



Advisory Board Meeting Minutes

Date: 07/03/2024

MEETING MINUTES		
	<p>Persons Present:</p> <p>Clem Morfuni Anthony Hall Mandie Coe Baillie Coupland Henry Port Neil Hutchings Christine Kyle Don Rogers Jon Holloway David Coe Lee Cahalin</p> <p>Apologies:</p>	<p>Chairman CEO Head of Women's Football Football Operations Manager Head of Media Supporters Trust Official Supporters Club Club Ambassador STFC Community Foundation Sponsors Representative Swindon DSA Chairperson</p> <p>None</p>
		<p>Initials CM AH MC JS CK DR HP DR JH DC LC</p>
ITEM	DESCRIPTION	Action
Actions From Previous Meeting		
2	Season Ticket and Matchday ticket prices	AH/CM
2	Rationalisation of season ticket categories – feedback	NH/CK
2	Formally announcing season ticket prices & launch	AH
3	Turnstile investigations	AH
3	JV development proposals	AH
3	Pitch investment	CM/AH
4	Outstanding legals	CM/AH
6	Disabled Life report findings	AH/LC
7	Tickets for women's match at CG	MC
9	Access to plan for statue	NH
1.0	Monthly Financial Update	
1.1	The Club have formally engaged with Fair Game and are working on the Financial report which is on target to be delivered by the end of March.	AH/CM
1.2	Latest accounts have been filed with Companies House.	Note

1.3	Clem has been levied with a personal fine of £10,000 following the EFL charge regarding the share issue. As expected this has not resulted in a points deduction or financial penalty for the club.	Note
1.4	There is no embargo in effect currently. During, the January 24 window we had a fee restriction. There now remains a single suspended fee restriction window for summer 24/25, this only comes into effect if there are any further breaches this season. The initial third window embargo was removed on appeal.	Note
2.0	General Business	Action
2.1	The Club have now formally launched the season tickets prices for the 2024/2025 season.	Note
2.3	Trust Feedback - Feedback from members has generally been positive. Disappointing that the Family 2 package has been removed resulting in a cost increase for a group which the Club is trying to encourage higher attendances from. Concern was raised whether the reduction in matchday prices but a freeze in ST's would result in fewer ST's being sold, impacting cashflow over the summer (notwithstanding other issues impacting ST renewals, such as performances on the pitch).	Note
2.4	OSC Feedback - The Committee discussed the options for categories and also looked at what other Clubs were offering and feedback to the Club. One note was the Under 18 & 21 – is there a requirement for this, in view of the fact that there is also a Student option, so covers these ages still in education.	Note
2.5	DSA – feedback on prices/categories	Note
3.0	The County Ground Stadium	Action
3.1	The Club is still trying to establish the cause of the ongoing issues with the turnstiles. We are aware that some fans continue to experience issues and delays when entering on matchdays and we apologise for the inconvenience and want to reassure our fans that we are doing our utmost to try to rectify this.	AH
3.2	JV Meeting held 31.01.24. We continued to consider refurbishing the Legends Lounge and the feasibility of changing this to a Sports Bar.	CM/AH
3.3	The JV is working with the newly appointed KSS Architects with the aim to deliver initial plans. We are still at initial discussion stage at present. The JV aims to produce a clear plan with KSS to confirm our objectives and time scales asap. This plan will confirm the order of the process, i.e when initial plans will be ready to present to JV, application process and consultation with council and wider fanbase and include some confirmation of potential start date and time scales for each development project.	CM/AH NH
3.3	Pitch investment. We continue to look at the options available to us.	CM/AH
4.0	Legals	Action
4.1	The Clubs position regarding our ongoing legal cases have not changed since the last AB Meeting, therefore we cannot offer any further update at this time.	Note

4.2	Outstanding cases are: Centreplate Mercedes Car Park Lease Agreement Power vs Standing	Note
5.0	Sustainability	Action
5.1	The Club is looking to appoint a new Sustainability Officer asap.	AH
5.2	The Club continues to engage with the Pledgeball initiative, we are moving up the leader board and currently stand in 9 th position above Chelsea.	Note
6.0	Disabled Lift	Action
6.1	Meeting has been arranged for stakeholders and company for 21st March 2024 to review plans, quotes, and discuss next steps.	Note
7.0	Swindon Town Women	Action
7.1	The Womens team currently sit in 3 rd position in the FAWNL South West division and have made it through to the Wiltshire FA County Cup to be held on Sunday 14 th April. Details regarding tickets prices, etc will be announced by Wilts FA in the coming weeks and we hope to see as many fans there as possible. We would like to thank Wilts FA for choosing to host the final at the CG this season.	Note
8.0	Academy	Action
8.1	U18s have reached the next round of the FA Youth Cup against Bristol City to be held at Ashton gate this evening.	Note
8.2	Under 16's won their league for the second year in a row. Really important for the club as it gives us access to the Premier Development League Cup for the U16's next season.	Note
9.0	STFC Foundation	Action
9.1	Foundation are hosting the EFL Kids Cup Southern Final on Tuesday 12th March, the winners go to Wembley, Covingham Park School will be representing STFC Foundation.	Note
9.2	A Healthy Eating Workshop and training session for SEN children in partnership with public health was held before the Bradford match on Sat 27th Jan which was attended by 25 families.	Note
9.3	Emily McGrogan, currently playing for Swindon Town Women, has reached the finals of the Wiltshire Life Awards, Young Sports Personality of the Year to be held on March 8 th .	Note
9.4	Foundation Park hosted the winter Disability Access Games on 5th Feb, when over 150 children with disabilities from across Wiltshire took part in this successful event.	Note
9.5	3 Girls teams are to compete in the Belgium Cup over the Easter weekend, whilst 2 younger boys teams will be attending the Blackpool Cup over the same Easter weekend.	Note

9.6	The Foundation are hosting a Premier League Kicks – Social Inclusion event on Friday 5th April – 10 clubs from the South West will be attending.	Note
9.7	Holly from DS Active (DS - Downs Syndrome) has joined the Foundation on the work fit programme to support her integration into the workplace.	Note
9.8	Walid Miah from one of our local casual groups that play at Foundation Park, attended our full staff meeting to talk about Ramadan and to give our staff some more understanding about Ramadan and the Muslim faith.	Note
9.9	The Foundation are recruiting again for their next FREE Football Fans in Training course for both men and women that will start on Thursday 18th April.	Note
9.10	The Foundation are awaiting final confirmation from the EFL Trust on a £10,000 grant towards a new minibus. This grant will see them reach the target of just over £40,000 to purchase a new minibus. They wish to pass on their huge thanks to the STFC Business Group and STFC Trust who have donated £3,000 each and the OSC on donating £3,584. They have confirmed that it was a fantastic collective effort on reaching this target and the new minibus will not only help transport our more vulnerable groups but also support the STFC Women's teams.	Note
9.11	Foundation Park has been recognised by Swindon Borough Council Building Control for the award of the 'Best Public or Community Building' in the local awards 2024. The awards event will take place on Thursday 21st March at the Civic Offices.	Note
10.0	STFC Supporters Trust	Action
10.1	Trust STFC AGM was held on 28th February. Three board members continuing from the previous group with five new members joining.	Note
10.2	First Board meeting with the new team was held on 6th March. Neil Hutchings was appointed as Chair. James Phipps as Vice-Chair. Chris Howell as Secretary. Tom Paris as Membership Secretary. Scott Curtis was appointed as an External Director and will act as interim Treasurer until a replacement is found. James Maton continues as the Trust's legal advisor.	Note
10.3	Review of the Trust's focus and work streams is underway.	Note
11.0	Official Supporters Club	Action
11.1	End of Season Presentation Event being organised, tickets selling well.	Note
11.2	Regional Supporters Groups – meeting plans for Berkshire and Oxfordshire in progress. International Groups, gaining momentum with more countries to be added.	Note
12.0	Sponsors including Business Group	Action
12.1	The Sponsors Business Group have confirmed that they will be supporting the Sensory Room project.	Note
13.0	Swindon DSA	Action
13.1	LC discussed the proposed accessible lift being installed in the Arkells stand. He now understands that it will just be a platform lift and not one that could be used by wheelchair users. He confirmed that he felt that the money could be used in other areas to improve the match day experience for all of our disabled fans.	Note

13.2	LC brought up the issue of having no hand rails in the Arkells stand for our older generation of supporters. The Club agreed to discuss the possibility of having one block in the Arkells with hand rails.	AH/CM
13.2	LC suggested that the club could possibly look into doing two dedicated hospitality match days next season for Disabled fans down stairs in the Arkells . Phil King possibly host? The Club are to review this.	AH/
14.0	Date for next meeting	Action
14.1	Next meeting to held Mid-April, to be confirmed.	AH



Fans Questions – provided by Supporters Trust

Question: Last year's second year scholars departed the club without any public notification and farewell. Could the club commit this year (once everyone's future is sorted and those getting contracts have signed them of course) to doing some sort of post on the website to let fans know who is departing the club and ideally pay a bit of tribute to those who are leaving, who have been part of such a great year for the U18s and many of whom will have been part of the club for years?

Club Response:

Unfortunately, due to safeguarding concerns with some second year scholars still being 17 at that time, we wouldn't be able to publicly celebrate all of their contributions to the club, so we take the decision, not to leave individuals out.

We do offer support with exit strategy for all of our players throughout the academy, to support them if they wish to continue playing football, or take a different path. This is a big part of the player care provision that is supplied in the academy.

Fans Questions – provided by Official Supporters Trust

Question: What is the reason for Swindon matches kicking off late please? Please can we kick off at 3pm on a Saturday home fixture, not 3.02 or 3.03, and likewise at 7.45 on a Tuesday, not 7.48 or 7.49.

Might it reveal a wider nonchalance at the club? I believe it is the little details that count. Please see Dave Brailsford's marginal gains and other sports theories for further analysis.

Please prove me wrong that it is not an uncaring attitude. All matches should kick off on time. This is a minor matter but to me an important one.

Club Response :

Internally we were aware of a delay in going out against Tranmere and is something that we have discussed. There are a number of factors that can lead to the teams coming out late.

However, should there be a delay to kick off, the match officials will report it, which to date hasn't happened this season.