



ADVISORY BOARD

July 2023

INTRODUCTION

Dear Supporters,

Work continues on preparations for the new season both on the pitch with Michael Flynn and our new sports science and medical team pushing the players hard during pre-season and working day and night to find the right players to strengthen our squad. The latter takes time to ensure we get the right players in to supplement the strong squad we already have.

The stadium works continue with lots of safety improvements required ahead of the new season in what is an ageing stadium that has not had any TLC for many many years.

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

The new home and away kits have been launched and we really appreciate all those fans that have purchased it to date.

Season ticket sales are now over 4,600 and still growing, a testament to your loyalty and dedication for our beloved club. 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 our home friendly v Plymouth Argyle on Saturday 29 July. COYR.

Rob Angus, Chief Executive & Clem Morfuni, Chairman

THIS MONTH'S MEETING

Date & Time: Tuesday 11 July 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
- 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

KEY HIGHLIGHTS OF JULY 2023 MEETING

- Fans Forum agreed for Wednesday 16th August
- New Nigel Eady Indoor Training Dome opened for STFC Community Foundation at Foundation Park
- 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 July 2023
- New 2023 Kit Launches have gone down well and we thank all supporters for buying the new kit and supporting our club
- A number of new appointments to our back office team have been made and announced including, Head of Operations & Stadium Development , Head of Football, Stadium Manager, Head of Media & Communications, Financial Controller, Club Secretary and Head Groundsman
- STWFC improvements continue with new coaches, players and strong attendance at recent home friendly at Foundation Park v Wolves
- Supporters Q&As

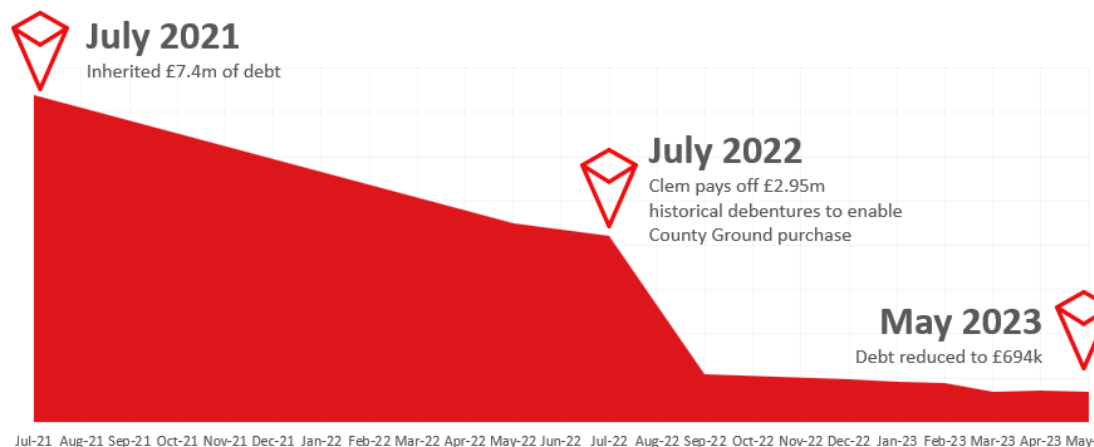
MONTHLY FINANCIAL UPDATE

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	Apr 23	June 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	£465k
EFL Covid Loan	£119k	£79k	£79k	£79k	£60k	£60k	£60k	£60k	£41k	£41k
Bounce Back Loan	£50k	£41k	£39k	£35k	£35k	£35k	£35k	£34k	£34k	£32k
SBC	£370k	£120k	£120k	£120k	£120k	£120k	£120k	£0	£0	£0
Puma (Aged)	£190k	£0	£0	£0	£0	£0	£0	£0	£0	£0
Contractual Disputes	£570k	£450k	£350k	£350k	£250k	£210k	£210k	£150k	£150k	£135k
Football Contract Disputes	£130k	£40k	£40k	£40k	£30k	£30k	£30k	£20k	£20k	£0k
Trade Creditors (Aged)	£432k	£0	£0	£0	£0	£0	£0	£0	£0	£0
Football Debtors (Aged)	£120k	£0	£0	£0	£0	£0	£0	£0	£0	£0
Total	£7.4m	£4.5m	£4.2m	£1.1m	£1m	£970k	£920k	£730k	£709k	£673k

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"> • C4.6k 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 cards for 23/24 are now available for collection from Club Shop soon. • Ticket sales for home pre-season friendly v Plymouth Argyle 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. • Club produced a press release setting out how to follow and support from overseas 	
<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 staff are coming onboard this month as we look to drive forwards with a new Head of Media & Communications and Club Secretary coming in to boost the existing backroom team • Ridgeway School held its Prom in the Legends Lounge which went well and was great advert for the parties and events facilities available at the Club 	
<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"> • The first full Joint Venture board meeting has happened 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. 	<ul style="list-style-type: none"> • Feasibility Study due at the end of July
<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. • 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 ahead of the new season • 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 	<ul style="list-style-type: none"> • Work on new CCTV system, Arkells stand repairs and safety improvements to Kiosks are underway ahead of the start of next season • Looking at new Digital Screen for within the ground working with Sporting Ads
<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. • Expecting Sustainability Strategy to be delivered by during the summer of 2023. 	

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. • Academy pre-season plans now agreed and in play 	
<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"> • Zero new concerns raised over the month • Designated Safeguarding Officer (DSO) to meet with Shane Hewlett from the Community Foundation again for next month to continue this joined up approach. • DSO has meet with SBC Fostering Team to discuss Host Families and support for the club. Also discussed the creation of a Safeguarding Committee for the club to include external agencies for a joined up 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"> • Head Coach continues to build team for next season, with several new signings made in first week of July. • Our physiotherapist role has now been filled and discussions with additional coaches are taking place. • Regular management and coaching meetings are continuing. • Preseason training and friendlies have been organised. • Online forum has been held with Development/U18s players and parents by our Technical Director and Coaching team to discuss our coaching plans going forward. • Open Evening for Development and U18 players and parents to be held on evening of 9th August in the Legends lounge to present the plans for next season and allow the players/parents to meet the management and coaching team. • Our players have agreed to help us to raise our visibility in the community, with attendance of grassroots clubs events and presentation evenings. • We continue to develop our strategic plan by positioning Swindon Town WFC as a leading-light for women's football in the region. • Within that strategic plan, we are reviewing our player & coach support, with the aim of strengthening resources across all areas of the women's club. 	<ul style="list-style-type: none"> • New Head of Football Jamie Russell will work with Mike Cook to provide support on football coaching across the Women's teams
<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"> • We have recruited some more volunteers for matchdays. • Campaign to increase season tickets sales planned in next few weeks. • 4 Home friendlies to be held at Foundation Park • 2 Open training sessions to be held 19th and 26th July. • Our management team continue to discuss ideas to enhance our matchday experience. • Discussions with Community Foundation and Football Foundation to understand what is required for future-proofing Foundation Park to meet T3 and T4 ground regulations and enable it as a permanent home for STWFC. • Agreement made to hold at least five fixtures at the County Ground in season 2023/2024. 	
<p>Office Space & County Ground Facilities</p>	<ul style="list-style-type: none"> • Appropriate, time and facilities for performance support (gym use & analysis) for women's team agreed. • Agreement made to use Arkells Stand, Legends Lounge & Town End Kiosks for future CG matches. 	
<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>	<ul style="list-style-type: none"> • We have secured some great sponsorship for our teams from our existing and new sponsors. • The great support that we have received from the supporters trust and OSC continues. • We will be releasing details of our coach/player sponsorship opportunities very shortly once team has been confirmed. We have already had interest from businesses and individuals. • James Watts our Commercial Manager is working hard to identify additional sponsorship opportunities for 2023/24 season and for our long term future. 	
<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>	<ul style="list-style-type: none"> • We continue to work on our plans to development STWFC, providing financial stability and long term support for the club • Plan for promotion next year and in 5 years to get to the Championship • Work with departments across the club to highlight areas of opportunity for growth for STWFC, establishing the club and securing it's long term future. • Finalising plans with Community Foundation for agreed player pathway • We thank the OSC for offering to facilitate a matchday draw at our County Ground Games. 	

OFFICIAL SUPPORTERS CLUB



Topic	Latest Update	New Actions noted from Meeting
Fans Forum	<ul style="list-style-type: none"> Date to be confirmed 	<ul style="list-style-type: none"> Fans Forum date agreed for 16 August with Rob Angus, Anthony Hall, Jamie Russell, Mike Flynn and Wayne Hatswell in attendance
Hall of Fame	<ul style="list-style-type: none"> Working with Club/Trust on arranging event to inducting additional players from 92/93 squad. Eight players proposed: Micky Hazard, Martin Ling, David Kerslake, Kevin Horlock, Ross MacLaren, Craig Maskell, Nick Summerbee and David Mitchell. All contacted except Ross Maclaren and Craig Maskell. No response from Kevin Horlock as yet. Date moved to July / August 	<ul style="list-style-type: none"> The format for the Hall of Fame has been changed – the inductees will now attend a home game and be individually inducted.
OSC Membership included in Season Ticket Package	<ul style="list-style-type: none"> Seeking confirmation of what information is available to the OSC from the club database. Working with SAS Travel on way to 'share' data for application of discounts. 	<ul style="list-style-type: none"> Part information has been received, just working on some aspects where details have been merged.
Sensory Book	<ul style="list-style-type: none"> Launched and good feedback with strong demand from schools and Swindon Borough Council 	
Other Items Affiliate/Supporters Groups Charity of the Year – Darby Rimmer Foundation Junior Reds STWFC	<ul style="list-style-type: none"> Continue to work on affiliate and supporters' groups – USA (conversations with Nick Vitale while he was visiting UK on how to progress), local Oxon & Berkshire. Get together in Melksham to be arranged for Sept, which will also host a fundraiser for our nominated charity, Darby Rimmer Foundation. Promote iFollow to overseas members/fans First donation to Darby Rimmer has been sent £2441 – Cricket Club End of Season Barbecue Raffle, Book Sale and End of Season Presentation Dinner Raffle. The Charity of the Year is being changed to Charity of the Season and Darby Rimmer to extend until May 2024. Junior Reds – OSC have donated £2,500 to fund the initial Junior Reds packs, events being organised Meeting held with Mandie Coe/Chris Kyle to looking at initiatives to help with attendances, volunteers etc. 	<ul style="list-style-type: none"> Follow iFollow overseas press release issued Work on Junior reds packs are progressing and an event to launch is being organised



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"> • Short-Term Business Plan for 2023/24 has been drafted and circulated to board members of the Joint Venture, covering the period Jan 23 to Aug 23. This essentially covers the cashflow in and out of the bank account for this period, and a forecast for year ahead, based on what we know today, and presented in a fan-friendly format. • Trust sent comms to all Voting Shareholders, giving an introduction to the JV along with some other updates re. next steps • Awaiting feedback from Wrenbridge, who attended the Stadium Development Planning / Ideation Meeting on 23 May. Trust is supporting with 50% of the costs on this. Have requested a meeting to discuss a phased Stratton Bank plan. • Trust met with Jim Robbins, new council leader along with several of his SBC colleagues. Very positive and collaborative, and avenues to explore. Possible Arts Council support for statue. • Our Expression of Interest (EOI) for Community Ownership Funding (COF) has progressed well: "We are pleased to inform you that your EOI application has indicated that you are likely to be eligible for the Fund, and we would like to invite you to submit a full application". There is a lot more work to be done here to build a solid investment case. • Club electrician is going to review options for remedial works to the PA system – still awaiting feedback on this point. 	<ul style="list-style-type: none"> • Follow up on Arts Council funding, emails already exchanged • Follow up with STFC and Wrenbridge on Stratton Bank / COF • First Business Plan sent out with wider communication to members
<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"> • Museum Launch event attended by 70 people including Keith Morgan, Don Rogers, John Trollope, Paul Bodin, Fraser Digby, Phil King. • Article featured in Advertiser with link to video created by Steve Mytton. • Just Giving fully live and around £700 collected at the launch. • Trust donated £5k immediately and a further pledge of £5k per year for next four years. • Sara Kinsey (Head of Historical Archives at Nationwide) advised us of the Swindon & District History Network (S&DHN), consisting of local museums and heritage projects. We will be attending their next meeting in September. • Met with Richard Banyard & Rich Pullen to discuss online cooperation and collaboration and action plan agreed. • First project agreed by Trustees being the 1969 League Cup. This will be our focus through to launch in March 2024 	<ul style="list-style-type: none"> • Andy Cossens will continue Archiving football programmes. Nearly 2,000 listed so far. • Discussion with Paul Plowman regarding Archivist role. He and Dick Mattick will record all artefacts in the Arkells stand display cabinet. • Advertisement in STFC Programme
<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"> • Walk to School week a good success, advertised via the Foundation and amplified through the trust • GWR updated that our bid was one of 420 for funding, and we should hear an outcome by end August 	
<p>Fan Engagement Encouraging supporters to participate actively and generate more noise in the stadium.</p>	<ul style="list-style-type: none"> • Results from both the CG atmosphere improvements survey and the singing sections survey have now been reviewed in a meeting held with STFC, Sir Tom Broadbent lounge, and OSC. Actions agreed and underway for start of the new season and they include entertainment, announcer replacement, fan zone, play lists and other topics. • FairGame Initiative agreed, signed off and press release released on STFC site, Fair game and Trust site, working with them now on getting more involved in various initiatives. • James Spencer has drafted Non-VATable CG Community Fund Rewards document with a view to launching in September. 	
<p>Other Items Statue, NextGen, STFC Women, Diversity & Inclusion</p>	<ul style="list-style-type: none"> • DR Statue - Out sculptor Alan Herriott has spent a considerable amount of time trying to get an accurate likeness of Don but messaged this week to explain he is not happy with the current version and will remove the head completely to work on it close-up (he was previously working on it from a ladder and looking from below). This will add a slight delay but will improve the outcome. • SwinDog 'Dog Rogers' sculpture at the County Ground over summer. Attending Big Dog Art Trail Preview on Tuesday 11th July 2023. • Diversity and Inclusion: Working with Swindon carers as young carers have been identified as a group that could do with getting involved in Football. • Also attended the FA Conference on Governance to discuss improved Diversity and Inclusion initiatives. 	

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 annual Football Festival & Tournament on the County Ground pitch was a huge success with over 650 players from grass roots clubs enjoying the experience of playing on the main pitch. • Our 'Green League' sustainability project is being rolled out to partner schools in Swindon with the focus on the school children collecting points by completing Earth Missions. The partner schools and classes will compete against each other in a league table. • We are awaiting news from the Football Foundation on some new funding to install solar panels at Foundation Park to produce greener energy and help towards reducing the utility costs • The new car park works are progressing well and will be completed by the 22nd June, giving us 66 car park spaces and 4 mini –bus spaces at Foundation Park. • Leigh Barnard is visiting our Staying Connected group on Wednesday 14th June and it will be great to show Leigh around Foundation Park, as Leigh was the first Community Officer at Swindon Town back in the early 90's. • We are now recruiting for our next groups of male and female Football Fans in Training cohorts that will start the course in September. This is a FREE 12 week course for men and women aged 35-65. • New Indoor Dome Opens Wednesday 12th July 	
<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"> • STFC Business Group have agreed a record sponsorship deal sponsoring the back of the STWFC shirts • Hospitality cost increases for 23/24 season discussed with STFC business group with feedback that rises are reasonable given inflationary pressures. Quality of food needs to be maintained • Feedback provided on sponsors evening which will be used to make improvements going forwards • Need to assess dress code in 1879 suite so Sponsors feel comfortable taking their clients to games • STFC Business Group looking at a number of areas to support from STFC Museum, STFC Sensory Room, STWFC and encouraging more children and grass roots teams to games • STFC Business Group looking at an exclusive Sporting Dinner and Golf event. 	



SUPPORTERS Q&A

Question	Answer
Facilities / Ground Improvements	
<p>Can a water dispenser be fitted in the Don Rogers stand. (I'm sure we had one before Covid?) Or can you confirm that the tap water in the Junior Reds room is safe to drink as the nice helpers didn't know. My boy takes his Swindon drink bottle with him to games in the Don Rogers stand and a few times it needs refilling (during the warm weather months) Could be part of the Environment & Sustainability tasks.</p>	<p>Water supply is not fit for drinking as is tank water</p>
<p>Car Park</p> <ul style="list-style-type: none"> • Can the club confirm when the car park will start to be camera monitored/parking limits enforced, as there has been conflicting guidance from the club shop staff so far. • Please confirm parking at the county ground on away days with SAS Travel. Is it still free for supporters on a Saturday ? Possible screen sticker of members of the club. ? 	<p>Car park is monitored at all times Car park is currently free on Saturday and Sunday but will charge during other days as per charging schedule.</p>
<p>Please can you ask what is happening to the Junior Robins room in the Don Rogers stand.</p>	<p>Junior Reds room will be available for Junior Reds members next season</p>
<p>It is some time since I have seen any mention of a dedicated STFC training facility. I seem to recall that this was one of the things that Clem saw is a fundamental element for a successful club but recently this seems to have dropped off the agenda. Is a dedicated facility in any of the longer-term plans.</p>	<p>Focus right now is on stadium redevelopment but an STFC training ground is still a long-term focus for the Club</p>
<p>When is there going to be any work done on the stadium, what is the timeframe for the first phase?</p>	<p>Covered in previous meeting</p>
<p>I'm disappointed we're now a month away from the new season and even though it was raised several months ago RA hasn't given any thought to cycle parking for the upcoming season. How can we have a chief sustainability officer when the club can't buy a few bike racks and a mesh fence? SBC have a "secure bike parking scheme" where you have to register for a code to get in, couldn't Swindon do something similar very economically ? Or have a gated section with one of the many security staff positioned near it? Sorry to bang the same drum; but Swindon's era of transparency doesn't seem to be resulting in what we had hoped.</p>	<p>Looking at options for cycle parking alongside (but need to consider logistics and security issues) other short term sustainability initiatives such as re-useable cups</p>
<p>Inspired by the recent call out for local homes/families to take in academy players, could STFC become innovators in the world of football camaraderie and friendship??... Fans could sign up to offer overnight accommodation for away with fans coming to Swindon. Great way to build links, foster footballing friendships and help everyone reduce the hefty costs of away travel.</p>	<p>One for supporters club and Trust to consider</p>

SUPPORTERS Q&A

Question	Answer
Personnel	
What, if any, role will Adam Hart play for the upcoming season, given previous confirmation the fitness support is now being operated in-house?	Adam Hart will support across 1 st team and Academy using his S&C and sporting background
Is Gav Gunning still at the club- yes or no?	Gavin Gunning remains at the Club and has a new role as Loans Manager
At a strategic level who at the club is charge of scouting, analysis, drawing up lists of potential signings and dealing with contracts.	The Manager, Michael Flynn, is in charge of recruitment but is supported by Jamie Russell, Head of Football, Les Caffrey, Head Scout and Chris Kiely's data analysis. Michael Flynn has the final say on signings and sorting out contracts
I have a question about what level of provision of occupational health and well-being is available to all staff at STFC to include mental health.	There are health and well being services on offer via Go Again a mental health charity that the Club works with. Also have player care roles for the 1 st team and Academy
Why has the CFO/Head of finance role been completely removed from the club site? Greg Norman joined Rob Angus appearing on a fan podcast telling us what a privilege it was working for the team he supports. He was doing at least 3 Jobs at the club (as per club site). I don't expect you to go in on the ins and outs of him leaving the club but surely that's a big loss and needs replacing - instead of constantly filling vacancies internally and making do with less and less bodies behind the scenes.	Finance roles have been filled and we have retail and ticking leads New Club Secretary and a new Head of Media & Communications have started Club will look to run as efficiently as possible off the field
Wasn't answered with any clarity last time out but have PWR completely left STFC as it appears George Keen is now head of S&C at Colchester. Clem openly come out and said we had one of the Mison best S&C teams outside the premiership in PWR- are the new Sports science guys still the best outside the prem?	PWR have left and we now have an internal Sports Science and Medical Team with Kyler Burns as new Head of Sports Science
Why do the club completely neglect media outlets such as the LSPOD and Fools Rush in? Is it because they speak with honesty and don't completely panda down to the club?	The Club works with many different mainstream and other media outlets
Matchday program to include a regular feature aiming to promote literacy and numeracy of younger fans. Content could be STFC-inspired and/or... Football, sport, in general. Also, as above with a local heritage focus.	New Head of Media will consider as we assess program for 23/24 season

SUPPORTERS Q&A

Question	Answer
Season Tickets / Ticketing / Merchandise	
<p>Do the regime consider themselves lucky with the amount of renewals/sales they've had? I guess it's something like 4.5k+ now, only 500 down from the last season which was a shambles both on and off the pitch. Basement of football and fans are still backing the club blindly.</p>	<p>We are still working on rebuilding our club which has been run very poorly for the last 30 years. Long term external debt has been significantly reduced, including the debentures and the Stadium has been purchased. It will take time to turn our Club around.</p> <p>We really appreciate all the support to those that have purchased Season Tickets and we hope many more continue to buy and support their Club.</p>
<p>Away ticket allocations – can there be a two- tier step before away tickets offered to season ticket holders – some people cannot go to ALL games but do go to a proportion and so may run just short for the first tier.</p>	<p>We have a loyalty bonus point scheme which supports prioritising tickets to our most loyal supporters, followed by season ticket holders. We will allocate tickets as fairly as we can</p>
<p>Please would it be possible to found out when the Puma kit manufacturing deal ends, it's gone on for far too long and a different sports clothing company would bring in a fresh change  and hopefully proper sewed on club badges  instead of ironed on ones.</p>	<p>Responded that there is one more year on the contract. Contract runs until the end of the 24/25 season. This is a contract that was inherited</p>
Transfers etc	
<p>Was mentioned in the last meeting but was promised that STFC had learnt from mistakes and will “do transfer business early”. Not the sole reason I renewed but had faith that this was an honest comment- it clearly wasn't, was it just used to attract fans to buy season tickets? (Well aware we have 18 contracted players but those of us with working eyes know only half of these are capable of pushing for the top half of league 2). 30 days till the season starts- 1 new player in as of today.</p>	<p>Michael Flynn is leading recruitment and is being careful to ensure we get the right players in to add to the squad</p>
<p>Is the transfer market only inflated in the eyes of Swindon town? Every other club seems to be doing business and making shrewd moves</p>	<p>As above</p>
<p>Should the club fail to deliver/show any competency in this transfer window, it will be the third transfer window on the bounce which the club have made a complete hash of - apart from Mike Flynn- what will be different this window?</p>	<p>As above</p>
<p>What was the actual amount In £'s that we were owed by MK Dons for Scott Twine and has it been paid and why hasn't it been used for new players.</p>	<p>Details of the transfer is confidential. Transfer monies have been received and reinvested in the Club</p>