to have/see and meetings to discuss the results planned for end of June 2023
<p>Travel to Game I work for stagecoach Swindon - I wish to see if the club and supporters club would be interested in having talks with our company in providing football buses for home matches with success on the pitch and people trying to find places to park in side streets I would say this would a very good idea going forward to the fans getting to the ground also getting home from the ground afterwards with not a worry trying to find parking and also can stay for a drink after and beforehand if this a good idea please let me know and can forward this to our commercial department I e with season tickets getting discounted journeys and also supporter members too with in time development of the Town end going on this would be a very good idea with helping keeping traffic moving too</p>	<ul style="list-style-type: none"> • Happy to consider options to improve travel sustainability for supporters with supporter groups. Agreed that this would be picked up by TrustSTFC who are looking into this area through Trust Board Member, Chris Van Room
<p>Season Tickets I would like to know how many season tickets have been sold and whether the new manager has made a favourable difference to increase sales</p>	<ul style="list-style-type: none"> • C4.4k season tickets to date and I am sure the new manager has made a positive difference. Season tickets are a great way to support the Club and enable us to ensure there is sufficient investment on the pitch within financial fair play rules
<p>Fans Forum When will fans forum be?</p>	<ul style="list-style-type: none"> • This be being discussed and will be arranged and will be openly communicated when Clem’s travel plans are confirmed
<p>Ground Improvements How is the work on county ground going?</p>	<ul style="list-style-type: none"> • Lots of remedial work is currently being done, and with regards to the main improvement works, meetings are happening following the results of the Trust survey, looking at the options. A feasibility study has commenced and Development Plans being driven for Club by Anthony Hall, Axis UK MD.

SUPPORTERS Q&A

Question	Answer
We understand there is a Safety committee that meets several times a year, is it possible that there could be a Trust representative on this to support the club with this and actions arising?	<ul style="list-style-type: none">• Club will raise at the September Safety Advisory Group and confirm.
When will the new STFC kits be released this season?	<ul style="list-style-type: none">• The end of June 2023
How is the club progressing on filling open back office roles at the club?	<ul style="list-style-type: none">• Work is progressing with certain key appointments soon to be made. The Club is always looking to be as efficient as possible to ensure sustainability and to invest as much as possible into the football side of the business
Is there going to be any form of open day prior to the Season, or is the focus more on the fan's forum?	<ul style="list-style-type: none">• Discussing options based on 1st team pre-season schedule
Is the club looking to celebrate the life of Sir Seton Wills and his immense contribution to the club over the years in anyway?	<ul style="list-style-type: none">• Released statements on club website and discussing what Sir Seton's family would like. Also open to ideas
Are the club looking for volunteers again prior to the season to support getting the CG ready for action? If so any ideas on when.	<ul style="list-style-type: none">• Will look to organise working with supporter groups
With Hanners no longer continuing with the CG entertainment pre game, is the club looking to replace this with anything or someone else for the new season?	<ul style="list-style-type: none">• Hanners has done a great job and we will continue to review and will be picked up as part of atmosphere improvement discussions

SUPPORTERS Q&A

Question	Answer
<p>Where is Clem Morfuni? When Clem was buying the club and “saving this club from Lee Power”, he was free to FaceTime and Skype at the most random times and appeared on virtually every fan podcast possible. This season, where there have been on field/off field issues/concerns from fans, he has been mute? Apart from the late legend in Nigel Eady gifting us the CG, I’ve barely seen him comment on STFC.</p>	<ul style="list-style-type: none"> • Clem is busy working in Australia with Axis and working hard behind the scenes driving the Club forwards. • Clem is still available to communicate openly to all fans where and when its relevant and needed
<p>I presume this early business that you promised, when trying to sell season tickets and claiming things will be different, will all be occurring this week? Last season after the manager debacle and the never ending saga, we signed a player on June 23rd- this was considered extremely late given the season started less than 5 weeks after this date .Should this week pass without business, we will reach a similar point RE dates. A slightly lazy, but highly relevant, comparison would be the promotion season under Richie Wellens, where the first signing came on June 2nd. Other clubs in the league, who are serious about promotion, have signed 6 players for example</p>	<ul style="list-style-type: none"> • Work is progressing with Michael Flynn leading recruitment and ensuring we get the right players in to add to the c18 already in contract
<p>Well aware social media rumours should be taken with a pinch of salt, but please confirm Mike Flynn is working at the club and is actively making moves as opposed to the rumour he cannot officially work for us until July 1st.</p>	<ul style="list-style-type: none"> • Michael Flynn is actively working and planning ahead of the coming Season
<p>In the last AB, we were told the club would be making announcements in due course with regards to filling vacant football roles at the club. Where is this? How can the club expect to make any successful decisions without any football men at the club. It smells of cost cutting, naivety and hoping for the best unfortunately. Please ensure Chris Kiely (seemingly the only football man in the regime but has this degree of anonymity) is present at the next fans forum- plenty of notice and no time zone confusion should occur.</p>	<ul style="list-style-type: none"> • We have a strong and experienced manager in Michael Flynn and an experienced and very capable Academy Director in Jamie Russell. Chris Kiely provides data consultancy that will support the recruitment which Michael Flynn is undertaking
<p>Will PWR S&C still be the main S&C team this year? I noticed we lost Ricky Mcfarlane to Crawley mid season. Is Joe Triolo still the club doctor? Are WOW Hydrate still an official partner? (All 3 happened at a very similar time in summer 2021 hence the question</p>	<ul style="list-style-type: none"> • For the 23/24 season the Medical and S&C team will be a fully in-house STFC team
<p>Do we intend on filling any of the vacancies in the immediate future? As far as I’m aware- we will soon/already have three vacancies in the form of head of finance, head of ticketing and head of retail - where we formerly had one person somehow occupying all 3 of these roles? We currently also have no Head of media, No head of player care and went a whole season with no official club secretary (interim only). The academy S&C coach left the academy months ago but for some reason is still listed and we also appear to have 3/4 (advertised) vacancies in the academy. RE first team behind the scenes staff, will this again be internal recruitment and Cost cutting where possible or will we actually replace each role with a human? (Well aware doubling up occurs at this level).</p>	<ul style="list-style-type: none"> • Work is progressing in filling key roles. We have filled key roles in Finance, Ticketing, Retail and Media but always looking to be as efficient as possible to drive a sustainable football club and invest as much as possible into the playing squad

SUPPORTERS Q&A

Question	Answer
<p>Was Mike Cook's appointment largely due to the fact he aided and mentored Gav Gunning last season with their coaching badges</p>	<ul style="list-style-type: none">• No Mike Cook's appointment was driven by our STWFC, Director of Football, Tom Hartley, following a thorough search and we are delighted to have someone of Mike's experience and quality at the helm of our Women's team
<p>Is the new STWFC DOF appointment of Mandie Coe largely down to face Coe capital are a STFC commercial partner? Does this candidate have the required credentials and knowledge of the game to succeed as the new DOF for Swindon women?</p>	<ul style="list-style-type: none">• Mandie Coe is Head of Football for STWFC and has done a great job working with the existing committee as we look to transform STWFC and drive the team up the leagues. Mandie has excellent credentials and experience from an extensive and successful business career. Mandie will work closely with Mike Cook and Tom Hartley, we are sure they will drive STWFC onwards and upwards