

STFC Advisory Board
August 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 – David Coe
- AOB - Any Other Business
- Review Actions and agree Agenda for next meeting – All



Attendees – Clem Morfuni (CM), Zavier Austin (ZA), Don Rogers (DR), Sandro De Michelle (SDM), Stuart Woolard (SW), Anthony Reeves (AR), Andy Cousins (AC), David Coe (DC), Jay Collett (JC) and Rob Angus (RA). Apologies, Eddie Parladorio (EP), Jon Holloway (JH).

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 few games of the season to ensure we capture all missed.

Action – Discussions are continuing and will look to loop in the STFC Community Foundation into these discussions. AC updated that the OSC do not currently have the resources to drive the fanzone. CM asked AC, SW and JC to set out their thoughts and a plan re a fanzone at the County Ground

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. Update – EFL have issued centralised fan banning guidelines for pitch invasion and in respect of pyrotechnics

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 with new ticketing team

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 during September

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 - RA to get specifics of training provided to stewarding and security teams by next meeting – information provided in pack

Action - ST and RA to produce a plan for better partner/sponsor engagement – ideas shared RA to discuss in meeting

Action - RA to set out matrix of different projects the Club are looking to progress which need financial support

Action - SW to provide detailed plans and cost estimates for Museum



ADVISORY BOARD

August Minutes & Actions Review

- 1.1 The meeting started with CM going through the minutes and actions from the previous meeting. SDM was introduced to all and welcomed to the meeting. AC introduced himself as the new Chair of OSC and updated that the OSC did not currently have the resources to drive the fanzone forwards and with the Club focused on its in-house kiosk offering had put work on hold. CM asked for ideas from AC, SW and JC as to what supporters want from a fanzone and if we can get a plan together on this. JC noted that there is often activity at the cricket club and suggested some ideas as to what other clubs have done. **Action – AC/SW/JC to set out ideas as to what supporters want in a fanzone and a plan as to how we might bring it together.**
- 2.1 CM noted EP's apologies and provided the legal update. The winding up petition with Able was dismissed but they do have right to appeal. Centerplate, a known historic debt are looking to take over the petition and next hearing on this is 22/9. The Club will continue to fight this as it strongly disputes the amount due to Centerplate, the former caterers to the Club. DPDS debt now settled but legal costs remain in dispute. Alleged debts in respect of Jewell and Mercedes continue to be discussed with the latter subject to complaints the Club are making about Mercedes-Benz finance to relevant authorities re their handling of the Hire Purchase agreement CM inherited for the Club.
- 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 with legal documentation being the main focus.
- 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£1.3m. With all repayment plans on track and the **historic HMRC debt (£1.4m) now repaid in full.**
- 3.2 RA updated that season tickets sold to date were c5,150 with the aim to drive to c6,000 with the golden ticket to Oz promotion being a key driver to get to 6k. Season tickets can now be purchased via card in the shop and over the phone. Positive feedback on the club shop refurbishment and good to see the home kit available and back in the shop. Feedback from AR as to whether the Club could look at opening the shop after the games which the Club will look to trial.
- 3.3 RA noted that hospitality packages for 1879 and Robins Suite have sold well but remains good availability on match day. Recently had a visit from the 'Padded Seat' who review hospitality packages with excellent feedback on the food. DC noted that service from hospitality staff was very good, Club is looking at how it can supply drinks more quickly.
- 3.4 RA noted that in-house kiosk offering was up and running and had started strongly with all monies being reinvested in the Club. **The takings for the game against Salford was c5x the revenues taken when outsourced.** The Club will bed-in the service and then look to make improvements on the offering.
- 3.5 EFL have issued new fan behaviour guidelines following the issues seen at the play-off games last season. Pitch invasions and pyrotechnic usage will now be dealt with bans for fans involved.
- 3.6 RA noted that Club had appointed a new designated safeguarding officer for the Academy as the incumbent moves to a player care role in the Academy.
- 3.7 RA noted that the community ticket initiative working with the Foundation and the Trust was continuing but RA was looking for partners/sponsors to help fund this and take it to the next level. DC has offered his support and asked RA to set out a matrix of different projects the Club are considering and the financial support required which can be discussed with partners/sponsors. **Action - RA to set out matrix of different projects the Club are looking to progress which need financial support**
- 3.8 It was noted that there are now plans for 4 games at Foundation Park and 2 games at the County Ground. RA and CM looking to engage with STFCW team to see how we can work together to drive STFCW forwards.



ADVISORY BOARD

August Minutes & Actions Review

- 4.1 AR set out the OSC feedback and noted that a staff contact list would be helpful. RA noted that this will be done once the Club has bedded in some new roles with a few changes in back office staff at the Club. AR also asked if the Club would be bringing back ½ season tickets and flexi-packages which RA stated the plans were to do this in the autumn after Season Ticket sales had stopped. AR also asked about late night club shop opening and RA said he would discuss with the team and assess demand for this.
- 4.2 AR noted that the OSC had received quotes on updating their signage around the ground from Aura signs the Club's signage partner. AR also asked if the Club was providing sponsors on mini kits with RA stating this is now available.
- 4.3 AR asked SW what is the latest re the share options from the Trust re the ground purchase with SW noting that plans are ready but not being pushed yet as Club/Trust await finalising of deal to buy the ground. AR also asked why we have invited sponsors/partners onto the Advisory Board to which CM replied looking to ensure a wide representation of views and Sponsors/Partners provide great financial support for the Club. DC set out a suggestion that the Sponsor/Partner representative is held for 12 months and engages other sponsors/partners to gather their feedback ahead of meetings. CM and RA thought this was a good idea and RA will discuss further with DC.
- 4.4 AR asked as to whether the Club would support reciprocal ticket pricing for the Bradford City games. RA's view was that this was unlikely to drive additional fans to attend the game from Bradford and would cost the Club revenue and could set a precedent. Differing points of views were discussed but overall the consensus was not to support this initiative at this time.
- 4.5 AR noted some issues with the toilets in the Town End which RA stated had occurred during the game and had now been fixed. Also noted soap in dispensers need topping up. AR noted the free sanitary products being made available by the OSC in female toilets which all agreed was a great initiative.
- 5.1 SW then provided the Trust update and noted that the new website was progressing well for the Trust. Plans for the Museum are progressing but there are differing views on how to provide this with CM asking for detailed plans, stages and cost estimates. **Action - SW to provide details plans and cost estimates for Museum**
- 5.2 JC provided the STBL feedback and noted the success of their 'live twitter space stream' in the legends lounge on match day and also their monthly fans kickabout which is open to all for £5 per head. JC and STBL are considering how they best use the attendance at the is meeting and whether to rotate fan attendance.
- 5.3 Diversity and Inclusion improvements were discussed with SW noting Trust Board Member Bazil Solomon looking to drive improvements and engaging with the Club so we can see a more diverse and inclusive fan base.
- 5.4 AR and SW asked about plans for a fans forum event in the Legends with CM keen to support. AR/SW to come back with suggestions for date of the event.
- 6.1 DC provided sponsor/partner feedback and noted that he is happy with the Club's engagement and the ability for all sponsors/partners to ask questions. Also good to see the financials under control and the debts coming down, this gives confidence in the Club from a sponsor/partner perspective
- 7.1 **Next meeting agreed to be on 13 September at 9am**



ADVISORY BOARD

Stewarding & Security

BY ROB ANGUS

Question	Response
<p><i>RA requested to provide specifics of training provided to stewarding and security teams by next meeting</i></p>	<p><u>Training</u> Stewards Each candidate is interviewed prior to coming into the ground. An introductory email is sent outlining the main duties. A pre qualifying document is emailed, covering the usual health issues, criminal convictions etc. Right to work documents are obtained. If the above documents are not received, they do not commence work as a steward. All documents are saved to a cloud based management system. No hard copies are filed manually. Modular 0 induction training undertaken on first game, prior to start. This provides a basic introduction to ground layout and protocols. The steward job specification is explained to each colleague. They are assigned to a stand and supervisor who will provide further one to one training for that specific stand. I obtain feedback at the end of their first game, and conduct a welfare check with them directly in the evening. If further training is deemed necessary, I will liaise with the Chief Steward, and Stand Supervisors. Stewards on registered onto a NVQ 2 programme in Spectator Safety, with an external provider, that runs throughout the season. This is 100% funded by Platinum our Stewarding & Security provider, as no government funding available in our area. Constant evaluation of steward performance, with remedial action taken as necessary.</p> <p><u>SIA</u> Each candidate is interviewed. SIA details are obtained, including a photo of their licence. Licence number is checked using the governing body portal and challenge any anomalies with the candidate. If unable to verify, the candidate will not commence work as a SIA operative. Modular 0 induction training undertaken on first game, prior to start. This provides a basic introduction to ground layout and protocols. The SIA Operative job specification is explained to each colleague. They are assigned to a stand / area and the Response or Stand supervisor will provide further one to one training for that specific stand. The Response Officers (RSO 1 and 2) will obtain feedback at the end of their first game, and If further training is deemed necessary, they will organise as appropriate.</p> <p>In addition to the above, we have also partnered with the local Counter Terrorism Security Advisory Team (CTSA), attached to Wiltshire police. We have already taken the majority of our Senior Team through something called SCA training. (See, check and Notify)</p> <p>The education is invaluable in highlighting the importance of staff vigilance and the role they can play in disrupting the planning of a hostile act.</p> <p>We have further dates agreed, right through to March 2023, whereby we hope to have taken all match day staff through the programme.</p>



ADVISORY BOARD

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 Centerplate, 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 . 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. Petition now heard and Able claim dismissed subject to appeal, however, Centerplate are looking to take over the petition. The Club will continue to contest as it believes the amount due to Centerplate is much lower than claimed 	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 JV Legal 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 form 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 in July '21 is now estimated at c£1.3m Current cashflow is c£200k in credit at the end of July. Repayment plan completed re HMRC and on track with EFL, SBC and others but it will take time to repay these debts 	On Track	<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 c5k. Season Tickets can now be purchased via Card in shop or over the phone. Season Ticket cards dispatched to Season Ticket holders Golden Ticket to Oz promotion with flights and accommodation paid for by Clem for 10 days in Sydney for a lucky season ticket holder if we get to 6k season ticket sales New ticketing team in place looking to make enhancements to ticketing process with recent survey issued 	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 Shop stocked with home, away and new training kit available ahead of 1st home game. New retail team in place looking to make improvements Commercial and partnership opportunities still available from larger to smaller including – stadium sponsorship, community ticketing initiative, social media, dugouts, tunnel walk out and 3rd kit shorts 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 is getting a further push with much space available for conferences, collaboration meeting space and parties and events. Improvements being made to WiFi with great support from Verelogic and Allied Telesis as we seek to improve the aging IT infrastructure at the County Ground New in-house Kiosk offering up and running with all revenues coming into STFC and will be reinvested. We will look to make improvements over time as we bed-in this new service 	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 	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
Outstanding Issues	<ul style="list-style-type: none"> EFL have issued fan behavior guidelines with automatic bans for pitch invasions and pyrotechnic usage. Club will continue to work to ensure appropriate behavior at our games 	Amber	<ul style="list-style-type: none"> 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

Financial Update

BY ROB ANGUS

External Debt Position	July '21	Feb '22	Mar '22	Apr '22	May '22	June '22	July '22
HMRC	£1.46m	£385k	£309k	£234k	£158k	£82k	£0
EFL Hardship	£1.04m	£690k	£690k	£690k	£690k	£690k	£690k
EFL Covid Variation Loan	£119k	£99k	£99k	£79k	£79k	£79k	£79k
Bounce Back Loan	£50k	£45k	£43k	£41k	£41k	£40k	£39k
SBC	£370k	£120k	£120k	£120k	£120k	£120k	£120k
Puma (Aged)	£190k	£0k	£0k	£0	£0	£0	£0
Contractual disputes	£570K	£500k	£500k	£500k	£450k	£450k	£350k
Contractual disputes - Football	£130K	£45k	£45k	£40k	£40k	£40k	£40k
Trade Creditors (Aged)	£432k	£0	£0	£0	£0	£0	£0
Football Debtors (Aged)	£120k	£0	£0	£0	£0	£0	£0
Total	£4.48m	£1.88m	£1.81m	£1.71m	£1.58m	£1.5m	£1.3m



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 Academy moving its main office to front of car park with great work by the Academy and friends of the Academy who are upgrading these old 'buildings' Investments being made with new Academy Mini-Bus, working with M4 Van Centre 	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 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>Safeguarding Summary</p> <p>We are delighted to have expanded our Safeguarding Team with Kirk McGinn joining us as Designated Safeguarding Officer and Head of Education. Kirk has been added to MyConcern and will now lead on this platform and is to complete his EFL training in the coming weeks. There have been no new safeguarding concerns since the return of Academy football, all Academy staff have been refreshed on their safeguarding responsibilities and duty of care.</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 STFC Ticketing team 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 and engagement with Trust Board member and Councillor Bazil Solomon 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 First City Care Group, TrustSTFC supported by STFC we are now nearing issuing over 200 packs to supporters with sensory needs have been issued. Packs can be requested from Reception for those who have sensory needs, excellent co-ordination led by Caroline Lane from STFC on this important initiative. 	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"> Club in discussion with Wilts Police
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	<ul style="list-style-type: none"> Currently on hold
Ticket Price Increases	<ul style="list-style-type: none"> Feedback to be presented at June Advisory Board 	Closed	<ul style="list-style-type: none"> Prices released in previous minutes
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? 	Closed	<ul style="list-style-type: none"> Previous minutes request fans concerned to contact club
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
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 Awaiting club response
Ticketing Options	<ul style="list-style-type: none"> Are there plans to offer Flexi tickets etc again this season 	Fan Comment/Concern	<ul style="list-style-type: none"> Club plan to offer these in the autumn
Winding Up Order	<ul style="list-style-type: none"> Please can we have an update on last weeks court case and more information regarding the 2nd company involved? 	Fan Concern/Comment	<ul style="list-style-type: none"> Provided in meeting
Shop Opening times	<ul style="list-style-type: none"> Please can the club consider a late night opening of the shop? For those who work 9-5 it is hard to get there with current times. 	Fan Concern/Comment	<ul style="list-style-type: none"> Club will consider and assess demand



ADVISORY BOARD

Official STFC OSC

BY ANTHONY REEVES

Subject	Details	Current RAG	Comments
Stadium Signage Replacement	<ul style="list-style-type: none"> OSC looking to replace old logos on signage around the ground. Awaiting quote from Club 	Ongoing	<ul style="list-style-type: none"> Quote now provided
Matchday Draw	<ul style="list-style-type: none"> OSC are now offering a signed STFC shirt as the 2nd prize for their Matchday Draw. Tickets are only £1 and available before kickoff around the ground and in the Legends Lounge 	Other	
Shirt Printing	<ul style="list-style-type: none"> Is there an update on when fans will be able to get sponsor added to mini kits 	Fan Concern/Comment	<ul style="list-style-type: none"> Now sorted by the Club
New Catering Kiosks	<ul style="list-style-type: none"> Fans concerned by lack of variety of food. No burgers, hotdogs, pies etc. Why has the change been made? 	Fan Concern/Comment	<ul style="list-style-type: none"> Change has driven greater revenue to the Club which will be re-invested. Club will bed this service in and then look to make improvements
Ground Purchase	<ul style="list-style-type: none"> What is the latest on the purchase of the ground? Is the share option happening? 	Fan Concern/Comment	<ul style="list-style-type: none"> Trust have share option plans ready to go awaiting finalizing of legal contracts
Sponsors on the Advisory Board	<ul style="list-style-type: none"> Which sponsors are being invited to the AB meetings? Will they be rotated? Is it corporate sponsors or will it include player sponsors etc? 	Fan Concern/Comment	<ul style="list-style-type: none"> Club discussing with Sponsor/Partners to ensure best representation
Women's Football	<ul style="list-style-type: none"> Does the club have any plans to capitalise on the Women's Euros success? Ie. Hold games at the County Ground, Foundation Park etc? 	Fan Concern/Comment	<ul style="list-style-type: none"> Discussions ongoing with STFCW
Reciprocal ticket prices	<ul style="list-style-type: none"> Bradford have proposed both side fix prices at £15 to encourage people to travel as both matches are on a Tuesday night? Will the club be looking at this? 	Fan Concern/Comment	<ul style="list-style-type: none"> Not commercially viable at this stage



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	Draft members communication circulated with Trust Board NH to chase club on JV amendments
New Website	<ul style="list-style-type: none"> Nautilus Marketing appointed to design and develop Phase I of new TrustSTFC website Hoping to be in a position to launch later this month 	On Track	
Statue	<ul style="list-style-type: none"> 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 Trust to produce video with Don Rogers and Alan Herriot (sculptor) 	On Track	Share imagery/updates with the Club
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. Included one-slide top-level proposal in these Advisory Board notes Proposal/details already shared with OSC and the club in a variety of meetings 	On Track	<i>KC/PH to complete setting up a charity</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 Considering survey and content plans for fans 	On Track	
Diversity & Inclusion	<ul style="list-style-type: none"> BS to develop a proposal for Board / STFC sign off 	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	



STFC Museum Update:

- TrustSTFC has been working with the club/OSC and other interested parties to look at how we can create a museum to showcase STFC's history
- After meetings with several museum teams, we have gained valuable insight on how to create and support a museum including:
 - Creating a charity to oversee the running, which enables more funding sources, security for any loaned/gifts of memorabilia
 - Access to tools to support cataloging all items
 - Offers of advice/support when needed
- The museum project will be a long term project looking to add value to the existing stadium but will try to deliver visible changes across the stadium, with a long term goal of displaying the club's crown jewels

Actioned needed:

To confirm that the AB supports the project as discussed, which includes the creation of a charity for the museum project

Workstream**Progress/Achievements****TrustSTFC Member
Feedback/Qs
(August 2022)**

- Is there a date for an STFC fans forum? (mentioned from June minutes) – AR/SW to suggest dates
- How is the 'further fan representation' being selected? – trying to ensure a wider view, TSBL has gathered strong support and has a 'younger' base of 'members'
- Is there a process for supporters groups to become formally recognised? And what are the benefits? Please contact the Club but keen to encourage greater membership of OSC and Trust and feeding through these supporter groups
- What are the plans for a discussion to help with heritages listing for contributions by all communities to STFC over the past years? It would become part of the written history documented around the stadium and potential for a STFC Museum – part of museum plans



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