

STFC Advisory Board
September 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
- 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



September Executive Summary

- Able/AC Sports winding up petition dealt with but Centerplate/Sodexo taking this petition on for a debt the Club disputes in respect of the amount due. STFC will continue to fight with next court date set for 22 September
- Other legal issues are continuing to be dealt with from DPDS legal costs, Mercedes-Benz Finance – with a complaint made about their managing of the Hire Purchase Agreement CM inherited
- CM continuing to focus on building strong foundations with reducing debts and buying the County Ground with Supporters
- Debts now down to c£1.1m
- New Commercial Manager, James Watts in place who will help drive forwards Commercial revenues with a range of sponsorship and partnership packages available
- Improvements to Conferencing facilities underway thanks to support from Verelogic and Allied Telesis. Sales Manager, Rachel Burt looking to increase bookings for conferences, parties and hospitality sales
- Positive feedback from STFCW game at Foundation Park. Club working more closely with STFCW and will continue to work and support STFCW further
- OSC and Trust discussed the significant positives of the Advisory Board as we mark 12 months of these meetings, main points being the open and transparent nature of discussions, finance and business updates and the Club responding to supporter feedback



Attendees – Clem Morfuni (CM), Don Rogers (DR), James Spencer (JS), Anthony Reeves (AR), David Coe (DC), Jon Holloway (JH) and Rob Angus (RA). Apologies, Eddie Parladorio (EP), Zavier Austin (ZA).

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

Action – Season Ticket refunds have been completed. Work is underway to build a stadium sign which ‘thanks’ all those season ticket holders and sponsors who have waived and their refunds and will be in place ahead of next season. Update – sign is now in place and names missed passed to sign company to be updated.

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 - 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 October

Action – AP to look at the possibility of a joint statue for Don Rogers and John Trollope – Update – Trust continue to feedback on prototypes

Action - RA to set out matrix of different projects the Club are looking to progress which need financial support. Update – RA shared with DC and feedback received. RA will progress with support of new Commercial Manager, James Watts

Action - SW to provide detailed plans and cost estimates for Museum. Meeting with CM and Trust members during September

Action – RA to highlight and advertise use of ‘Kick it Out’ App



ADVISORY BOARD

September Minutes & Actions Review

- 1.1 The meeting started with CM going through the minutes and actions from the previous meeting. Meetings to discuss Fanzones and the Museum will take place in the coming weeks. Other open actions were discussed with updates given.
- 2.1 CM noted EP's apologies and provided the legal update. The winding up petition with Able was dismissed and we believe the right to appeal has passed with STFC now looking to claim legal costs from Able. However, Centerplate/Sodexo, a known historic debt have taken 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/Sodexo, 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 (Finance Leasing Authority) 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. Other parties have requested an extension on when these charges are heard and 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. A backstop date for exchange has been agreed with SBC as 31/01/2023 when a deposit for the ground will also be due.
- 2.4 CM reviewing the position of historic £2.95m Debenture debt outstanding since 2012 and how this could be resolved to ensure the Club is debt free. CM's focus is laying strong foundations, working to make the Club debt free, owning the ground and starting plans for development of the ground.
- 3.1 RA then provided the business and financial update. Noting that the overall external debt had now reduced to c£1.1m. With all repayment plans on track and the majority of the debt owed to the EFL on interest free loans.
- 3.2 RA noted that tickets for the Newport game will remain valid for the revised date and the Club are looking at games where we can recognise our Military, NHS & Care workers and emergency services. The 3rd kit is now available in the Club Shop and will be made available online following the next few home games so that we can assess and manage demand. Hospitality packages for the 1879 and Robins Suite are available with Sales Manager, Rachel Burt available to take bookings. Rachel is also looking to maximise sales of conferencing and parties at the County Ground which will have improved WiFi thanks to the support of Verelogic and Allied Telesis.
- 3.3 Sponsorship and partnership opportunities remain available from Stadium Sponsorship, Community ticketing initiatives, social media, dugouts and player sponsorships. A new commercial manager, James Watts has joined the team to help move our Commercial partnerships forwards.
- 3.4 RA noted that the in-house Kiosk offering was performing well with strong revenues all being reinvested. The Town End kiosk is now ready and we are now starting to expand our offering with Chicken Balti pies now available and we have plans for additional choices as we mature our Kiosk offering
- 3.5 RA noted that fan behaviour continues to be an issue with automatic bans for pitch invasions and pyrotechnic usage. Following vandalism in the Town End the Club will be taking action and will ban anyone identified as damaging Club property and press charges as this takes investment away from rebuilding our club
- 3.6 Improvements to the Academy continue with new offices opened at the front of the County Ground and a new Minibus with support from M4 Van Centre. The Academy has a new Safeguarding officer and Head of Education – Kirk McGinn and a new Head of Player Care with Ben Hawkins moving to this role.
- 3.7 Positive feedback from the STFCW game at Foundation Park with over 200 attending. More games planned at Foundation Park and at the County Ground as STFC and STFCW look to come closer together with greater support for STFCW from the Club.
- 3.8 RA noted that the Club had undertaken a Level Playing Field audit to identify how it can make improvements to enable the Club to be more accessible.



- 4.1 AR set out the OSC feedback and asked if any further updates had been received re the issues at Port Vale. RA noted that arrests had been made and that an FA investigation is believed to be ongoing. AR noted that a staff contact list would be helpful with RA saying this will be sent over during September.
- 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 and this had been agreed and was in process. AR also asked if the Club was looking to do more to highlight how fans can report discrimination and RA agreed to advertise the use of the Kick it Out App. **Action – RA to highlight and advertise use of 'Kick it Out' App**
- 4.3 AR asked about plans for a HerGameToo dedicated game with RA stating that the Club were looking at the game v Colchester on 15 October for promoting HerGameToo. The Club has a Supporters Ambassador in Marie Melvin with Alison Willets agreeing to be the Club Ambassador.
- 4.4 AR noted that FGR had free refillable water stations at the Ground and asked is this something the Club could look at. RA noted this and would be happy to consider but not a priority at the moment with other matters taking priority
- 4.5 AR asked is any progress had been made on a documentary series. CM noted that he was in discussions with Paramount in Australia and still seeing if this is a viable option fair the Club.
- 4.6 AR asked if Hospitality Sales had been impacted by increased prices. RA stated that sales in 1879 suite remained strong with DC noting he had received no negative feedback from other sponsors/partners with quality of food and service very strong. RA noted that there are significant discounts for Season Ticket holders looking to upgrade into the Robins Suite and 1879 suites.
- 4.7 AR noted that the Fans Forum on the 28 September had received strong demand with tickets very nearly sold out. The event will be broadcast live on Twitter thanks to the Sir Tom Broadbent Lounge.
- 5.1 JS then provided the Trust update and noted that the new website was progressing well for the Trust and should be launched at the end of the month along with plans for shares to support County Ground acquisition.
- 5.2 JS noted that the Trust had received feedback on the quality of the tannoy system at the CG with RA noting the Club is constantly monitoring and reviewing and looking to make improvements. General feedback on food in the Kiosks is good. JS noted that shortened minutes or a Exec Summary would help fans more quickly understand what is discussed at these meetings and RA agreed to provide.
- 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. DC noted the opportunity for the Club to work with Swindon Cricket Club on events which RA will discuss with SCC.
- 7.1 JH gave an update from the Foundation noting that they are hosting the Football Foundation Board this week and that Foundation park would need an additional 100 seats to be a permanent base for STFW.



ADVISORY BOARD

September Minutes & Actions Review

- 8.1 AR set out feed back from the OSC after a year of the Advisory Board celebrating the openness and transparency that fans now enjoy and giving examples of the Club acting on feedback on Shop opening hours, ticket pricing and that there is nothing that the Club will not discuss at the Advisory Board.
- 8.2 JS agreed and did not think there was another Football Club providing such openness on finances and the business performance of the Club.
- 8.3 JS set out some thoughts on improvements from the Trust which all agreed was helpful as we continue to look to make improvements.
- 9.1 Next meeting 4 October 9am.



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 Every effort will be made to fight these contractual claims where possible. Outstanding include Centerplate, DPDS (legal costs), Mercedes, Jewell and Able 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 taking over the petition. The Club will continue to contest as it believes the amount due to Centerplate is much lower than claimed, next hearing due in late September 	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 Long stop dates agreed with SBC for exchange and completion 	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. Reviewing historic c£2.95m debenture debt that was originally set up post Andrew Black's ownership and how this can be managed as CM looks to get to a position when the Club is debt free 	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 now estimated at c£1.1m 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 at c5,100k. Will be taken off sale shortly and will prepare plans for match day bundles and half season tickets 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. Competition will be extended to include match day bundles and half season ticket sales Newport tickets will remain valid for rearranged game with further details confirmed when revised date agreed between clubs Looking at games where we can recognize Military, NHS & Care workers, emergency services 	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"> 3rd kit will be available in club shop from Tuesday 13 September and for the game v Sutton Utd Commercial and partnership opportunities still available from larger to smaller including – stadium sponsorship, community ticketing initiative, social media, dugouts, tunnel walk out. New Commercial Manager, James Watts has started who will help to drive Commercial revenues going forwards Hospitality packages for 1879 and Robins suite are available with Sales Manager, Rachel Burt ready to take bookings 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. Town End kiosk will be operational for game v Sutton and Chicken Balti pies added to offering. Further improvements being planned. 	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. Seen some issues with pyrotechnic usage to date, anyone found using or holding pyros will be banned from stadium in line with EFL rules 	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 ongoing and continue 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 	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	Aug '22
HMRC	£1.46m	£385k	£309k	£234k	£158k	£82k	£0	£0
EFL Hardship	£1.04m	£690k	£690k	£690k	£690k	£690k	£690k	£515k
EFL Covid Variation Loan	£119k	£99k	£99k	£79k	£79k	£79k	£79k	£79k
Bounce Back Loan	£50k	£45k	£43k	£41k	£41k	£40k	£39k	£38k
SBC	£370k	£120k	£120k	£120k	£120k	£120k	£120k	£120k
Puma (Aged)	£190k	£0k	£0k	£0	£0	£0	£0	£0
Contractual disputes	£570K	£500k	£500k	£500k	£450k	£450k	£350k	£350k
Contractual disputes - Football	£130K	£45k	£45k	£40k	£40k	£40k	£40k	£40k
Trade Creditors (Aged)	£432k	£0	£0	£0	£0	£0	£0	£0
Football Debtors (Aged)	£120k	£0	£0	£0	£0	£0	£0	£0
Total	£4.48m	£1.88m	£1.81m	£1.71m	£1.58m	£1.5m	£1.3m	£1.14m



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' also supported by office furniture donated by Nationwide. Academy due to move in this week 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 and additional part-time academy coaches Working to ensure there are better facilities for the Academy on an ongoing basis Ben Hawkins has taken new Player Care role in the Academy with Kirk McGinn new Safeguarding officer and head of education 	Amber	<ul style="list-style-type: none"> Ongoing improvements to the Academy
Safeguarding Update	<p>Safeguarding Summary</p> <ul style="list-style-type: none"> 4 concerns raised over the month Highlight good practice and care of staff with transport to hospital following an incident leading to a player requiring treatment at urgent treatment centre (GWH). New DSO completing the DBS checks of all new staff and review of all safeguarding policies. All new policies have been updated following government advice and guidance. These are now also available on the club website for supporters and have been made available for staff. New DSO working with STFC Foundation to bring the clubs safeguarding in line with EFL policies and a joined up approach to safeguarding. Positive use of MyConcern by staff to report and record any safeguarding concerns, good relationships and actions taken with other professional clubs. 	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. 1st game at Foundation Park has happened with c200 people in attendance. Plans to make STFC home game v Colchester on 15/10 a double header with the STFCW playing their game v Keynsham Town at 5.45 TBC – subject to Women's league approval Positive discussions on how STFC can take STFCW forwards in a positive direction 	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"> 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

Subject	Details	Current RAG	Comments
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
Fan Zone	<ul style="list-style-type: none"> OSC to working with Club to look at Fan Zone options for Matchdays next season 	Ongoing	<ul style="list-style-type: none"> Investigations continue. Feedback given to club
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
Stadium Signage Replacement	<ul style="list-style-type: none"> OSC looking to replace old logos on signage around the ground. 	Ongoing	<ul style="list-style-type: none"> Signage ordered
Kick It Out	<ul style="list-style-type: none"> Can you club look at the use of the Kick it Out App and advertise its use to report abuse in and around the ground 	Fan Comment/Concern	<ul style="list-style-type: none"> App free and available on Play Store and App Store
Her Game Too	<ul style="list-style-type: none"> Is there a dedicated game again this season? Can the club include regular content online and, in the programme, 	Fan Query	
Water Stations	<ul style="list-style-type: none"> FGR provide free refillable water stations at the ground. Is this something that STFC could look into providing? 	Fan Query	
STFC Documentary	<ul style="list-style-type: none"> Where are we with getting a documentary/series behind the scenes at SN1? 	Fan Query	
Toilets	<ul style="list-style-type: none"> What is the latest on fixing. Decorating, upgrading the facilities around the ground? 	Fan Query	
PA System	<ul style="list-style-type: none"> Still reports of issues around the ground. Cutting out, feedback etc 	Fan Query	
WiFi	<ul style="list-style-type: none"> Are the club looking at installing a public WiFi network for fans at the ground? 	Fan Query	
Hospitality Prices	<ul style="list-style-type: none"> Have the increased prices in Hospitality affected volume of sales. Some fans reporting they're not booking as too expensive 	Fan Query	
Fans Forum	<ul style="list-style-type: none"> Organised for 28th September. Clem, Rob, Zav, Sandro, Greg and Scott to attend. OSC and Trust members have been offered tickets 	Other	



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 • Club and Legal team reviewing amendments to JV 	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 August • New site will provide greater functionality and support the CG share scheme and providers members area for Trust membership benefits. 	Delay	<ul style="list-style-type: none"> • Migration of content from old site to new taken longer than expected. New version ready end of Sept
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 • Bronzed maquette completed by sculptor Alan Herriott, approved by Board members, we can use this now to show Don/others. 	On Track	<ul style="list-style-type: none"> • Produce video with Don and Alan with Statue
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	<ul style="list-style-type: none"> • Trust to complete opening a charity for the Museum project • Steve M to agree way forward with Clem in September
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. • Feedback provided from supporter's emails regarding food offering this season at CG and DR stand tannoy issues. 	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	<ul style="list-style-type: none"> • Wider plans – bus and train offers, cycle storage discussions to be held.
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	<ul style="list-style-type: none"> • Trust to outline what information we would like to collect via survey • Trust to speak to Sandro Di Michele to discuss ideas for improving diversity
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	<ul style="list-style-type: none"> • Looking for sponsorship for NextGen scheme
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 • Nationwide have agreed to match a donation to cover the cost of playing at FP 	On Track	<ul style="list-style-type: none"> • Trust help developing a business plan to share with board / STFC

**TrustSTFC Member
Feedback/Qs
(Sept 2022)**

- Questions were asked on the food variety at the CG now and quality of some food.
- Also some issues still in the DR Stand with the Tannoy system relating to being able to hear announcements/music etc
- Questions/omissions from the Town End Plaque also passed to the club for adding to the plaque where names were missed.



Subject	Details
OSC Feedback	<ul style="list-style-type: none">• The obvious transparency and inclusion of the supporters groups (both OSC and Trust STFC) are the biggest successes. This has enabled the fans to directly have their say and enable quick decisions to be made by the club. The ticket pricing for this season is the best example of this. The club asked the question, the fans had their say and the club listened and implemented.• Another success is the new store opening times. The fans asked for later opening during the week. In a short period this was implemented by the club.• The distribution of board meetings to the fan base is another success. I'm not aware of any other club that lets their fans in on what is being discussed behind the scenes. In fact, there is no behind the scenes in this respect anymore at Swindon as a result.• Everything is discussed in front of fan representatives who genuinely get an input and are able to view concerns and ask questions. Fans' concerns are literally read out in the meeting and answered by the people who make the decisions and run the club.
Trust Feedback	<ul style="list-style-type: none">• Open and transparent communications from the club-on-club finances, debt repayments and all relevant club news. I am unaware of any other football club that publishes such detail on their club finances.• A good mix of fan representation through the Trust and OSC with regular engagement from fans and members of both organisations representing and discussing fans actual questions monthly with the club hierarchy. Club have been good enough to answer the majority of these questions for transparency for fans with the minutes from AB representing the details fans have requested.• Fans views and opinions through the fan groups of TrustSTFC and the OSC has seen real impact on club decisions, club have been good enough to ask fans groups for feedback on ticket prices, Season ticket initiatives, fan engagement, CG improvements, how to deal with regular fan issues both home and away. <p>Future Opportunities</p> <ul style="list-style-type: none">• Format of the AB minutes could potentially be simplified and made more concise, some fans missing details due to the length of them• Some fans suggested lots of repetition in AB minutes from month to month, need to ensure we keep them fresh and current.• Fans feedback on the addition of extra parties attending the AB in the form of sponsors and other minor fan groups has raised a lot questions as to whether this impacts the validity of the AB meeting. One for discussion.• Sometimes in the past there has been certain items discussed in the AB that it wasn't clear were sensitive or confidential that have been released by fans groups into the public domain which the club were unhappy about. Its key that it is clear what is confidential and what can be released into the public domain post AB meetings.• Certain members of the AB hardly ever attend either in person or remotely



- 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