

STFC Advisory Board
July 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 21st Century

To prepare and file full annual accounts regularly and on time (audited where required).

To answer all questions from all local media outlets and never seek to censor or avoid proper questions.

My **commitments** to supporters and the wider community of Swindon and surrounding areas:

I will always be open and transparent on all matters in regard to STFC.

I will provide regular engagement and communication with the supporters and the wider community of Swindon and surrounding areas.

I will build a sustainable future for STFC, investing in the infrastructure of the Club with the aim to take it forwards to being a stable Championship Club.

I will build a sensible structure and present a 1, 3, 5 and 10 year plan that will aim to carry and develop STFC into the future.

Further to all of the above, I will not take a salary or any personal fee payments from the Club for the time I own a controlling interest in the club



ADVISORY BOARD

Advisory Board Structure



- Board to meet monthly to review and assess performance and strategic direction of STFC
- Board meetings will ensure open and transparent engagement but all attendees must agree to confidentiality



ADVISORY BOARD

Meeting Agenda

CHAired BY CLEM MORFUNI

- Introduction & Previous Minutes and Actions – Clem Morfuni
- County Ground Update
- Legal Update - Eddie Parladorio
- Business Update, including Financials – Rob Angus
- TSBL update – Jay Collett
- TrustSTFC Feedback – Alex Pollock
- OSC Feedback – Anthony Reeves
- Sponsor/Partner feedback – Steve Trowbridge
- AOB - Any Other Business
- Review Actions and agree Agenda for next meeting – All



ADVISORY BOARD

July Minutes & Actions Review

Attendees – Clem Morfuni (CM), Alex Pollock (AP), Anthony Reeves (AR), Jon Holloway (JH), Steve Trowbridge (ST), Jay Collett (JC) and Rob Angus (RA). Apologies, Eddie Parladorio (EP), Zavier Austin (ZA), Don Rogers (DR).

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. Update – sign is now in place. Discussion on adding people that have been missed which will be collated and done after 1st game of the season to ensure we capture all missed.

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. Update – all will look to push on the fanzone to ensure we have something set up for the new season. AR will drive with others in OSC to ensure a plan is put together

Action – AR and JS will confirm OSC and Trust view of Fan Banning guidelines for the Club to review. Update Fan Banning guidelines now with Club to finalise after feedback from the Police received. Aim to release ahead of the new season.

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. Update – tagging now implemented RA to follow up with AP and JS

Action – AP/RA to see if a summary of supporter’s email query types can be provided. Update – JS is working on this with delivery expected by end of July.

Action – AP to look at the possibility of a joint statue for Don Rogers and John Trollope – Update – Trust have seen prototype and shared with Don and AP to send to Board members

Action - CK/AR to propose a policy/guidelines for when to do minutes silences/applauses – paper attached - completed

Action – CM/RA to consider match day ticketing and programme pricing for 22/23 following feedback from the OSC and Trust – Pricing proposed in these papers - completed

Action – RA to invite Steve Trowbridge as Sponsors/Partners attendance and Jay Collet from The Sir Tom Broadbent Lounge to the next meeting – attending this meeting - completed

Action - RA to get specifics of training provided to stewarding and security teams by next meeting

Action - ST and RA to produce a plan for better partner/sponsor engagement



ADVISORY BOARD

June Minutes & Actions Review

- 1.1 The meeting started with CM going through the minutes and actions from the previous meeting. RA noted that with the Season Ticket Waiver thank you sign now up, there is a plan in place to add anyone missing which will be updated after the 1st home game to ensure we capture everyone and apologies to anyone who was missed.
- 2.1 CM noted EP's apologies and provided the legal update. Discussions in respect of the debts with Centerplate continue with the aim to find an amicable settlement. DPDS debt now settled but legal costs remain in dispute. Alleged debts in respect of Jewell and Mercedes continue to be discussed. CM confirmed the latest re the Able contested debt and their winding up petition which is now awaiting final judgement.
- 2.2 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.
- 2.3 Work on the JV, sale and lease agreement for the County Ground continues.
- 3.1 RA then provided the business and financial update. Noting that the overall external debt had now reduced from c£4.5m to c£1.5m. With all repayment plans on track.
- 3.2 RA updated that season tickets sold to date were c4,600 with the aim to drive to c6,000. CM noted plans for prizes to a lucky season ticket holder if we get to the c6k mark which all thought was a good idea. RA noted that at the moment Season Tickets can be bought via online financing option or cash with bank transfer an option for renewals. RA is working on making card payments for Season Tickets available.
- 3.3 On the retail side the new home kit has sold well with issues in our supply chain delaying delivery of all kit ordered. More home kit is coming and we expect all pre-orders to be dealt with during August. RA apologised for the delay and also for any customers who did not get the right printing on their shirt, all issues will be fixed by coming into the Shop or contacting STFC.
- 3.4 RA noted some issues with other sites claiming to sell our kit but legal action taken against these sites and speaking to suppliers we know these sites are illegal and will not provide the goods, the only way to get the official STFC kits are via STFC Shop and Store.
- 3.5 RA noted that the Kiosk offering is coming inhouse with a new Kiosk Manager started and all equipment for the new kiosks now purchased. We have a drive on recruiting staff for matchdays to work in the Kiosks. Expecting all to be ready for the 1st home game on 6 August v Salford.
- 3.6 RA noted that there had been a number of arrests from Staffordshire Police following the Port Vale game and that FA and EFL investigations continue on these issues more broadly. STFC continue to support these enquiries. AR and JC asked what training stewards and security had and if this expanded not mental health issues. **Action RA to update on the training provided by Platinum to Stewards and Security teams**
- 3.7 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.



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June Minutes & Actions Review

- 3.8 RA noted that STFC were keen to continue and grow the successful community ticketing scheme that had been so successful last season working with the Trust and STFC Community Foundation. RA keen to work with ST, JH and AP on finding a Community Sponsorship partner so we can continue to grow this great initiative. ST provided some strong feedback and ideas as to how we could progress and contact relevant partners.
- 3.9 RA noted the ticketing feedback from both the Trust and OSC and set out proposed changes from the Club which included reductions to Town End/Stratton Bank reduced to £21, Over 65 & Student Town End & Stratton Bank reduced to £18, Under 18 Town End & Stratton Bank reduced to £8, Under 11 reduced to £3 from the initial proposals put forward by the Club. AR and AP noted that this reflected the key points raised and thought the proposed pricing was reasonable given inflationary pressures. RA also noted that program pricing would increase to £4 rather than £5 but that hospitality pricing would stay as is due to the rising cost of food.
- 4.1 JC then provided feedback from TSTBL focusing on fan engagement. JC suggested an open training session with RA noting that plans are in place to look at holding such an event. JC also noted that it would be good for the Club to look at internships and work experience with RA noting that the Club does do this but opportunities are limited due to the small number of staff at STFC. JC also noted other good fan engagement ideas which CM and RA will consider. JC also noted greater use of the Legends Lounge and the ability to pre-order in the kiosks.
- 4.2 JC also suggested more could be done on culture outreach and diversity & inclusion to which JH noted the Club and Foundations work with the local FA on our Inclusion Advisory Group but all agreed this was important and the Club will strive to do more. JC also asked about the Disabled Supporters Club attendance to which AR noted that the DSC feed into the Board via the OSC and that they have regular meetings with the Club including RA and the Club's excellent Disabled Supporter Liaison Officer, Caroline Lane. JC also then noted more engagement from players and managers which would help with building a positive atmosphere with the supporters.
- 4.3 JC also suggested that more could be done by the Club to promote the good work it is doing in the community and also raised an idea as to whether alcohol sponsors could support drink aware and gambling aware sessions. JC also suggested we look at the digital accessibility guidelines for our website. All agreed these were good ideas which CM and RA will consider and come back to JC on
- 5.1 AR provided the OSC feedback and noted the validity of some of the names on the Season Ticket thank you plaque with RA confirming that Lee Power and Winston Churchill are fans of the Club and RA will check others and confirm. AR also raised the idea of a memorial wall which is something that CM and RA will consider as part of the stadium development.
- 5.2 AR then provided proposals for a minutes silence with all pre-game arrangements sent to the Club given need for EFL and opposition approval, fans will drive ex-player applause based on the minute for their shirt number and the Club, OSC and Trust will communicate. AR also noted the need for better and earlier organisation re the end of season roll call.
- 5.3 AR asked if NBS ticket prices were increasing to which RA said they were and also asked for a staffing structure to be shared with fans and sponsors. AR also asked for due dates to be added to the minutes and whether there was a policy to offer £10 shop credit for season ticket refunds to which RA stated this was not a policy but at the times the Club will do something like that from time to time to compensate for poor service.
- 5.4 AR also noted the need for better Club Shop Comms and whether the Club could look at bike racks to which JH noted the issues the Foundation had with security in respect of bikes.
- 6.1 AP then provided the Trust update and noted the work on their new website and the progress on Don Rogers's statue. AP also noted that plans on a museum are progressing and noted that the Sensory Packs are being pulled together ahead of next season, big thanks for the support from ST and First City Nursing on these and also to Caroline Lane, DSLO in pulling these together ahead of the new season



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June Minutes & Actions Review

- 6.2 AP noted the work that the Trust were doing supporting STFC Women with CM and RA noting that the Club are also in discussions with STFCW and are currently waiting for their updated business plan to ensure that the STFCW team progress positively. RA and CM will continue to chase and feedback once the business plan is received.
- 6.3 The Trust then set out a number of questions raised by their members to which CM and RA provided answers where possible which is included in these papers.
- 6.4 AP also raised the possibility for more Club led fan forum events (2x a year) which CM and RA will consider and look to implement this season. AP also asked about the training that our Platinum our stewarding team have on issues such as mental health, RA noted that training is provided but will ask for specifics. **Action – RA to get specifics of training provided to stewarding and security teams**
- 6.5 AP asked if there had been any update on HerGameToo representation to which RA noted he had not heard but subsequently HGT have now confirmed STFC representation.
- 6.6 ST provided feedback on the meeting and a partners/sponsors view and suggested the Club carry out more of the positive engagement meetings and dinners with partners and sponsors. It was agreed that ST and RA would work up a plan for better engagement. ST also noted that he would consider who to rotate partner/sponsor attendance with on the Advisory Board and engage with RA on this. **Action ST and RA to produce a plan for better partner/sponsor engagement**
- 7.1 Next meeting TBC during August.

Supporters Trust Member Questions

TrustSTFC Member Feedback/Qs (July 2022)

- Clarity on growth of membership to AB; Why rotating sponsors? How to join? Are all fans represented?
 - **CM:** Important to rotate because we want different views, wide spectrum - as many opinions as possible
 - **RA:** Becomes a limit on number of attendees for making the meeting viable and relevant
 - **ST:** Sponsors want success for the club, and want to ensure we have a voice for improvements. Wide range of thoughts, feedback, views, and benefits from an input perspective
- Are the club's legacy issues with the turnstiles now resolved?
 - **RA:** Predominantly, season tickets have now been sorted with correct barcodes on the new cards
- Has work been completed on the PA system?
 - **RA:** Still a small amount of additional work to do, but this is planned in - its not a new PA system, but a fixed PA system.
- Did any potential head coaches reject the chance to take up the STFC role?
 - **RA:** We did an extensive search - chose the best person for the job
 - **CM:** Met a lot of managers who didn't fit the bill - really pleased Scott didn't leave the club, and we could offer him the role
- Does the club have a (or any plans for) a mental wellbeing ambassador? Are there plans to offer mental health training to staff and stewards?
 - **RA:** We use a very good 3rd party for stewarding, but will speak with Platinum to pass on feedback. Supervisors have training. No current plan for specific ambassador.
- Great news on external debt being reduced, is there any "internal" debt to action?
 - **RA:** Internal debt references debentures from 2012, and CM is in discussions with relevant parties around those
- How much has Clem invested into STFC since taking full control of the club? And is this repayable via loans?
 - **CM:** £1.4m since I've taken over, and previously another £1.8m. Some of this is shares (c£1.1m) the balance are loans, and I'll probably need to invest more to deal with the debenture situation. All loans are interest free
- Request for ZA to discuss Karachi project directly to fans: cost & funding, Club involvement, timelines, what does success look like?
 - **RA:** No cost to the club, other than sending Alex Pike (Academy Coach) for which we had to cover flight cost
 - **CM:** Zav is trying to drive interest in the club longer term, he is very passionate about the Club being successful and moving us forwards, it doesn't cost us anything, I'm happy with it. Zav doesn't get paid anything from the club, he covers his own costs of travel, hotels, and matchday tickets.
- What is the status of ZA on the club's board? Did ZA pass the EFL's fit & proper persons test?
 - **CM:** Zav is the club's vice-chair. EFL approval is ongoing. Please remember that ZA played a crucial role in saving the Club and was the first to identify the damage made by the previous owner and enabled the change of ownership to CM.
- What is Adam Hart's role at the club?
 - **CM:** AH runs the S&C perspective. Adam's team helped reduce costs of department, improve fitness, decrease injury time etc.
- Who are the HerGameToo reps for STFC? Club posted in March 2022 for applications, but applicants have had no feedback
 - **RA:** I'll chase up with HerGameToo, subsequently confirmed a HGT rep has been confirmed.
- When will the newly reviewed and confirmed ticket prices be announced?
 - **RA:** Being published over the next week or two (w/c: 11/7/2022) ahead of the new season, now that supporter groups have feedback on the proposals
- Is Michael Standing involved in the club?
 - **CM:** No. I'm the 100% shareholder & owner, he has no involvement. He has an outstanding court case with the previous owner, which is absolutely nothing to do with me.
- What are the overall strategy and aims for the 22/23 season? What does success on pitch look like?
 - **CM:** Always striving for promotion, and we are this season - but will never guarantee that, as this is football. We strive to do better than the season before, and always building the longer term foundations.
 - **RA:** Budget is very competitive in this league, but not something we can publicly announce as it gives an advantage to our competitors.



ADVISORY BOARD

Legal Update

BY EDDIE PARLADORIO

Workstream	Progress/Achievements/Comments	Current RAG	Comments/Actions to Green
Contracted Commitments	<ul style="list-style-type: none">The club is continuing to look at a number of the contracts signed in the past and checking whether they are enforceable and appropriate including Centreplate, DPDS, and AbleEvery effort will be made to fight these contractual claims where possibleAble 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	<ul style="list-style-type: none">Continued review of contracts and legal action to defend the Club's position
County Ground	<ul style="list-style-type: none">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 JVLegal and funding discussions continue	On Track	<ul style="list-style-type: none">Engagements with SBC and driving CG acquisition for 2022
Other Issues	<ul style="list-style-type: none">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	<ul style="list-style-type: none">Awaiting response from the FA



ADVISORY BOARD

Business Update

BY ROB ANGUS

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
Financial Update	<ul style="list-style-type: none"> Debts estimated at c£4.5m is now estimated at c£1.5m Current cashflow is c£300k in credit at the end of June. Repayment plans are on track with HMRC, EFL, SBC and others but it will take time to repay these debts 	Amber	<ul style="list-style-type: none"> Roll forward accounts/start prep for mgt accounts Assess accuracy of historic financials
Ticketing	<ul style="list-style-type: none"> Season Ticket sales going well and currently at c4.6k. New Season Ticket purchase now available with any existing season tickets not yet renewed now available for new sale. Final match day ticket pricing included in pack 	On Track	<ul style="list-style-type: none"> Continue to strive for 10k home supporters and 6k Season Ticket holders
Sales & Marketing	<ul style="list-style-type: none"> New products ordered for the shop and Shop Refit investment currently underway with significant investment in this enhancement of the Club shop Issues with printing of sponsors and logos on new shirts will be fixed and improvements will be made Partnerships progressed well with planning now starting for next season re partnerships and sponsorships for the 22/23 season. Plenty of opportunities are available. Hospitality packages for 1879 and Robins suite now issued and Executive Season Tickets for these suites are selling well 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	<ul style="list-style-type: none"> 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	<ul style="list-style-type: none"> Major goal is to go from bottom of 92 clubs in fan engagement (last season) to top of the 92 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	<ul style="list-style-type: none"> Continue positive PR and media reach Consider 3rd parties who could document the 'rebuild' under a new era Continue to support Global Supporters Clubs and support strong interest in Australia with OSC
Outstanding Issues	<ul style="list-style-type: none"> 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. Fan behavior guidelines to be issued ahead of new season. Club has raised issues with the FA, EFL, Port Value and the Police following the 2nd leg play-off semi final and the pitch incursions that resulted in players and fans being assaulted. Investigations continue on a rise in pitch invasions and attacks on players and fans across professional football in England. We have now seen a number of arrests made by Staffordshire Police 	Amber	<ul style="list-style-type: none"> Thank you Plaque for ST holders waiving refunds Support Police with issues with small minority of fans
Opportunities	<ul style="list-style-type: none"> Supporter events – fanzones, local schools and sportclubs, diversity and inclusion group engagements to be discussed with OSC and Trust 	Amber	<ul style="list-style-type: none"> Fanzones Supporter Group engagement and support
Stadium Safety & Maintenance	<ul style="list-style-type: none"> Stadium repairs continue, with work continuing to make improvements and to maintain the stadium Significant investment has been made on the County Ground pitch and training ground pitches this summer to improve them for next season. 	Amber	<ul style="list-style-type: none"> General stadium maintenance improvements



ADVISORY BOARD

Feedback Requested

	Feedback requested
Ticket pricing	<ul style="list-style-type: none">• 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 is in line with other Clubs and also reflects the significant inflationary costs the Club is facing. However, following supporter feedback the following changes have been made• Town End & Stratton Bank reduced to £21, Over 65 & Student Town End & Stratton Bank reduced to £18, Under 18 Town End & Stratton Bank reduced to £8, Under 11 reduced to £3
Programme costs	<ul style="list-style-type: none">• 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. Following supporter feedback this will be reduced to £4.
Hospitality pricing	<ul style="list-style-type: none">• 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. Given the significant rising cost of food these prices will remain as stated.



ADVISORY BOARD

Financial Update

BY ROB ANGUS

External Debt Position	July '21	Feb '22	Mar '22	Apr '22	May '22	June '22
HMRC	£1.46m	£385k	£309k	£234k	£158k	£82k
EFL Hardship	£1.04m	£690k	£690k	£690k	£690k	£690k
EFL Covid Variation Loan	£119k	£99k	£99k	£79k	£79k	£79k
Bounce Back Loan	£50k	£45k	£43k	£41k	£41k	£40k
SBC	£370k	£120k	£120k	£120k	£120k	£120k
Puma (Aged)	£190k	£0k	£0k	£0	£0	£0
Contractual disputes	£570K	£500k	£500k	£500k	£450k	£450k
Contractual disputes - Football	£130K	£45k	£45k	£40k	£40k	£40k
Trade Creditors (Aged)	£432k	£0	£0	£0	£0	£0
Football Debtors (Aged)	£120k	£0	£0	£0	£0	£0
Total	£4.48m	£1.88m	£1.81m	£1.71m	£1.58m	£1.5m



ADVISORY BOARD

Academy Plans

BY ROB ANGUS AND CLEM MORFUNI

Workstream	Progress/Achievements/Comments	Current RAG	Comments/Actions to Green
Assess Academy Quality	<ul style="list-style-type: none"> Assessment of Academy facilities ongoing with aim to improve Academy and ultimately move from Category 3 to Category 2 in the longer term 	Amber	<ul style="list-style-type: none"> Review ongoing
Plans for Better Facilities	<ul style="list-style-type: none"> Recruitment of Academy physio, 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. New agreement extending STFC presence at Beversbrook as well as investing in facilities at Beversbrook 	Amber	<ul style="list-style-type: none"> Confirm preferred Academy facilities going forwards Hiring of additional Academy Coaches
Safeguarding Update	<p>Key information from the Safeguarding reporting summary September – June 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</p> <p>Safeguarding Summary Since the close of the Academy season there has been no new Safeguarding concerns but there is still plenty of positive improvements happening such as a new Academy specific DSO who starts in August. All U18 players have had their safeguarding induction and other age groups will have theirs during July.</p>	Amber	<ul style="list-style-type: none"> Continue to review and improve safeguarding standards
ED&I Update	<p>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.</p>	Amber	<ul style="list-style-type: none"> Continue to embed ED&I across the business



Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
Memorandum of Understanding	<ul style="list-style-type: none"> MoU signed and agreed with TrustSTFC and has been circulated nationally via The Football Supporters Association, with praise coming from many areas as this is only the 11th such agreement to be put in place for the 92 English clubs. The MOU is formed around the commitments made by Clem in his Open Letter (mentioned earlier) and is there to ensure ongoing transparency and engagement. 	Complete	
Schools & Youth Football engagement	<ul style="list-style-type: none"> With support from Mike Welsh (Trust President) and Jon Holloway (STFC Community Foundation) working with Head of Ticketing, Ella Hunter-Gibbs there is now a plan in place for issuing free tickets for schools via online code (ensures captures details) with follow up community tickets for next 6 games. Will continue to push this initiative and expanding to include local ethnic groups, 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	<ul style="list-style-type: none"> Continued school engagement and follow up plans with families who attended
STFC Women's Team	<ul style="list-style-type: none"> Engagement with STWFC team with media support, engagement and support 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	<ul style="list-style-type: none"> Host a STWFC game at the County Ground
Disabled Supporters Facilities and Engagement	<ul style="list-style-type: none"> Work done to make initial improvements to facilities including toilets and coverings Great work by TrustSTFC supported by STFC over 50 packs to supporters with sensory needs have been issued. A further number of sensory need packs will be available ahead of next seasons thanks to support from First City Nursing and Trust STFC with co-ordination led by Caroline Lane from STFC. 	Amber	<ul style="list-style-type: none"> Continue to engage and make active improvements to disabled supporter facilities
Fair Game Initiative	<ul style="list-style-type: none"> Consider whether to sign up to the Fair Game initiative which is now supported by 11 EFL clubs and calls for openness, transparency, sustainability and community engagement Calls for a sustainability index and independent regulation for football, as well as protection for heritage and traditions, greater redistribution of wealth, salary caps, commitment to diversity and inclusion Whilst broadly supportive, decision made to not get actively involved at this stage 	Complete	



ADVISORY BOARD

Official STFC OSC

BY ANTHONY REEVES

Subject	Details	Current RAG	Comments
Crowd Issues	<ul style="list-style-type: none"> Fan guidelines/ penalty conditions being consulted between STFC, Trust STFC and STFC OSC. Meeting held between all parties. 	Ongoing	<ul style="list-style-type: none"> OSC and Trust looking to get this agreed with club at next AB meeting
Fan Zone	<ul style="list-style-type: none"> OSC to working with Club to look at Fan Zone options for Matchdays next season What is the latest? Who is leading this from the club? 	Ongoing	Steve from OSC working with club on ideas
Ticket Price Increases	<ul style="list-style-type: none"> Feedback to be presented at June Advisory Board 	Ongoing	<ul style="list-style-type: none"> Can the club provide an updated list including confirmed ticket prices, hospitality and programme costs?
Refund Thank you Plaque	<ul style="list-style-type: none"> There have reports of some names missing from the plaque. What is the process for reporting this and are there plans to be able to add names? Is it correct that there are fans named Taylor Curran, Lee Power and Winston Churchill who waived their Season Ticket refunds? How were the names collated? 	Fan Concern/ Query	
Fan Trouble at Port Vale	<ul style="list-style-type: none"> OSC have contacted EFL, FA, Port Vale and MPs looking for action for crowd issues at Port Vale. OSC are also talking with STFC, Platinum Security and Wilts Police to ensure fan safety for next season. PVFC have informed OSC that STFC will keep us updated on action being taken. What is the latest? 	Ongoing	<ul style="list-style-type: none"> Police have started to make arrests and are trying to identify others involved Date to be arranged for meeting prior to season start
Minutes Silence/Applause	<ul style="list-style-type: none"> It has been raised if the club have a policy on when/for who the club will hold a minutes silence/applause Proposal Attached to Agenda How would club like fans to submit deaths for End of Season role call etc? 	Ongoing	<ul style="list-style-type: none"> Club to arrange all minute silence and applause prior to games, as EFL need to be made aware OSC to lead on organizing applause during a game
Disabled Supporters Club	<ul style="list-style-type: none"> Concerns raised that DSC don't have any representation on the Advisory Board. DSC feed issues through OSC and have a liaison within the STFC. 	Fan Concern/ Query	<ul style="list-style-type: none"> DSC feed issues through OSC and have a liaison within the STFC. This has been agreed with DSC
Nationwide staff ticket	<ul style="list-style-type: none"> Concerned raised as why there are no increases in Nationwide staff ticket process. 	Fan Concern/ Query	<ul style="list-style-type: none"> Ticket prices have increased and Nationwide have increased their sponsorship
Lines of Communication	<ul style="list-style-type: none"> OSC request a staffing structure including job role to aid communications with the club 	Ongoing	<ul style="list-style-type: none"> Email/Phone numbers to be included
Advisory Board Minutes	<ul style="list-style-type: none"> Please can a "Due Date" be added to the actions on the minutes so items that carry forward from meeting to meeting can be tracked? 	Fan Concern/ Query	
Season Ticket Discount	<ul style="list-style-type: none"> Why were some people given a £10 reduction off this years Season Ticket for waiving their refund last year and not others? What was the criteria etc. and was this communicated to Season Ticket Holders? 	Fan Concern/ Query	
Monday Night Panel	<ul style="list-style-type: none"> Various questions for Rob and Dave were collated from last weeks MNP, and were asked to be brought to the AB meeting 	Fan Concern/ Query	<ul style="list-style-type: none"> List of questions and comments supplied to club and attached to Agenda



ADVISORY BOARD

TrustSTFC Feedback

BY ALEX POLLOCK

Workstream	Progress/Achievements	Current R/A/G	Actions to Green / Comments
County Ground: Development and Shares	<ul style="list-style-type: none"> Sale agreed with SBC, feedback on JV shared with Club, continued work with STFC to confirm funding approach and complete legal documentation Trust to work on summary of deal for fans providing full explanation Shares to be offered after completion of sales, and campaign to be run via new website Soon-to-be-created tracker log to capture stadium development themes/ideas 	On Track	
New Website	<ul style="list-style-type: none"> Nautilus Marketing appointed to design and develop Phase I of new TrustSTFC website; go-live scheduled for late July / early August 	On Track	<i>Tender process completed 9th June</i>
Statue	<ul style="list-style-type: none"> Don Rogers Statue progressing well, sculptor Alan Herriot nearing completion of maquette (small version for supporters to visualise how it might look) Looking at Insurance options for statue once it is in place A number of inbound queries regarding the placement of the statue once complete: TBC, and discussed in future via the new County Ground JV 	On Track	
Club Museum	<ul style="list-style-type: none"> 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. Next step is proposal to JV on this for review. 	On Track	<i>TrustSTFC & OSC made a joint-bid at a recent auction for rare Anglo-Italian winner's medal - outbid by private collector</i>
Fan Engagement	<ul style="list-style-type: none"> Includes Roundtable Discussions, Social Media, Surveys, Matchday experience ideas Survey distributed to members for feedback on current ticket pricing suggestions for next season, results on this to be shared with club/fans for review. Regular newsletters to be generated by trust board on updates to current initiatives to update everyone. First one went out first week of June. 	On Track	
Environment & Sustainability	<ul style="list-style-type: none"> 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 Swindon Cycling Campaign 	On Track	
Diversity & Inclusion	<ul style="list-style-type: none"> Working group being established to look at what can be done to encourage interest from the various communities around Swindon Vesakhi Day of Multicultural football & Peace at Foundation Park occurred successfully with FA support. Good feedback on. 	On Track	<i>BS would like to speak with Club to discuss ideas on diversity</i>
NextGen	<ul style="list-style-type: none"> Trust keen to encourage more boys and girls from secondary schools to attend matches at the County Ground 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	<ul style="list-style-type: none"> Full support for Swindon Town Women and would like to help them play home matches at Foundation Park, near the County Ground Trust to support STWFC on their business plans and proposals for integration with club operations 	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