



ADVISORY BOARD

August 2023

INTRODUCTION

Dear Supporters,

We are now underway for the 23/24 season and whilst it has taken time we think that the squad that Michael Flynn has built over the summer looks strong and we will continue to look to strengthen where we think relevant and adds value by the end of the transfer window.

The substantial work to ensure the county ground provides you a safe and enjoyable environment has been significant and has cost a substantial amount of money and will be the largest investment in the stadium for decades. This will ensure that we are ready for you to attend matches at our beloved County Ground.

The feasibility study for the County Ground redevelopment is due back soon which we will share with the Supporters Trust before wider consultation.

Season ticket sales are now over 4,900 and still growing, a testament to your loyalty and dedication for our club. We have recently announced a competition to help get us to over 5,500. Please continue to support us and buy your season tickets which saves you money but also makes a huge difference to our club and allows us to support Michael Flynn as he builds a squad that can challenge for promotion next season.

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

COYR.

Rob Angus, Chief Executive & Clem Morfuni, Chairman

KEY HIGHLIGHTS OF AUGUST 2023 MEETING

- Season Tickets now at 5k with new competitions with great prize if we reach target of 5.5k
- New STFC Lottery scheme launched driving strong revenues for the Club that will be reinvested
- Supporters Club launching new meetings outside Swindon and due in Melksham soon
- Significant maintenance and key safety works going on at the County Ground ahead of the new season
- Feasibility Study on County Ground development commissioned by Club and TrustSTFC due back at the end of August 2023
- Don Rogers statue progressing well and Trust now discussing with the Club as to where to best site the statue
- STWFC improvements continue with new players and strong attendance recent friendlies with 1st home game coming up at Foundation Park
- Supporters Q&As

THIS MONTH'S MEETING

Date & Time: Tuesday 15 August 2023, 9am-11am

Attendees:

- Clem Morfuni – Chairman, STFC
- Rob Angus - Chief Executive, STFC
- Anthony Hall – Head of Operations & Head of Stadium Development
- Don Rogers – STFC Club Ambassador
- Mandie Coe – Head of STFC Women
- Jon Holloway - STFC Foundation (apologies)
- James Spencer – TrustSTFC
- Christine Kyle - Official Supporters Club
- David Coe - Sponsors Representative

Agenda:

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

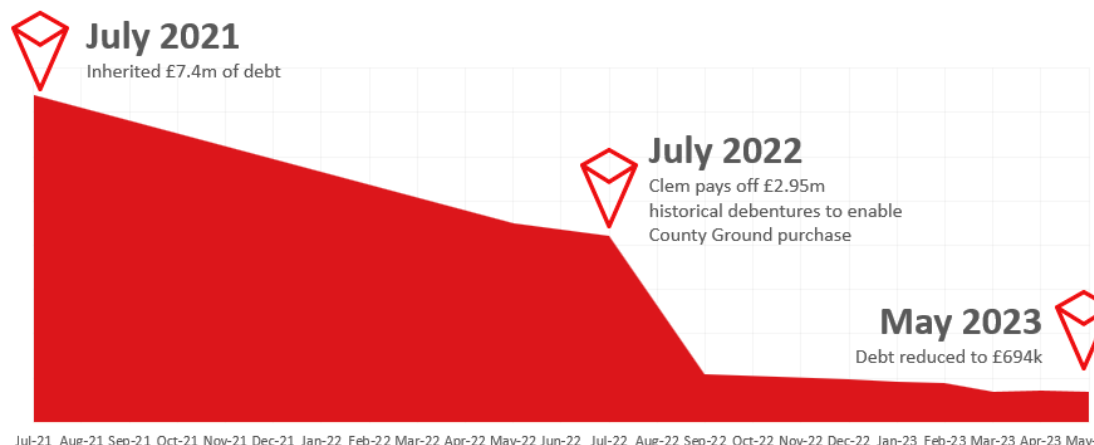
MONTHLY FINANCIAL UPDATE

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

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

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

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



Note: Chairman Clem Morfuni has to-date injected c£6m into Swindon Town, to help stabilise the club finances.

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

External Debt	Jul 21	May 22	Jul 22	Sep 22	Nov 22	Dec 22	Jan 23	Mar 23	June 23	July 23
Debenture	£2.95m	£2.95m	£2.95m	£0	£0	£0	£0	£0	£0	£0
HMRC	£1.46m	£158k	£0	£0	£0	£0	£0	£0	£0	£0
EFL Hardship	£1.04m	£690k	£690k	£515k	£515k	£515k	£465k	£465k	£465k	£415k
EFL Covid Loan	£119k	£79k	£79k	£79k	£60k	£60k	£60k	£60k	£41k	£41k
Bounce Back Loan	£50k	£41k	£39k	£35k	£35k	£35k	£35k	£34k	£32k	£32k
SBC	£370k	£120k	£120k	£120k	£120k	£120k	£120k	£0	£0	£0
Puma (Aged - historic)	£190k	£0	£0	£0	£0	£0	£0	£0	£0	£0
Contractual Disputes	£570k	£450k	£350k	£350k	£250k	£210k	£210k	£150k	£135k	£135k
Football Contract Disputes	£130k	£40k	£40k	£40k	£30k	£30k	£30k	£20k	£0k	£0k
Trade Creditors (Aged)	£432k	£0	£0	£0	£0	£0	£0	£0	£0	£0k
Football Debtors (Aged)	£120k	£0	£0	£0	£0	£0	£0	£0	£0	£0k
Total	£7.4m	£4.5m	£4.2m	£1.1m	£1m	£970k	£920k	£730k	£673k	£623k

GENERAL BUSINESS

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p>Ticketing Commentary around attendances for the past month, along with details on season ticket sales, ticketing initiatives for schools and youth football clubs and iFollow.</p>	<ul style="list-style-type: none"> • c5k season ticket sales to date. Payment options via Bank Transfer, Card payments in shop or over the phone and V12 financing. Season Tickets provide strong savings and also give us great support as we build our squad for 23/24 season. • Season ticket promotion up and running with a refund for a lucky season ticket holder if we reach 5.2k and a trip to New York if we reach 5.5k • Season ticket cards for 23/24 are now available for collection from Club Shop • Ticket sales for home games are available now • Club ticket office working with Trust team to implement improvements to current email marketing • c250 tickets are being given out to youth football clubs and primary schools every match with the support of Trust STFC and our wonderful Community Foundation. More media support will be put into this next season. • iFollow is an important revenue stream for the Club which drives monies straight to us. 	
<p>Sales & Marketing Summary of activities and current results. Our hospitality packages are very popular and we get tremendous feedback, however we are always looking to drive further use of the County Ground for parties, conferences and events. The retail store has also had a lot of investment in the past year, but we are always looking to improve.</p>	<ul style="list-style-type: none"> • Retail sales now underway in store and online. 23/24 home and away kits now available and selling well, contact store@swindontownfc.co.uk for further details. • Commercial and partnership opportunities are still available from larger to smaller including – stadium sponsorship, community ticketing initiative, and social media along with sponsorship opportunities for STFC Women, STFC Academy and STFC Foundation. Contact James for details james@swindontownfc.co.uk • Conferencing & Catering bookings for non-matchdays and evenings is getting a further push with much space available for conferences, collaboration meeting space and parties and events. Hospitality packages for 1879 and Robins suite are also available with Sales Manager, Rachel Burt ready to take bookings: rachel@swindontownfc.co.uk • New STFC Lottery scheme launched and keen to get support as a vital income stream for the Club • New Head of Media, Henry Port and Club Secretary, Jamie White are settling in well and along with new Head Groundsman, Matt Povey strengthen our back office teams 	
<p>PR & Social Media Helps the club to maintain a positive image, engage with fans, and reach a wider audience.</p>	<ul style="list-style-type: none"> • The Fan Engagement Index results were published, with Swindon Town being the biggest risers of the 92 clubs across England's top four divisions. We moved off the bottom of the standings and up 72 places to 20th https://www.swindontownfc.co.uk/news/2023/march/robins-biggest-risers-in-latest-fan-engagement-index • OSC, Trust and Club to review to see what more can be done to raise our position in the index 	
<p>Fan Behaviour Positive behavior can enhance the club's reputation and create a welcoming environment, while negative behavior can result in fines and disqualification from competitions. It's vital that we promote positive fan conduct for a safe and enjoyable experience.</p>	<ul style="list-style-type: none"> • EFL have issued fan behavior guidelines with automatic bans for pitch invasions and pyrotechnic usage. • The FA have written to the Club and warned us of poor fan behaviour due to the issues noted above and have warned the Club fines are coming. 	

THE COUNTY GROUND STADIUM

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p>The County Ground Stadium Custodians Ltd The stadium purchase completed on 24 March 2023 and it's great that the club and supporters now own the County Ground, thanks to the generous legacy left by Nigel Eady. Supporters can play a part by purchasing a voting share for £19.69 a year www.votingshare.com</p>	<ul style="list-style-type: none"> • Joint Venture board meetings are now happening and now await feasibility study as we progress redevelopment plans. Short term business plan to support STFC with urgent safety repairs has been agreed. • TrustSTFC surveyed voting shareholders for County Ground development ideas in April. • The County Ground Joint Venture board has been formally appointed with representatives from STFC, TrustSTFC and the Eady Trust. Further information will soon be shared with supporters via TrustSTFC. • Anthony Hall, Head of Operations & Stadium Development , is leading on the redevelopment for STFC. • Initial meeting on feasibility study with Wrenbridge Sports with full study due end of August 	<ul style="list-style-type: none"> • Feasibility Study due at the end of August
<p>Stadium, Health & Safety & Maintenance We all know the stadium needs significant work and investment, and following the recent purchase by the Joint Venture, safety and maintenance is an immediate priority area. We need to guarantee a safe and enjoyable environment and ensure the protection of players, staff, and fans.</p>	<ul style="list-style-type: none"> • We inherited an aging and neglected stadium and numerous issues have recently been identified. Club is working on a priority list of issues to rectify which will lead to a comprehensive set of repairs to be carried out in Summer 2023. Electrical testing and emergency lighting work now complete. New CCTV system due to be implemented ahead of the new season. c2k new seats procured to support with repairs to old seats as we get c20-30 broken each game. • Arkells stand repairs have been completed and safety improvements to Kiosks are underway • Looking at new Digital Screen for within the ground working with Sporting Ads • Pitch renovation has taken place, big thanks to Ecosolve, Advanced Grass Solutions (AGS), Top Turf, Sam Merrit and CGL Turf Care. All excellent partners who are helping us get the pitch in top condition being driven by our new Head Groundsmen, Matt Povey. • A health and safety regular meeting set up to review issues and act on issues as they arise. • As part of our Joint Venture we are looking to establish a County Ground Community Network: If there are supporters who would like to get involved in future stadium work, please send your details via email to info@truststfc.com • Electricians, plumbers, builders and other skilled trades people would be appreciated, the club also requires Doctors for Crowd and Team on match day, and trained First aiders 	
<p>Sustainability Environmental sustainability is becoming increasingly essential for our football club. By implementing eco-friendly practices, we can reduce our carbon footprint, enhance our reputation, and attract environmentally conscious supporters and sponsors.</p>	<ul style="list-style-type: none"> • With Michael Doughty now announced as Chief Sustainability Officer, the Club is working with the OSC and Trust to drive improvements to its environmental footprint and be a leading light in sustainability. • Signing up to Pledgeball to support sustainability across football clubs • Looking at re-useable cups for our kiosks and have undertaken a recycling audit 	

LEGAL UPDATE

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p>Contracted Commitments</p> <p>The club is continuing to look at several contracts signed in the past and checking whether they are enforceable and appropriate. Every effort will be made to fight these contractual claims where possible. Outstanding items include Centerplate, DPDS (legal costs), HMRC (historic issues with Covid claims), Energy Bill, historic lease and Mercedes issue.</p>	<ul style="list-style-type: none">• DPDS dispute has now been settled.• Centerplate has taken over the Winding up petition, in respect of an old outstanding debt from outsourcing catering. Winding up petition was dismissed with Club putting what it feels due into a Solicitors account ahead of finalising this dispute.	
<p>Football Association Investigation</p> <p>The Club has been charged with a breach of the FA's funding regulations relating to the previous owner and alleged funding relationships he had in place. The Club will defend its position and likely plead mitigation given that Clem had no knowledge of these arrangements, and the Club is now being run in an open, transparent and proper manner.</p>	<ul style="list-style-type: none">• The Club has now made its submissions to the FA and awaits further dialogue from the FA. We understand other parties are looking to defer any hearing until after the Standing v Power case has been heard.	

ACADEMY PLANS

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p>Assess Academy Quality A high-quality academy is essential for the future success of our club. It provides a cost-effective way to develop homegrown talent and builds a strong team foundation for long-term success.</p>	<ul style="list-style-type: none"> • Thanks to Coles Scaffolding for improvements to training ground, re analysis towers and shooting nets. • Links being built with non-league teams from Hereford, Chippenham, Melksham, Wantage Town, Highworth Town, Harrow Borough, Northleigh and others to ensure Academy players get men's football experience. 	
<p>Plans for Better Facilities Improved facilities including training, equipment, coaching, and community outreach, can attract top talent, enhance player development, and build positive relationships.</p>	<ul style="list-style-type: none"> • Working to ensure there are better facilities for the Academy on an ongoing basis. • Jamie Russell and Baillie Coupland visited Australia with Clem to look at setting up an STFC Academy in Australia with the benefits of an additional talent pipeline for STFC and generating revenue to support the club • Working with Royal Agricultural University as we seek better facilities for the Academy 	
<p>Safeguarding Update Crucial activity as it protects player welfare, upholds the club's reputation, helps us meet legal obligations, promotes positive player development, fulfills the club's duty of care, and cultivates a positive team culture.</p>	<ul style="list-style-type: none"> • 3 new concerns raised over the month • All concerns have been reported to Wiltshire FA Safeguarding team to be investigated further. • Stadium staff have now been assigned High Speed Training for Safeguarding • Review of all policies to take place with new guidance released by the government with Keeping Children Safe in Education 2023. All other policies due to be refreshed this month. • DSO to continue to work on Safeguarding committee for full club joint safeguarding approach. 	
<p>Equality, Diversity, and Inclusion (ED&I) ED&I is essential in the academy as it promotes inclusivity, attracts talent, creates a positive team culture, provides education, fulfills social responsibility, ensures legal compliance, promotes fairness, and creates a level playing field.</p>	<ul style="list-style-type: none"> • Had meeting with the EFL to discuss ED&I plan. Now need to review and update ED&I plans • Jo Archer from Archers Recruitment, who is an ED&I expert has kindly offered to support 	

SWINDON TOWN WOMEN

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p>Swindon Town WFC Integration Integrating the women's football team into our football club promotes gender equality, increases visibility and profile of the club and women's football, creates a stronger club community, and leads to improvements in player development and recruitment.</p>	<ul style="list-style-type: none"> • Mike Cook continues to build team over closed season. • Season starts 20th August with a home game at FP against Abingdon United. • Meeting has taken place with players/parents of Development & U18s teams to discuss training and goals for the season. This was the first meeting of it's kind held with the players and parents and a very enjoyable evening of team building and fun was had by all that attended. We have received some fantastic feedback from the attendees. Agreement made that the meetings should take place approx. every 6 to 8 weeks. 	<ul style="list-style-type: none"> • Meeting to discuss football support between Jamie Russell and Mike Cook
<p>Foundation Park and County Ground Fixtures Playing in or near the stadium boosts prestige, attracts fans, increases revenue, and promotes equality.</p>	<ul style="list-style-type: none"> • 2023/2024 fixtures received. 5 fixtures confirmed for County Ground, 4 at Foundation Park, 1 evening fixture booked at Melksham Town FC and 1 more evening fixture to confirm. • Awaiting release of FA Cup fixtures. • Ongoing discussions on how to enhance the CG & FP experience. • Discussions taking place regarding the distribution of community tickets provided by the STFC Business Group. • Working with Media Team to promote games at both CG & FP and improvements to Womens information page on club website. 	
<p>Office Space & County Ground Facilities</p>	<ul style="list-style-type: none"> • Office Space has been cleared by Anthony Hall to allow additional space for kit and equipment. 	
<p>Sponsorship Opportunities Sponsorship can help to cover the costs of things like training facilities, equipment, travel, and accommodation. Additionally, it can help to provide the women's team with exposure and visibility, which can help to attract fans and grow the sport.</p>	<p>MC has met with Supporter Trust to discuss the transition and plans for season ahead. The Trust have confirmed their continued financial support. Thank you.</p> <p>James Watts has continued to secure both existing and new sponsors and recognise new sponsor opportunities.</p>	
<p>Long Term Strategy Our long-term strategy can help to ensure that the team has the necessary resources and support to compete at the highest level, attract talented players, and build a fan base.</p>	<p>Supporters Trust, OSC and STFC Business Group continue to support and help to increase the women's fanbase.</p> <p>MC & Tim Hall (Club Secretary) continue to attend online sessions to ensure that the womens club meet current criteria's set down by FAWNl and meet the new regulations going forward for clubs that have ambitions for Tier 3.</p> <p>Discussions taking place to try to ensure more training facilities.</p>	

OFFICIAL SUPPORTERS CLUB



Topic	Latest Update	New Actions noted from Meeting
Fans Forum	Arranged for 16 th August 2023. Panel will be Rob Angus, Anthony Hall, Jamie Russell, Mandie Coe, Mike Flynn & Wayne Hatswell. The Sir Tom Broadbent Lounge will be streaming live and taking questions.	
Sensory Book	Selling well and good feedback from Schools who have been sent copies	
Junior Reds	Junior Reds packs are due to be distributed at the first home game. OSC have funded some of the contents (water bottle, stickers and My season 2023/24 story logbook). Volunteers made up the packs to be distributed/	
Fixture Posters & Fixture booklet	Fixture posters have been produced again for this season and available to OSC members. We have also produced fixture booklet which include the Women's First Team fixtures	
Live Event	Our first live event will be team members from 1985/86 promotion winning season – details of when and who to be confirmed	
Supporters Groups	Out in the community event arranged for late September at Melksham Football Club. International Groups still progressing – working on expanding US Group, new group for Ireland being looked at and a request from Canada.	
Sponsorship	Sponsoring two players – Wakeling (home) and Godwiin-Malife (away). Two hospitality packages booked (for member draws) and we will be running our Senior Mascot event in the latter part of the season.	
Clen asked a question about our plans for Christmas celebrations		<ul style="list-style-type: none"> • All supporter groups and the Club to look at Christmas celebration events



Topic	Latest Update	New Actions noted from Meeting
<p>The County Ground The stadium purchase completed on 24 March 2023 and it's great that the club and supporters now own the County Ground, thanks to the generous legacy left by Nigel Eady. Supporters can play a part by purchasing a voting share for £19.69 a year www.votingshare.com www.truststfc.com</p>	<ul style="list-style-type: none"> JV initial Business Plan was circulated to members, and we had a 98.5% approval rate . 6 shareholders abstained and 0 rejected the plan. The membership also gave many positive comments on the initial plan. Trust JV representatives attended meeting at County Ground to discuss the feedback from Wrenbridge, who had previously attended the Stadium Development Planning / Ideation Meeting with STFC on 23 May. The high-level designs that were shared at the most recent meeting related to the Stratton Bank and the Don Rogers Executive box concepts Proposal made on an area for the forthcoming 1969 Don Rogers League Cup statue, however agreement is still some way off. The Trust board will discuss options at the next meeting. Trust Chair Steve M visited Edinburgh to sign-off the design of the statue, which is looking excellent and has now gone into the bronzing process. The 2nd installment of sculpting fees has been paid to Endeavour Art Studios and the 1st installment of bronzing fees have been paid to the Foundry 	<ul style="list-style-type: none"> Next JV Business Plan is due this coming month, for shareholder vote Follow up with STFC and Wrenbridge on next feedback Agree on Don Rogers statue siting Review PA performance at first home matches
<p>Swindon Town Football Club Museum A new charity dedicated to preserving the history and heritage of our beloved football club. Our mission is simple: to create a space where fans and visitors alike can explore the rich history of Swindon Town, from its earliest days to its most recent triumphs.</p>	<ul style="list-style-type: none"> Dick Mattick assisted by Paul Plowman has now listed and photographed all items in the display cabinets in the Arkells stand. Now needs to be loaded on to data base. These items will be displayed chronologically and will have brief descriptions added to improve the display. Dick has also started to archive all scrap books and documents he already possesses. Just Giving Tax Aid now functional. Andy Cossens has now loaded all memorabilia uncovered from the CG and more than 3000 programmes onto the database. Items will now be cleaned and repaired as necessary and noted as either worthy of display, held for future use or disposed of. Email database steadily growing and now stands at 128. Discussions started on the need for regular communication and updates. Steve Mytton working with Vic Morgan to produce a documentary of the 1969 League Cup including not just matches but views of supporters and the wider social impact . 	<ul style="list-style-type: none"> Volunteers to be assigned artefact categories to manage. Around 50 VHS Tapes and more than 200 CD's to be digitalised. Richard Banyard is working on this project and has already confirmed there is a great deal of material he did not already have 1969 Documentary to be progressed
<p>Environment & Sustainability Promoting social responsibility and sustainability in order to set an example for supporters and the wider community.</p>	<ul style="list-style-type: none"> Bid to GWR's community fund for more research into season ticket holders using trains to home fixtures submitted on 23 May. Helped at Swindon Cycle Campaign's cycling proficiency event. Spoke to Mitchell's Cycles re potential sponsorship. 	<ul style="list-style-type: none"> Speaking to SBC planning team about a cycle rack at the ground (likely the Foundation) Meeting Jim Robbins, new Council leader, end August to talk about environment and sustainability
<p>Fan Engagement and PR Encouraging supporters to participate actively and generate more noise in the stadium.</p>	<ul style="list-style-type: none"> New on pitch announcer to replace Hanners at home games decided on to support the improvement plan for fan engagement and CG atmosphere initiatives, Vic Morgan will take on this role. James Spencer has drafted Non-VATable CGCF Rewards document with a view to launching this big from September onwards. JS and SM discussing and making a plan, this will soon be sent out for review by board. Plenty to do here. 	<ul style="list-style-type: none"> Further plan and trial of other fan engagement and atmosphere improvements.
<p>Other Items Statue, NextGen, STFC Women, Diversity & Inclusion</p>	<ul style="list-style-type: none"> STFC Women : Mandie Coe (Head of STFC Women) attended our recent Aug TrustSTFC board meeting to update us on the plans for the STFC Womens team. We also discussed how we can support the Women's team better. TrustSTFC already sponsor the women's team, but we are looking at how else we can help promote the Women's game, and drive more fans to games and supporting through more volunteer time. Diversity and Inclusion - We worked with the Nepalese Community on a great Football day event at Buckhurst Community centre and grounds. All communities participated and referees Mr Fouracre helped motivate students to play and also get involved in STFC programmes. We are working for closer links for STFC with Polish & Ukraine communities, Disability & Carers youth 	<ul style="list-style-type: none"> Highlight ideas and areas to support STFC Women and make an action plan of items the Trust can support.

COMMUNITY FOUNDATION & SPONSORS

Topic	Latest Update	New Actions noted from Meeting
<p>Community Foundation The club's separate STFC Community Foundation (a registered charity) that does amazing work in our local community.</p>	<ul style="list-style-type: none"> • The Nigel Eady Training Centre was formally opened by John Carter and Gary Herbert on the 12th July, alongside 100 guests, partners, sponsors and funders. • The Covered Facility has already been put to good use with the inclement weather and heavy rain through this summer period. • The Summer Holiday courses which will see over 1100 children attend the holiday activities, have had a great 3 weeks, with 2 weeks left to go. • During the summer months we've held several tournaments at Foundation Park for grass roots boys and girls teams, as well as Foundation Park continuing to be used to host festivals and tournaments for local community groups. • Our C6 Football Education programme in partnership with Commonweal School will welcome the next cohort of 75 students to start the post16 course in September. • In July we took two teams to the Gothia Cup in Sweden, which was another brilliant experience for the players. • This season we will continue to put on half time match day activities on the pitch to showcase the variety of different groups the Community Foundation delivers. The Crewe match will start with the girls FA ETC group. • We have just published the third edition of our Primary Stars literary anthology. For this book we teamed up with our partner school in Zambia, and challenged students of both schools to write about their personal ambitions for their futures. 	
<p>STFC Sponsors The Club is keen to ensure Sponsors and Partners have a voice at our Advisory Board and with the formation of the STFC Business Group we have a group of dedicated and interested sponsors to provide feedback and support to the STFC community</p>	<ul style="list-style-type: none"> • The STFC Business Group is now up and running and they have begun to raise funds and plan events to support STFC and our wider community and more information will follow. • The STFC Business Groups mission statement is: "To provide innovative support and links between business', Swindon Town Football Club and groups in and around Swindon and further afield to encourage, through sport, an opportunity to enhance the wellbeing of all in our community. With particular attention to children's grassroots football and underprivileged groups, we want to help make football more accessible to both watch and play for all. Ultimately to ensure the positive development of a family-oriented Football Club that the community and business' can be proud of" 	<ul style="list-style-type: none"> • Working on STFC Golf Day

SUPPORTERS Q&A

Question	Answer
<p>SUSTAINABILITY</p> <p>Is it possible to have some recycling bins installed at the ground? (Legends, Concourse, before exits) - a benefit not only environmentally, but could also help reduce the stadium clear-up post-match</p>	<ul style="list-style-type: none"> • There are some recycling bins in the Don Rogers Stand. Will work with our Waste Partner, Hills, to introduce more recycling bins
<p>When is Michael Doughty's sustainability strategy going to be published? At the live event he'd suggested May 2023, but we've heard nothing on this</p>	<ul style="list-style-type: none"> • Regular meetings are happening with Michael and he is working on a strategy with us which will be due in the coming months
<p>I would like to raise an issue under the sustainability agenda. The Club have appointed the admirable Michael Doughty as an associate, which is a start, but at the same time they do nothing practical about fundamental issues such as litter.</p> <ul style="list-style-type: none"> • The stands are covered in litter at the end of each match and supporters should be asked to bin/recycle it. The cost of cleaning up could be better spent elsewhere, a point which could be made to the more environmentally ignorant supporter. • The security staff who tag bags at each entrance just throw the plastic tabs on the ground, leaving the stadium surrounded by litter. This not a good look and I doubt the plastic, which gets blown all over the local area, is biodegradable. They should be provided with a bag. On a wider point, does the Club not check the environmental credentials of service providers? Littering is an offence! <p>Two further points related to plastic:</p> <ul style="list-style-type: none"> • Could we not have vast quantities of red and white plastic handed out at the start of the season for supporters to welcome the team onto the pitch, as recently happened. • Why can't old season tickets be re-set, rather than new ones issued? <p>I believe sustainability is an essential part of being a genuine 'community club' and hope STFC will address these issues.</p>	<ul style="list-style-type: none"> • As above we will review recycling bins and look to add more working with Hills • We will review this issue with our safety and security team • We will review whether we can have our season ticket cards re-set. System constraints at Ticketmaster have prevented this to date
<p>COMMERCIAL/MARKETING</p> <p>Something I've been wondering is about the average age of adult season ticket holders. Might not be an easy thing to do and might be commercially sensitive but if that was known then offers could be targeted at certain age groups that the club felt was under-represented in the fan base</p>	<ul style="list-style-type: none"> • Always considering ways that we can increase our supporter base
<p>My only comment would the prices for the mascot packages are far too high and should in my opinion be reviewed!</p>	<ol style="list-style-type: none"> 1. There is a waiting list for the mascot packages, and it is a premium product at the club. We must cover our costs and unlike other clubs, we add hospitality to the package.

SUPPORTERS Q&A

Question	Answer
<p>Transport to the Ground - brought up last year about the club tying up with Swindon borough council about season tickets holders being able to get a return ticket on buses for £2. At present I pay the cricket club £5.50 but buses are dearer because there is 3 of us making the use of the buses would mean less cars at football trying to park also money I would save would then be spent in the legends lounge. Would also benefit Swindon borough council with hopefully Swindon season tickets holders getting a good deal and may even increase season tickets holders.</p>	<ul style="list-style-type: none"> The Supporters Trust will review this as part of their sustainability work and pick up with Swindon Council
<p>TICKETING/RETAIL</p> <ul style="list-style-type: none"> There needs to be a system where disabled members can buy tickets online without having to wait over an hour to call the ticket line. You can't buy a carer ticket online, even if you have a season ticket When I booked some away game tickets online the other day, the website didn't give me the option to book a 'Carer' ticket (my son is disabled, and I am his carer, both season ticket holders), so I had to book and pay for 2 tickets in the hope I can claim the adult carer ticket back 	<ul style="list-style-type: none"> if we put them online, anyone will be able to buy them and unfortunately, we do have the minority who take advantage of this
<p>I appreciate the opportunity, I would like to feedback that I think the distribution of season tickets and communication has been very poor, last year they were posted. This year the club decided they had to be collected. I have not seen any communication related to this, at the very least it should have been on the club Web site, newsletter and emailed to all the season ticket holders. I am, not on social media as are many other people so many would miss this is it was shared this way. The club need to be more affective at communicating this change. My final point is the club still have a responsibility as we all do in regard to our environmental impact, not posting tickets then forces people to travel to collect tickets and creates many, many unnecessary journeys.</p>	<ul style="list-style-type: none"> Season tickets - so many went missing in the post last year, we opted for collections this year. Emails were sent out but we can only send them to people who have opted into the tickets marketing emails due to GDPR. We did have postage requests which we have dealt with
<ul style="list-style-type: none"> If STFC is to support a sustainability programme it could help reduce the use of plastic significantly by re-using the season tickets instead of replacing them every year. Simply update the existing card as was the case a few seasons ago. This would also help supporters who travel long distances to home games and need to arrive early to pick up their new card prior to the first game of the new season. We travel from West Devon and at this time of the year it can take five hours to get to a game because of holiday traffic. Went looking for my season ticket tonight for Saturday & retrieved from office drawer where I kept my old one's pulled three out & they don't put the season date on it so I have no idea which is for 2023/24.Can they in future put the year on them. Maybe I should have thrown the old one away 	<ul style="list-style-type: none"> We are working on a sustainability strategy and will consider how we can keep season ticket cards as part of this
<p>When I went to renew my season ticket on the STFC web site I found it a real pain to find my existing seat, they give a plan but I just could not find my seat Row JJ Seat 76.I could find Block A3L & that was it .In the end I just went down the shop & they were superb. Request can they modify the web site so you can just enter Block A3L,Row JJ, Seat 76 & up comes your seat.</p>	<ul style="list-style-type: none"> Ticketmaster manage the online ticketing system for us but we will pass this feedback on to them


SUPPORTERS Q&A

Question	Answer
<p><u>Loyalty Scheme:</u> I am a Swindon Town Supporter who is currently not local to the area but I do attend lots of away games. I was wondering if the club could start a loyalty point system that carries on across seasons or some sort of membership scheme as this would be very useful to supporters who do not have season tickets.</p>	<ul style="list-style-type: none"> We are always reviewing our loyalty points system so will review. We are keen to add supporters though so need to ensure any system is fair to new supporters who have purchased a season ticket
<p>MISCELLANEOUS Not sure of who to ask. It's to do with the area near the shop and car park. I am sure it has been mentioned before but last season it used to regularly flood in that area.</p>	<ul style="list-style-type: none"> This is something that will be dealt with as part of the development
<p>Last season I had an issue with an increasing number of people vaping during games. We shouldn't have to put up with it. If you speak to them you get abuse. It's particularly prevalent at the final whistle, people seem unable to hold on until they get outside. With a new season upon us, I'd appreciate if this can be addressed.</p>	<ul style="list-style-type: none"> Vaping is not permitted within the Stadium and this is something that our Security & Stewarding team are working on. Unfortunately the increasing usage of Vaping makes this task quite difficult
<p>Can you ask why they are not disclosing the length of new player contracts, why the secrecy? Can you also ensure you don't get a bulk standard answer and the question is answered correctly.</p>	<ul style="list-style-type: none"> No reason and we will look to disclose contract lengths in future announcements
<p>With the new season about to start at home, is there any chance of the Club installing a more efficient and eco-friendly hand drier in the women's toilets in the Don Rogers? It's not so bad in the autumn, but in winter, with the cold water in the taps and the completely hopeless existing drier, it doesn't encourage handwashing and proper hygiene. If it's a case of saving money, I think there's a better case for providing a decent drier than providing free sanitary products. If women can afford tickets to a football match, they should be able to buy these items for themselves, however there isn't much we can do about drying our hands.</p>	<ul style="list-style-type: none"> We will review and assess with our Wash Room suppliers The Official Supporters Club kindly provide the Sanitary products available
<p><u>Scoreboard</u> - I have a question that I would like to be passed on for the advisory board meeting. This is in relation to the scoreboard above the Stratton Bank. Do the club have any intention to replace this scoreboard with something more modern? We have an old aging stadium but this is not enhanced by having a scoreboard which looks like something from 1983. I've not been watching Swindon long enough to know if it was indeed erected during that period.</p>	<ul style="list-style-type: none"> This is something we are reviewing. We have a new screen with scoreboard that is being provided by one of partners, Sporting Ads. We are awaiting planning permission
<p><u>Stewards</u> - I am a season ticket holder in the Don Rogers stand and am very concerned regarding the safety of the supporters in this stand. Last year on numerous occasions supporters were leaving early and then standing on the stairwells trying to watch the game, this was in full view of the stewards and nothing was said or done. My concern is that sooner or later someone will come down the stairs to a stairwell and trip on a supporter stood in the stairwell. I have spoken to several stewards regarding this issue and once I approached a chief steward and reported the matter to them and was assured that this practice would be stopped. Please can you make sure that all the stewards are fully briefed to stop this happening in future.</p>	<ul style="list-style-type: none"> We will ask our Security & Stewarding team to review and take action on this issue The Sports Ground Safety Authority have raised persistent standing as an issue in the Don Rogers Stand and also the Town End (concerns re a crowd surge when a goal is scored). This is something we are reviewing with them and taking action to manage the safety concerns they have

SUPPORTERS Q&A

Question	Answer
<p>Car Parking - A real niggle of mine and others that I spoke to is paying for car parking. The new system is prejudicial against us of an older generation who do not or even understand about apps and iPhones. I don't mind paying, but with proper money.</p>	<ul style="list-style-type: none"> • Cashless parking systems are more efficient and reduce risk for the Club
<p>Colchester</p> <ul style="list-style-type: none"> • Hope you can help I was unfortunate one of the many supporters who went on Saturday to Colchester, as you know it had to be called off. I'm sorry but I cannot make the trip mid-week, due to work commitments. I have sent an e-mail on Saturday to Colchester ticket office but have not received a reply. • I went to Colchester away. Before I went, I asked if my ticket could be credited to my away points balance and showed the person in the club shop I had bought a ticket. I was told no, how unfair is that? If you can provide proof you bought a ticket for Colchester you should get away points credit, it is an away game like any other, and the fact they administer ticket sales should not be the deciding factor. • I was one of the unfortunate supporters who travelled to Colchester on Saturday. Has any dialogue been made with CUFC regarding what measures were in place by the ground staff of the host club during the whole day? Perhaps diplomatically not worthwhile! I know Essex had a lot of rain on Saturday but curiously no other local football matches were postponed! Not sure if this is the correct forum but my frustration continues. Wondering what action(s) STFC would have adopted in similar circumstances? Not expecting anything but platitudes from CUFC! 	<ul style="list-style-type: none"> • Colchester United FC will be dealing with refund requests as it was their home game • In respect of Loyalty Points we cannot be sure who bought tickets (as Colchester United hold this data) but we are always reviewing the loyalty system we use • The EFL will as a matter of course review the postponement at Colchester
<ul style="list-style-type: none"> • We have seen Quinnbet are a new sponsor. Why are we taking on gambling companies as sponsors? 	<ul style="list-style-type: none"> • The EFL league competition is the Sky Bet EFL and betting companies do provide a lot of sponsorship to football clubs from the Premier League down the pyramid. We need to maximise commercial revenues and cannot afford to turn down sponsorship from Quinnbet, who have paid us a decent sum for their sponsorship

SUPPORTERS Q&A

Question	Answer
<p>THESE HAVE ALL BEEN ANSWERED TO THE ORIGINATOR</p> <p>Covid Supporters Board - I have chased multiple times in regard to the names that were missing from the supporter's board as mine was missed. I've attached the email received back from the club after I have followed up on this multiple times now.</p>	<p>Checked the board and the name does appear (added retrospectively)</p> 
<p>Ground Development/Maintenance</p> <ul style="list-style-type: none"> What is the plan and time frame for developing the ground and where will the budget come from. Will it affect the playing budget? 	<p>Regarding the plan/timeframe for developing the ground - there are lots of different options and a feasibility study being carried out on them all to see which would be able to be done/best to be done. The results of this are due soon, if not already received, and I am sure that this will be communicated in the meeting and as such on the minutes. Re the budget – this is all explained on the STFCTrust website – here is the link The County Ground FAQs – TrustSTFC</p>
<ul style="list-style-type: none"> Can a roof be fitted to the Stratton Bank stand? Lots of different opinions as to whether this is allowed and will be included in future development. 	<p>There are lots of different options and a feasibility study being carried out on them all to see which would be able to be done/best to be done. The results of this are due soon, if not already received, and I am sure that this will be communicated in the meeting and as such on the minutes.</p>
<ul style="list-style-type: none"> Is there a timeline for the redevelopment of the county ground. What will be first, when is it likely to start and what sort of timespan to complete everything. Are we talking a five-, ten- or fifteen-year plan. There's talk of transparency so surely there must be some sort of plan that can be shared. 	<p>There was a development meeting held at the end of June, which had OSC representation, in this meeting there were lots of options discussed. A company has been employed to do a feasibility study of the options and return with the best way forward. I believe this has just been received and is being reviewed prior to the second development meeting being arranged. Should hear more at the meeting and will be in the minutes.</p>
<p>New Season Open Day -Do a Foundation Day and Swindon Town before start of the season. Family Day. Meet and Greet players officials of the club and Foundation. Live music BBQ summer fancy dress for the kids. Could use Foundation Park and use the carpark for parking.</p>	<p>Will pass this to Commercial/Marketing for consideration next season, OSC could help.</p>
<p>Social Media/Betting Sites - The Supporters Club are good at communicating with members whether it be e mail, Facebook or twitter (now X I believe).Just looking for feedback on the Peterborough match tonight I get on Facebook," Swindon Town Football Club" which I think is the club & that's fine but perhaps the club (with the new resources) can centralise one single feed on Facebook, twitter etc so we know it's the official social media link. At the same time, if this is the club link there appears to be adverts for Betting, is this right ??</p>	<p>The issue with the betting sites, is a constant headache – as soon as one is blocked another appears, it has been brought up before, but is an issue on social media as a whole. I am not sure what you mean by one 'single feed' on Facebook, Twitter etc – there is only one official site, but there are many fans who try and emulate it to make it look like the official one, unfortunately there is nothing that can be done about this. If this is not what you mean, please let me know.</p>
<p>Disabled Parking - Could you please ask about car parking for disabled supporters. Last season the message was quite confusing. As I understand it, there is now a policy that Match Day Parking is not available at the stadium. I'm a blue badge holder with Parkinsons and find it difficult to walk too far. At the very least, would it be possible for disabled supporters to park at the CG end of the cricket pitch to minimise the distance we have to walk? I sit in J73 in the Don Rogers and it's a long walk from the far end of the cricket pitch, or St. Jo's school.</p>	<p>I know there is a waiting list for disabled parking, are you on this list ? If not let me know and I will give the details of who to contact. I am unsure of the Cricket Club parking, but I am sure if you spoke to someone there they may well be able to advise if they have any provision for disabled parking nearer the entrance. Again, I can find out contacts if you wish me too. UPDATE – he is going to speak to the Cricket Club at the first game to see if anything can be done. (I have been liaising with Caroline on this).</p>
<p>Minutes - Have been looking and the minutes of the last months meeting are not available on the STFC website is there a reason for this.</p>	<p>Sent the link. Minutes of each meeting are published and available on the Club's website</p>