



# ADVISORY BOARD

November 2023

# THIS MONTH'S MEETING

**Date & Time:** November 14<sup>th</sup> 2023, 9am-11am

## **Attendees:**

- Anthony Hall – Chief Executive, STFC
- Henry Port– Media, STFC
- Mandie Coe – Head of STFC Women
- Jon Holloway - STFC Foundation
- David Coe – Sponsors Representative
- Don Rogers – Club Ambassador
- James Spencer – Trust STST
- Christine Kyle – Official Supporters Club

## **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

## **Apologies:**

- **Clem Morfuni**

# MONTHLY FINANCIAL UPDATE

We are currently having a financial Review with a Member of Trust STFC and will provide a full Up To Date review and analysis of the club's financial position.

Information to be published once the review has been completed.

# GENERAL BUSINESS

Topic	Latest Update	New Actions noted from Meeting
<p><b>Ticketing</b> 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"> <li>Season Ticket Sales are currently 5.1K.</li> <li>3 Game Bundle is going on sale from mid -October, and will include the following games, Stockport, Mansfield &amp; Barrow, the Barrow game will be half price as part of the three-game bundle. Please note the three game bundle commences from 11<sup>th</sup> November 2023</li> <li>6 game bundle is going on sale for mid- November &amp; will be for the following games, Colchester / Tranmere Rovers / Bradford City / Salford City / MK Dons / Harrogate Town, the final game of the six-game bundle will be free. Please note the six bundle games commence from 6<sup>th</sup> January 2024</li> <li>Half Season, Season tickets will be on sale from mid-November with the first game being the Colchester game on the 06<sup>th</sup> January 2024</li> </ul>	
<p><b>Sales &amp; Marketing</b> 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"> <li>Retail sales now underway in store and online. 23/24 home and away kits now available and selling well, contact <a href="mailto:store@swindontownfc.co.uk">store@swindontownfc.co.uk</a> for further details.</li> <li>Training wear and GK kits also now available</li> <li>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 <a href="mailto:james@swindontownfc.co.uk">james@swindontownfc.co.uk</a></li> <li>Conferencing &amp; 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: <a href="mailto:rachel@swindontownfc.co.uk">rachel@swindontownfc.co.uk</a></li> <li>STFC Lottery scheme was launched 24<sup>th</sup> August 2023 and we have currently had 7 draws with multiple winners, winning varying amounts. We currently have 304 subscribers, we are looking to achieve a 1000 plus as this is a great way for the fans to directly influence revenue and gives the opportunity to win good cash prizes.</li> </ul>	
<p><b>PR &amp; Social Media</b> Helps the club to maintain a positive image, engage with fans, and reach a wider audience.</p>	<ul style="list-style-type: none"> <li>Following the last advisory board meeting the club and the OSC have met twice to see how the fan engagement can be improved with various ideas and initiatives discussed including the following;</li> <li>Free Car Parking for the fans at the County Ground who are travelling on the official coaches to away matches, has now been put in place following discussions with the OSC and Trust.</li> <li>More school visits with the players and coaching staff in the local community, Christmas OAP party arranged.</li> </ul>	
<p><b>Fan Behaviour</b> 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"> <li>EFL have issued fan behavior guidelines with automatic bans for pitch invasions and pyrotechnic usage. We do note that there was a fan pitch invasion (1 number fan) at the Reading match on Tuesday evening which we are now working closely with the police on this matter and will update further once the investigation has been completed.</li> <li>Concerns from Safety authorities re 'crowd surge' in the Town End which we need to try and mitigate as best we can to avoid restrictions being enforced on us in the Town End. The Safety Advisory Group (SAG) are continually monitoring us on the surge and this does remain a concern for the Club.</li> </ul>	

# THE COUNTY GROUND STADIUM

Topic	Latest Update	New Actions noted from Meeting
<p><b>The County Ground Stadium Custodians Ltd</b>                      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  <a href="http://www.votingshare.com">www.votingshare.com</a></p>	<ul style="list-style-type: none"> <li>• Joint Venture board meetings are now happening and now await feasibility study as we progress redevelopment plans.</li> <li>• The County Ground Joint Venture board has been formally appointed with representatives from STFC this has been updated to reflect Rob Angus leaving the Club who is replaced by Anthony Hall, TrustSTFC and the Eady Trust. Further information will soon be shared with supporters via TrustSTFC.</li> <li>• Feasibility study has been returned from Wrenbridge Sports, this is currently being reviewed by the JV and further update will be provided at the next meeting.</li> </ul>	
<p><b>Stadium, Health &amp; Safety &amp; Maintenance</b>                      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"> <li>• The stadium has undergone various updates over the summer months, we are now coming to the end of the essential maintenance works with the following activities completed and some remaining as works in progress</li> <li>• Kiosks – finalising new roller shutters to each of the kiosks</li> <li>• Arkells Roof – every single fixing to the roof will be replaced over the next two close seasons, you can see where the new fixing have been replaced along with the removal of the safety netting at both ends of the Arkells Stand.</li> <li>• Painting to Structural steel works – Town End - Completed</li> <li>• Stratton Bank – Barrier painting and removal of rust - Completed</li> <li>• New Seating – On going</li> <li>• Electrical Testing - Completed</li> <li>• Emergency Lighting Upgrades - Completed</li> <li>• Waterproofing to Arkells and Don Rogers Stand - Ongoing particularly as we are now approaching the winter months</li> <li>• Ramboll Structural survey has been carried out (21<sup>st</sup> September 2023) reports have now been received and the report is currently be reviewed. Findings to be discussed at the next meeting in December.</li> <li>• We have applied for planning permission for the new Digital Screen for within the ground working with Sporting Ads. Awaiting planning approval.</li> <li>• Lee Dover has now left the football club, we ae currently looking for a replacement and will advise once we have appointed a replacement.</li> <li>• 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 <a href="mailto:info@truststfc.com">info@truststfc.com</a></li> <li>• We have recently refurbished the junior reds room in the Don Rogers Stand, big thank you to Caroline Lane in making this happen and also the help and support of both the OSC and the Trust with their kind donations along with sponsors that made this happen. Pleased to report that the room is operating well on Matchdays.</li> </ul>	
<p><b>Sustainability</b>                      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</p>	<ul style="list-style-type: none"> <li>• 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.</li> <li>• Signing up to Pledgeball to support sustainability across football clubs</li> <li>• Looking at re-useable cups for our kiosks and have undertaken a recycling audit and now looking to make</li> </ul>	<p>Michael Doughty has resigned from his position as Chief sustainability officer due to is Work commitments and was unable to fulfil the role for the club, we will now commence in finding another sustainability officer for the club. The Trust have also had</p>

# LEGAL UPDATE

Topic	Latest Update	New Actions noted from Meeting
<p><b>Contracted Commitments</b> 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"> <li>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. We have no further update on this issue and are waiting for further contact from centreplate legal representatives</li> </ul>	<p>No update, we are waiting for further instructions / information.</p>
<p><b>Car Hire</b> This is from the previous owner where the club has been left with a car hire agreement for a Mercedes that was found in Switzerland.</p>	<ul style="list-style-type: none"> <li>The Club, despite fighting that the debt is not ours, has now been left with no option but to reach a settlement figure and settle this debt.</li> </ul>	
<p><b>Lease Agreement</b> Previous owner allowed a lease agreement to be entered into without agreement on subletting of where the academy offices are now sited with a previous tenant.</p>	<ul style="list-style-type: none"> <li>Club is now looking to settle this debt and costs.</li> </ul>	
<p><b>Football Association Investigation</b> 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"> <li>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.</li> </ul>	<p>We have no update and await further information from the FA.</p>

# ACADEMY PLANS

This month's updates in **BOLD**

Topic	Latest Update	New Actions noted from Meeting
<p><b>Assess Academy Quality</b> 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"> <li>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.               <ul style="list-style-type: none"> <li><b>First team appearances for Harry Gray, Fletcher Hubbard across the Football League and FA Cup.</b></li> <li><b>U18 progression to Round 2 of FA Youth Cup –this fixture Hosted at the County Ground vs Wimborne.</b></li> </ul> </li> </ul>	<ul style="list-style-type: none"> <li>The shooting nets have still not been completed at Beversbrook behind pitch 14.</li> <li>Links between local non league clubs continue to be strong, with use of Melksham's pitches to host Floodlit Cup games.</li> </ul>
<p><b>Plans for Better Facilities</b> 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"> <li>Working to ensure there are better facilities for the Academy on an ongoing basis.</li> <li>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</li> <li><b>Working with Royal Agricultural University as we seek better facilities for the Academy – exploring the use of buildings to host Education and other activities.</b></li> </ul>	<ul style="list-style-type: none"> <li>Work is continuing with links in Australia, Sutherland Sharks visiting currently and will play against academy side.</li> <li><b>Work to begin on buildings at the RAU to host education and social areas for academy players, staff and parents.</b></li> </ul>
<p><b>Safeguarding Update</b> 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"> <li>2 new concerns raised over the month</li> <li>1 player safety on public transport</li> <li>1 player injury</li> <li>End of month will be the FA Play Safe Campaign (30th September/1st October)</li> <li>All new policies now available on the Club Website</li> <li>Safeguarding committee due to meet for the first time in October.</li> </ul>	
<p><b>Equality, Diversity, and Inclusion (ED&amp;I)</b> ED&amp;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"> <li>Had meeting with the EFL to discuss ED&amp;I plan. Now need to review and update ED&amp;I plans</li> <li>Hannah Peterkin from the club is our ED&amp;I representative.</li> </ul>	

# SWINDON TOWN WOMEN

Topic	Latest Update	New Actions noted from Meeting
<p><b>Swindon Town WFC Integration</b> 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"> <li>• <b>FA Cup preliminary round at Liskeard resulted in away win.</b></li> <li>• <b>MC invited by Jon Holloway &amp; Shane Hewlett to FP to discuss how they can help to increase the visibility of our women's team and with the distribution of tickets to schools/grassroots clubs.</b></li> <li>• <b>Development coaching team in place. Chiandra Deller, Joana Williams &amp; Laura Morgan.</b></li> </ul>	<p>The Club is working to get more exposure for the women's team, the women's team have had a fantastic start to the season and it would be fantastic to see more fans at the home games and offer their support to the team. The Club is looking to have more fixtures at the County Ground. Further information will be provided on the Club Website.</p>
<p><b>Foundation Park and County Ground Fixtures</b> Playing in or near the stadium boosts prestige, attracts fans, increases revenue, and promotes equality.</p>	<ul style="list-style-type: none"> <li>• <b>FA Cup game (First round proper) to be held against Sherbourne Town on Sunday 12<sup>th</sup> November 2023.</b></li> <li>• <b>Next planned home game at CG is in February next year. Plans are being made to make this a record breaking game in terms of attendance.</b></li> </ul>	
<p><b>Office Space &amp; County Ground Facilities</b></p>	<p><b>Need to discuss plan for women's team for Tuesday night training when men's fixture is at CG.</b></p>	
<p><b>Sponsorship Opportunities</b> 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><b>James Watts and Callum Knowles have secured new players sponsorships following a successful Instagram campaign.</b></p> <p><b>James Watts has secured additional sponsorship for development team. These can be found on women's section of website.</b></p>	
<p><b>Long Term Strategy</b> 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>MC &amp; Tim Hall (Club Secretary) continue to attend online sessions to ensure that the women's club meet current criteria's set down by FAWN 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. <b>The women's were able to train at RAC last weekend when their game was cancelled, with Alex Pike in attendance.</b></p> <p><b>Working closely with Media Team to increase women's information/articles in the main club programme and website. This has already increased significantly following the formation of the Development Team.</b></p> <p><b>MC &amp; JR have met with Shane at FP to discuss our development team needs and creating a clear pathway to the first team going forward. We have agreed that we will meet monthly.</b></p>	







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<p><b>The County Ground</b> 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 <a href="http://www.votingshare.com">www.votingshare.com</a> <a href="http://www.truststfc.com">www.truststfc.com</a></p>	<ul style="list-style-type: none"> <li>The next JV Business Plan has been drafted, which will cover the full financial year, so some overlap on the previous version. Currently waiting on a detailed report from Wrenbridge which will provide additional content for the plan</li> <li>Within the draft Business Plan is an Artist's impression of a fan zone area for the forthcoming 1969 Don Rogers League Cup statue, however agreement is still some way off. This has been shared with the JV board and the Eady Trust representatives were very supportive.</li> <li>Meeting held with Arts Council England which was productive and gave insight how project funding could be sourced through this route, if based on creativity and community. More work needed to understand the process and further ideas required. Projects up to £30k can be approved relatively quickly, and the recommendation was to deliver on a couple of smaller projects to prove the capability and then it's possible to pitch for larger amount.</li> <li>Further thought required around the Community Ownership Funding (COF) and needs more discussion and ideas. James Mahie of Sporting Assets has recommended we target the corner of the Don Rogers/Stratton Bank and have this as a 'Community Corner'. This will need a lot more thinking about and significant work, but there is potential for up to £2m of funding, with the right case.</li> <li>JS working with other fair game clubs on ideas for fan zones, and what works and doesn't work in the form of lessons learnt</li> </ul>	<ul style="list-style-type: none"> <li>Review next inclination of the Wrenbridge report.</li> <li>Send update to members on new draft business plan for feedback</li> <li>Meetings to decide more detail on fan zone.</li> <li>Further feedback from other clubs on their fan zones, provide details to JV.</li> </ul>
<p><b>Swindon Town Football Club Museum</b> A new charity dedicated to preserving the history and heritage of STFC. Our mission is simple: to create a space where fans and visitors can explore the rich history of STFC, from its early days to its most recent triumphs.</p>	<ul style="list-style-type: none"> <li>An eBay account has been activated to sell surplus programmes and items that are not wanted or related to STFC.</li> <li>Dick Mattick gave a tour of the ground which was attended by 30 people. Pictures were taken to promote future tours and for web site use. Second tour already booked.</li> <li>Vic Morgan has created a series of short social and community videos based around the 1969 period and continues to work towards the main 1969 project with Steve Mytton with the aim to launch at the same time the Don Rogers Statue is unveiled</li> <li>Following Clem's on the sofa interview when he suggested he needed to know how much space was required for the Museum Paul has emailed him to express the trustees appreciation of his support and to provide some information on space used at other clubs. As yet no response from Clem</li> </ul>	<ul style="list-style-type: none"> <li>Sponsoring the Players Centenary Plaque £420.00 To be unveiled at 1pm prior to the Aldershot FA Cup game.</li> <li>Ongoing: Stadium wide displays to be reviewed, costed and planned</li> <li>Ongoing: 1969 Documentary to be progressed</li> </ul>
<p><b>Environment &amp; Sustainability</b> Promoting social responsibility and sustainability in order to set an example for supporters and the wider community.</p>	<ul style="list-style-type: none"> <li>Met Katie Cross from Pledgeball on 16 October. Joined the FSA Green Supporters Group. Planning Green Football Weekend 2024</li> <li>Travel sustainability – promote split ticketing, car share initiative, speak to SAS Travel</li> <li>Establishing the "Sustainable Robins" supporters' group to help with these initiatives</li> </ul>	<ul style="list-style-type: none"> <li>Establishing "Sustainable Robins" supporters group</li> <li>Beginning plans for Green Football Weekend (early Feb 2024) in late Dec 2023 and January 2024</li> <li>More media around sustainable approach for fans,</li> </ul>
<p><b>Fan Engagement and PR</b> Encouraging supporters to participate actively and generate more noise in the stadium.</p>	<ul style="list-style-type: none"> <li>JS having calls with Clem and Anthony and OSC related to Christmas event at club for fans to support fan engagement. Suggestion is that Barrow home game on Dec 16th will be the Christmas game with lots of Christmas events, stalls and food elements.</li> <li>Trust and JS also paid monies towards the refurbishment of the junior reds room in order to get better facilities for younger fans and look to reclaim the gold EFL status on fan engagement as we have slipped to silver as a club.</li> <li>Trust contributed with Club, Business Club and OSC to paying for OAP Christmas event</li> </ul>	<ul style="list-style-type: none"> <li>Continue with bi weekly project calls for Christmas planning.</li> </ul>
<p><b>Other Items</b> Statue, NextGen, STFC Women, Diversity &amp; Inclusion</p>	<ul style="list-style-type: none"> <li><b>Diversity and Inclusion</b> – . We now have the first Indian heritage lady working at Swindon Town Football Club Foundation for football. She is working together with TrustSTFC Inclusion &amp; Diversity in getting a Black &amp; Asian Girls team established.</li> </ul>	

# OFFICIAL SUPPORTERS CLUB



Topic	Latest Update	New Actions noted from Meeting
Live Event	<p>Our first live event of the season will be team members from 1985/86 promotion winning season – 22 November 2023 – 10 players and staff will be in attendance. Nearly 200 tickets have been sold.</p> 	
Supporters Groups	<p>New Zealand Spain Wales Northern Ireland Switzerland</p>  <p>Request the Club to send out on Socials 'where is all our international supporters from', so we can capture any others</p>	
Sponsorship	<p>We have sponsored 2 of the STWFC Development team</p>	
Charity of the Season	<p>Darby Rimmer Foundation – we have raised over £3,300 – this is from our programme/book sales, remaining unclaimed match day draw monies from last season and various raffles. We have had created some Darby Rimmer shirts (purple) pin badges to sell.</p>	
General	<p>Continue to work with STWFC, we have a special Mother and Daughter On the Sofa on 20<sup>th</sup> November 2023 Media – continue to support various initiatives Christmas – working on supporting various events – 16<sup>th</sup> Barrow game, Senior Supporters Lunch &amp; Christmas Gifts for Hospital</p>	

# COMMUNITY FOUNDATION & SPONSORS

Topic	Latest Update	New Actions noted from Meeting
<p><b>Community Foundation</b> The club's separate STFC Community Foundation (a registered charity) that does amazing work in our local community.</p>	<p>EFL Week of Action – On Wed 8<sup>th</sup> Nov The Staying Connected group visited the training ground to watch a first team training session and had a Q &amp; A session with the assistant manager.</p> <p>Meeting took place with STFC Women on Fri 3<sup>rd</sup> Nov to discuss continued support with the Women's teams.</p> <p>Recruiting for new 'Football Fans in Training' – FREE 12-week Healthy Lifestyle course starting in January 2024.</p> <p><b>Recent Events</b></p> <ul style="list-style-type: none"> <li>• Dementia Friendly Memory Café – Thurs 12<sup>th</sup> Oct.</li> <li>• Oct School Holiday Courses – Over 350 children attended courses in Swindon and Marlborough.</li> <li>• Halloween Party – Tues 31<sup>st</sup> Oct</li> <li>• Disability match day festival – Saturday 4<sup>th</sup> November. – 40 people attended.</li> <li>• EFL U13's Girls Cup – Thurs 8<sup>th</sup> Nov – 12 Schools.</li> <li>• Ukrainian Family event - Sat 11<sup>th</sup> Nov – Over 70 people attended.</li> </ul> <p><b>Up and Coming Events</b></p> <ul style="list-style-type: none"> <li>• Dementia Patients &amp; Carers Workshop – Wed 15<sup>th</sup> Nov.</li> <li>• Christmas Drop &amp; Shop Holiday Camp – Wed 20<sup>th</sup> Dec.</li> <li>• Launch of Christmas present donations for Ukrainian Refugees, in partnership with Intel.</li> <li>• Barnardo's Graduation Day – Thurs 14<sup>th</sup> Dec</li> <li>• Football Fans in Training Graduation – Sat 16<sup>th</sup> Dec</li> </ul>	

# SUPPORTERS Q&A

Question	Answer
<p><b>Finances</b></p> <p>There is something essentially very wrong if we cannot break even given our gates of 8-9000 average so far this season. Our gates are amongst the largest in League 2, so how can we not balance the books when you compare our attendances to clubs who are averaging 2 or 3000 max !</p> <p>The Nationwide £14 tickets are around £2 a ticket cheaper than the cost per match of an adult side stand season ticket. How many of these tickets make up the matchday ticket sales &amp; what is the lost revenue against a full price £27 ticket? Does the £ received from Nationwide sponsorship offset the cheap tickets? Whilst it is a fantastic incentive, maybe the price should reflect some of the cheaper away day ticket prices in league 2 of around £20 ? It would still be a considerable saving on match day prices.</p> <p>How big is the issue of people fraudulently buying children/student/OAP tickets Instead of Adult ones? Could they maybe printed with large "CONCESSION" text on them so they are more easily identified? Stewards outside the stands (if they bother at all) only appear to give tickets a cursory glance .</p> <p>How many of the match day attendance is made up of free in the community tickets? It would be interesting to see a breakdown of Season Ticket, Nationwide, Complimentary, &amp; single match day purchases to understand the impact on match day revenue &amp; why our figures are not adding up !</p>	<p>Gate receipts alone are nowhere near enough to cover the expense of running the football club we have to consider that there are only have 23 games home games per season if we add a couple of cup games in, we are looking around 25/26 games maximum per season, or 25/26 days out of 365 days in the year. In order for the football club to be sustainable we cannot rely just on matchday revenue, hence why the club is always looking for other streams of revenue.</p> <p>Matchday ticket prices are always being looked into, but we have to also look at the current season tickets and how many games we are given away free this season, along with other matchday tickets where we are not getting value for our monies and generating revenue that the club so obviously needs. If we are to bring down the cost of the matchday ticket we need to make sure that there is a much fairer balance across all of the ticket prices/ sales and sponsorship deals to ensure the club is getting the right deals as opposed to the current deals that are not necessarily the best for the club, we must emphasise that this is not all the commercial &amp; sponsorship deals but certainly some. The club finances are to be reviewed by a Trust member who has been invited into the county ground to sit with the finance team and review the club finances where an independent view can be given and shared. Timetable is still to be agreed, but a meeting on scope has been held and agreed.</p> <p>fraudulent tickets are an issue and there has been a big effort to minimise the number of underage tickets that are being bought by persons that are clearly adults, our Matchday Health and safety manager raises this at every single matchday briefing, for which the club attends every briefing where this is clearly spelt out to every single supervisor for every stand and turnstile. We are always looking at ways for this to be improved and potentially the idea of a concession may work.</p> <p>The Community has 20 match day tickets free for their staff. All other tickets are purchased by the community foundation.</p>
<p>I have a question regarding the graphic used on the October advisory board minutes :</p> <p>At face value, the club has reduced it's debt from £7.4m to £0.7m during Clem's stewardship, which is great but... as per the note, Clem has injected £6m into the club and it's owed back to him (albeit with no interest due and no timeframe). Surely then, the club's debts are £6.6m which should reflect that the club owes Clem a large chunk of money.</p> <p>Perhaps there should be another (seperate) line on this graphic which reflects the monies owed to Clem as when the club becomes financially sustainable, I assume Clem will start being repaid, which would only be fair and proper. Just to put it as a side note feels to me like a distortion of the true situation.</p> <p>I'm not an accountant, so not sure how these things should be handled but we shouldn't lose sight of the fact that Clem in the future could call on the debt to be repaid in full.</p>	<p>The current graphic will be updated following the review being held by the club and the Trust.</p> <p>In terms of Clem Morfuni loan to the club this will be shown as an interest free loan. Clem is not looking to recover the monies paid until the club becomes sustainable.</p>

# SUPPORTERS Q&A

Question	Answer
Has Clem now purchased any of the shares back he sold previously to help finance the debenture.	Clem is currently looking into this and will update at the January Advisory board Meeting.
The Australian academy sounds great, does this come at a cost for setup to the club and what sort of income do you expect this to make to support the club?	This is not a costs to the club and is being set up in Australia and costs to cover this are being paid by Clem Morfuni Monies generated are based on the number of attendees to each Course, projected income Is somewhere between £25-50K per course. The revenue made will come back to the club.
<b>Strategy</b>	
Now Anthony has been in post for a few months as the CEO what are his focus areas he is looking to improve on and deliver changes in. Does the strategic plan issues under Rob for the club still stand ?	The Strategic plan issued still stands, this however does not mean that there will not be changes should Anthony Hall feel the need to change, Since Becoming the CEO Anthony Hall is looking into every department and reviewing all operations and ensuring that the football club is being run correctly and efficiently to maximise our revenue potential.
<b>Commercial / Marketing / Retail</b>	
I have found something which could be a good seller in the club shop. Coventry City recently released some club top trumps. I think this is something we could do for our club legends. Would be great to see kids playing and collecting them, also a good collectors item for adults. Some players could be Rogers, Trollope, Hoddle, Austin, Paynter, Doyle, Doughty!	yes, the club is looking into this, and we have had our first batch of Glenn Hoddle sweatshirts into the shop. We will look at carrying this on if this proves to be successful from a sales perspective.
Is there any opportunity to a wider variety of beer sales in the stands – with some promotions i..e 2 for 1 prior to 2.30pm on a sat to help bring more fans into the ground earlier.	Yes there is an opportunity for a variety of beer sales, depending on the amount of beer lines we have we can introduce additional / guest beers.  The 2 for 1 drink is an issue and we under the responsible drink code we are not able to offer this promotion.
Is there a reason why the stock in the club stock seems not to have been restocked in certain sizes that sold out like XXL for example in the early days.. Are we likely to restock anytime soon in these sold out sizes ?	Sold out is the simple answer, more deliveries are planned but due to the shirts being bespoke we must wait for the factory to make them & deliver. Unfortunately, not a quick process.
Is there likely to be a 3 <sup>rd</sup> kit this season?	yes, there is a third Kit, and we are looking to Launch the kit for the away game at Accrington on the 28 <sup>th</sup> November.
<b>Ground Development / Facilities</b>	
The fan zone at the CG sounds very interesting would it be possible for more details to be provided on this as to what it might contain and when it might be ready by?	we are currently as part of the JV obtaining quotations for the fan zone once full costs are received and understood and the planning application is finalised, we will share the details.
<b>Personnel</b>	
It would be good to get to know Anthony the new CEO a little better could he perhaps do some Q&As or attend some of the Pod casts maybe?	Anthony Hall – is going to be a guest on the sofa podcast 04-12-23