

STFC Advisory Board  
February 2023





Before outlining the proposed structure of STFC below is a reminder of the commitments made to supporters in Clem Morfuni's response to TrustSTFC's open letter:

My initial **plan** is as set out below:

Obtain agreement, in principle and subject to contract, to purchase the shares at STFC and immediately carry out appropriate due diligence to ensure we are aware of the debts, financial position and issues facing STFC going forward.

Review and seek to resolve debts that STFC has and invest in the Club to ensure it has a stable and proper financial footing.

Review the football management structure of the Club and make appropriate changes to ensure that we can build stability and make improvements to the playing side of the club.

Review the commercial management of the Club and make appropriate changes to grow commercial revenue which can then be reinvested in STFC.

Invest in management staff that will provide regular engagement with our supporters, media, and the local community.

Provide quarterly management and financial updates to provide transparency to the Trust on the financial position and performance of STFC.

Commence monthly meetings with representatives from the Trust, STFC and Swindon Town Official Supporters Club. Minutes of these meetings will be circulated and kept as a record to measure future performance against stated aims and goals.

Restart the plans with supporters to purchase the County Ground from Swindon Borough Council.

Set out plans for staged improvements and developments at the County Ground so that it is a multi-purpose high quality stadium fit for purpose for the 21<sup>st</sup> Century

To prepare and file full annual accounts regularly and on time (audited where required).

To answer all questions from all local media outlets and never seek to censor or avoid proper questions.

My **commitments** to supporters and the wider community of Swindon and surrounding areas:

I will always be open and transparent on all matters in regard to STFC.

I will provide regular engagement and communication with the supporters and the wider community of Swindon and surrounding areas.

I will build a sustainable future for STFC, investing in the infrastructure of the Club with the aim to take it forwards to being a stable Championship Club.

I will build a sensible structure and present a 1, 3, 5 and 10 year plan that will aim to carry and develop STFC into the future.

Further to all of the above, I will not take a salary or any personal fee payments from the Club for the time I own a controlling interest in the club



## ADVISORY BOARD

# Meeting Agenda

CHAired BY CLEM MORFUNI

- Introduction & Previous Minutes and Actions – Clem Morfuni
- County Ground Update
- Legal Update, Business Update, including Financials – Rob Angus
- STFC Womens Update – Mandie Coe
- TrustSTFC Feedback – James Spencer
- OSC Feedback – Christine Kyle
- Sponsor/Partner feedback – David Coe
- AOB - Any Other Business
- Review Actions and agree Agenda for next meeting – All



# February Executive Summary

- County Ground purchase has now reach exchange stage with deposit funded by Nigel Eady Trust Fund. Completion set for end of March 2023.
- STFC Season Ticket pricing for 23/24 season was discussed with OSC and TrustSTFC to provide feedback on STFC with the Club aiming to ensure that it continues on a financially sustainable footing amidst the background of rising costs
- Work to integrate STWFC and plan for the 23/24 season continues to progress and is on track
- Club, Foundation, Trust and OSC will work together with Michael Doughty, Chief Sustainability Officer to prepare plans for STFC to have a strong environmental agenda going forwards with environmental sustainability a key agenda for STFC
- Financial strength of the Club continues to improve with historic debts down to c£920k
- STFC Business Group now set up looking to support STFC and support STFC community interests. New members are welcome
- STFC Community Foundation continuing strong work to support local community with plans to improve stands at Foundation Park and the new covered facility progressing well which is set to open in early April 2023



**Attendees – Clem Morfuni (CM), Don Rogers (DR), James Spencer (Trust STFC) (JS), Christine Kyle (OSC) (CK), David Coe (DC), Mandie Coe (STWFC) (MC), Jon Holloway (JH) and Rob Angus (RA).**

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

*Action – Discussions are continuing and will look to loop in the STFC Community Foundation into these discussions. AC updated that the OSC do not currently have the resources to drive the fanzone. CM asked AC, SW and JC to set out their thoughts and a plan re a fanzone at the County Ground. Thoughts and feedback provided. JH has followed up with Premier League who have confirmed funding expected to be provided by summer 2023 to support fanzones.*

*Action - RA and JS will meet to discuss the Club's marketing and data needs. Update, initial meeting held with follow up in progress. Club need to work with Ticketmaster to ensure end to end journey tagging is live and working before investing in digital marketing spend. Update – tagging now implemented RA to follow up with AP and JS with new ticketing team – work to explore continues*

*Action – AP to look at the possibility of a joint statue for Don Rogers and John Trollope – Update – Trust now finalising order for statue and considering best place for it to be situated*

*Action - SW to provide detailed plans and cost estimates for Museum. Meeting with CM and Trust members during September. Meeting held with initial plans agreed and estimates have been sought. Museum has now been set up as a registered charity*

*Action – OSC, Trust and STBL and other fan groups to work together to see how we can improve atmosphere at the County Ground to support the team – meeting with supporters groups and STFC Media started. Next step is questionnaire to be issued to STFC email base. Also looking at singing zones, supporters taking over the music playlist and adopting an STFC song*

*Action RA and JW to provide an STFC Business Directory and Diary of Events for Sponsors/Partners – in traction*

*Action – RA to arrange meeting with CM to discuss STWFC plan for 23/24 – plans are now in place thanks to STWFC committee, Tom Hartley and Mandie Coe*

*Action – RA to share a 5 and 10 year Plan. - in traction*

*Action – RA to look into Data Privacy question – checked with STFC data management provider, Sports Alliance and happy process is compliant – Action Closed*

*Action - Action – OSC looking at Official USA OSC branch*

*Action – OSC and Trust to come back to RA on thoughts re Season Ticket pricing*



- 1.1 The meeting started with RA going through the minutes and actions from the previous meeting as noted on previous page.
- 2.1 RA provided the legal update and noted that the main news was that the County Ground purchase has reached exchange with the deposit now paid to Swindon Borough Council, funded by to the Nigel Eady Trust Fund. Completion is set for the end of March. This is a tremendous and historic achievement with big thanks to the Nigel Eady Trustees, Swindon Borough Council, TrustSTFC including Board members, Steve Mytton, Neil Hutchings, Trust Officer, James Phipps and excellent pro bono legal support from James Maton (Cooleys LLP) and Greg Callard (RoydsWithyKing).
- 2.2 TrustSTFC will be setting out their plans for County Ground Shares and a County Ground Community Fund shortly.
- 2.3 No material changes in respect of other historic legal issues other than an offer made to deal with legal costs in respect of the historic DPDS dispute.
- 3.1 RA then provided the business and financial update. Noting that the overall external historic debt had now reduced from c£7.5m when CM took over to c£920k. With all repayment plans on track and the majority of the debt owed to the EFL on interest free loans.
- 3.2 RA noted that discounts were now available on the 2<sup>nd</sup> kit with good stock levels available at STFC STORE. Hospitality now has only limited availability for the Bradford and Barrow games with [Rachel@swindontownfc.co.uk](mailto:Rachel@swindontownfc.co.uk) available to take bookings. Continuing to push for Sponsorship and Partnership opportunities through Commercial Manager, James Watts is driving these. Conferencing and Catering bookings for non-matchdays are improving but we continue to push with Sales Manager Rachel Burt ([Rachel@Swindontownfc.co.uk](mailto:Rachel@Swindontownfc.co.uk)) available to take bookings.
- 3.3 Club is looking at ways it can improve its environmental impact and become more sustainable with Michael Doughty announced as Chief Sustainability Officer. STFC, OSC and TrustSTFC working with Michael on Sustainability plans with the OSC organising a night with Michael in the Legends Lounge and other activities as we drive the sustainability agenda for STFC. More plans in this space will follow soon.
- 3.4 Club looking to drive up its media engagement with ideas such as Kitmen Instagram takeover and a Podcast with our Kitmen which builds on their popularity of their TikTok account.
- 3.5 EFL and the FA are continuing to push Clubs hard on improving the behaviour of fans at grounds and STFC have been issued warnings of our own fans behaviour with fines expected. All fans are encouraged to follow the rules and immediately report any issues to Stewards. Club will better communicate phone number for reporting incidents.
- 3.6 STFC keen to build up international support with Supporter Groups now in Scotland, Australia, Norway, Brazil and an Armed Forces branch. RA noted that the USA is the largest overseas territory watching games on iFollow and this is something the OSC will follow up with an official OSC USA branch. **Action – OSC looking at Official USA branch**
- 3.7 Discussions on Season Ticket pricing took place with the OSC and TrustSTFC asked to give their feedback on the pricing structure for the 23/24 season with RA noting that the Club is facing rising costs driven by inflation and that all revenue generated by Season Tickets is reinvested in the Club. **Action – OSC and Trust to come back to RA on thoughts re Season Ticket pricing**
- 3.8 RA noted the Academy and Safeguarding updates. The Academy are building contacts with local football clubs as we look to give Academy players men's football experience. Safeguarding issues were noted and remain well managed with a joined up approach across the Club.



- 4.1 MC provided the STWFC update noting that plans are progressing to have completed integration by the start of the new season. MC is also liaising with JH and team re reaching out to grass root teams. Plans to have an STWFC home game at the County Ground on 2 April for the game v Southampton. James Watt is working on driving 23/24 sponsorship opportunities for STWFC team.
- 5.1 CK provided the OSC update with answers to questions updated in the OSC slides below. CM noted that development plans will be focused on post completion but that development of Executive Boxes in the Don Rogers Stand is probably c24 months away and fans will be consulted and able to move seats as part of the plans.
- 5.2 To questions with regard to football objectives, CM answered that promotion remains the aim alongside player development. A question was also raised regarding 'leaks' of information and CM and RA both noted that this is frustrating for the Club and that confidentiality reminders have been issued to all staff.
- 6.1 JS provided the Trust updated and noted that main focus has been on the County Ground Exchange. The details of how to obtain shares in the Trust and the County Ground are online and a brochure will also be produced for any who cannot access online.
- 6.2 JS also noted progress on the Museum, Statue and the plans on sustainability working with new Chief Sustainability Officer, Michael Doughty.
- 6.3 JS raised questions from Trust Members with answers provided in the following slides. JS also suggested the Club looks at an Open Training session in Easter Holidays in tandem with STFCW which is something RA will pick up and look to organise.
- 7.1 DC provided an update on the STFC Business Group which has now been set up. Aim is to provide incremental support to STFC and not take away from Partners/Sponsors existing commitments. STFC Business Group is open to new members and initial plans are being considered including ticketing initiatives, supporting STWFC and STFC Museum.
- 8.1 JH gave the Foundation update including work is going on with STWFC looking at funding options for new stands at Foundation Park. Holy Family School will be representing STFC at the EFL Kids Cup Southern Finals on 9 March at Northampton Town FC, with a place at Wembley at stake. In addition the new covered facility is progressing well with final completion now scheduled for 7 April.
- 9.1 Next meeting 7 March 2023.



## ADVISORY BOARD

# Legal Update

BY EDDIE PARLADORIO

Workstream	Progress/Achievements/Comments	Current RAG	Comments/Actions to Green
<b>Contracted Commitments</b>	<ul style="list-style-type: none"> <li>The club is continuing to look at a number of the contracts signed in the past and checking whether they are enforceable and appropriate</li> <li>Every effort will be made to fight these contractual claims where possible. Outstanding include Centerplate, DPDS (legal costs) and Mercedes</li> <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.</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Continued review of contracts and legal action to defend the Club's position</li> </ul>
<b>County Ground</b>	<ul style="list-style-type: none"> <li>Sale, Lease and JV agreements now finalised</li> <li>Exchange of contracts has taken place with funding from the Nigel Eady Trust</li> <li>Completion is expected in late March 2023</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Engagements with SBC and driving CG acquisition for 2023</li> </ul>
<b>Other Issues</b>	<ul style="list-style-type: none"> <li>The Club has been charged with a breach of the FA's funding regulations relating to the previous owner and alleged funding relationships he had in place. The Club will defend its position and likely plead mitigation given that Clem had no knowledge of these arrangements and the Club is being run in a open, transparent and proper manner under Clem's stewardship. The Club has now made its submissions to the FA and awaits further dialogue from the FA. We understand other parties are looking to defer any hearing until after the Standing v Power case has been heard.</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Awaiting response form the FA</li> </ul>





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# Business Update

BY ROB ANGUS

Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
<b>Financial Update</b>	<ul style="list-style-type: none"> <li>Historic debts now estimated at c£920k, down from c£7.5m historic debts when CM took over</li> <li>Repayment plans on track but it will take time to repay these remaining debts</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Roll forward accounts/start prep for mgt accounts</li> <li>Assess accuracy of historic financials</li> </ul>
<b>Ticketing</b>	<ul style="list-style-type: none"> <li>Assessing season ticket prices will aim for 6k season tickets, keen to get OSC and Trust feedback</li> <li>Pushing to get 10k home supporters each week</li> <li>Continue to work with STFC Foundation and Trust STFC with ticketing initiatives for schools and youth football clubs</li> <li>iFollow sales for those that cannot attend a game progressing well, this drives important revenue to the Club</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Continue to strive for 10k home supporters and 6k Season Ticket holders</li> </ul>
<b>Sales &amp; Marketing</b>	<ul style="list-style-type: none"> <li>Good stock of 1<sup>st</sup>, 2<sup>nd</sup> and 3<sup>rd</sup> kits are available</li> <li>Retail sales now underway in store and online</li> <li>Commercial and partnership opportunities still available from larger to smaller including – stadium sponsorship, community ticketing initiative, and social media along with sponsorship opportunities for STFCW, STFC Academy and STFC Foundation. Commercial Manager, James Watts is doing a good job driving up revenues all of which are re-invested in the Club.</li> <li>Hospitality packages for 1879 and Robins suite are pretty much sold out for the season with limited availability on some matches available with Sales Manager, Rachel Burt ready to take bookings</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.</li> <li>Continuing to improve and enhance the in-house kiosk operation with Greek Olive added outside and plans to trial Pizzas and Pulled Pork burgers in one of the kiosks in the Don Rogers stand</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Continue to improve retail offering</li> <li>Looking for partners and sponsors for 23/24 season</li> <li>Drive use of County Ground for parties, conferences and events</li> </ul>
<b>PR &amp; Social Media</b>	<ul style="list-style-type: none"> <li>Major goal is to go from bottom of 92 clubs in fan engagement (last season) to top of the 92. Events like Fans Forum held on 28 September will help in this regard. Engagement started with Fan Engagement Index for the 21/22 results</li> <li>Looking for parties to work with for a football style documentary on the 'rebuild' for our Club</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Continue positive PR and media reach</li> <li>Consider 3<sup>rd</sup> parties who could document the 'rebuild' under a new era</li> </ul>
<b>Outstanding Issues</b>	<ul style="list-style-type: none"> <li>EFL have issued fan behavior guidelines with automatic bans for pitch invasions and pyrotechnic usage. Seen some issues with pyrotechnic usage to date, anyone found using or holding pyros will be banned from stadium in line with EFL rules. EFL are pushing this message hard across their communication channels and via all clubs</li> <li>A number of recent reports of racist, homophobic and sexist abuse which the Club are investigating with Police, anyone found guilty will be banned and face criminal prosecution</li> <li>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.</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Support Police with issues with small minority of fans</li> <li>Remind fans that poor behaviour will lead to bans from attending matches</li> </ul>
<b>Opportunities</b>	<ul style="list-style-type: none"> <li>With Michael Doughty now announced as Chief Sustainability Officer, the Club working with the OSC and Trust are looking to drive improvements to its environmental footprint and be a leading light in Sustainability</li> <li>Supporter events – fanzones, local schools and sportclubs, diversity and inclusion group engagements ongoing and continue to be discussed with OSC and Trust</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>Sustainability Strategy</li> <li>Fanzones</li> <li>Supporter Group engagement and support</li> </ul>
<b>Stadium Safety &amp; Maintenance</b>	<ul style="list-style-type: none"> <li>Stadium repairs continue, with work continuing to make improvements and to maintain the stadium</li> <li>Plans for a café/museum by the shop and for a Don Rogers Club - Museum Charity has been set up thanks to good work by TrustSTFC</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>General stadium maintenance improvements</li> </ul>



## ADVISORY BOARD

# Financial Update

BY ROB ANGUS

External Historic Debt Position	July '21	Mar '22	May '22	July '22	Sept '22	Nov '22	Dec '22	Jan '23
Debenture Debt	£2.95m	£2.95m	£2.95m	£2.95m	£0	£0	£0	£0
HMRC	£1.46m	£309k	£158k	£0	£0	£0	£0	£0
EFL Hardship	£1.04m	£690k	£690k	£690k	£515k	£515k	£515k	£465k
EFL Covid Variation Loan	£119k	£99k	£79k	£79k	£79k	£60k	£60k	£60k
Bounce Back Loan	£50k	£43k	£41k	£39k	£35k	£35k	£35k	£35k
SBC	£370k	£120k	£120k	£120k	£120k	£120k	£120k	£120k
Puma (Aged)	£190k	£0k	£0	£0	£0	£0	£0	£0
Contractual disputes	£570K	£500k	£450k	£350k	£350k	£250k	£210k	£210k
Contractual disputes - Football	£130K	£45k	£40k	£40k	£40k	£30k	£30k	£30k
Trade Creditors (Aged)	£432k	£0	£0	£0	£0	£0	£0	£0
Football Debtors (Aged)	£120k	£0	£0	£0	£0	£0	£0	£0
<b>Total</b>	<b>£7.4m</b>	<b>£4.7m</b>	<b>£4.5m</b>	<b>£4.2m</b>	<b>£1.1m</b>	<b>£1m</b>	<b>£970k</b>	<b>£920k</b>



Workstream	Progress/Achievements/Comments	Current RAG	Comments/Actions to Green
<b>Assess Academy Quality</b>	<ul style="list-style-type: none"> <li>• Support from Coles Scaffolding to make improvements to training ground re analysis towers and shooting nets</li> <li>• Academy Technical Board held in January 2023 to assess player pathways</li> <li>• Links being built with non-league teams from Chippenham, Melksham, Wantage Town, Highworth Town, Harrow Borough and others to ensure Academy players get men's football experience</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>• Review ongoing</li> </ul>
<b>Plans for Better Facilities</b>	<ul style="list-style-type: none"> <li>• New Academy physios and casual therapists and coaches</li> <li>• Working to ensure there are better facilities for the Academy on an ongoing basis</li> <li>• Ben Hawkins has taken new Player Care role in the Academy with Kirk McGinn new Safeguarding officer and head of education</li> </ul>	<b>Amber</b>	<ul style="list-style-type: none"> <li>• Ongoing improvements to the Academy</li> </ul>
<b>Safeguarding Update</b>	<p><b>Safeguarding Summary</b>  <b>Arising matters and key information from the reporting summary</b>            2 new concerns raised over the month            1 Raised by Foundation about one players welfare at home            1 Raised by the academy around establishing parental responsibility            Academy staff all assigned new High Speed Training course for CPD</p> <p><b>Safeguarding Risk Register</b>            New DBS checks to be carried out for new staff</p> <p><b>Policy Tracker</b>            Review Transport Policy for Academy players and lone travelling</p> <p>No new issues            DSO to meet with Shane Hewlett again for next month to continue this joined up approach.</p>	<b>Amber</b>	<ul style="list-style-type: none"> <li>• Continue to review and improve safeguarding standards</li> </ul>
<b>ED&amp;I Update</b>	<p>The Club has completed its ED&amp;I plan and submitted to the EFL for review. RA had meeting with EFL and STFC currently on track to meet EFL requirements for ED&amp;I but always looking to improve</p>	<b>Amber</b>	<ul style="list-style-type: none"> <li>• Continue to embed ED&amp;I across the business</li> </ul>



Workstream	Progress/Achievements/Comments	Current RAG	Actions to Green / Comments
<b>Swindon Town WFC Integration</b>	<ul style="list-style-type: none"> <li>Regular meetings taking place to transition STWFC into the main operations of STFC</li> <li>On-going collaboration with STWFC committee to understand all elements of club business</li> <li>Aim to be fully transitioned by the start of the 2023/24 season</li> <li>On-going development of strategic plan, positioning Swindon Town WFC as a leading-light for women's football in the region</li> <li>Within the strategic plan, considerations for player &amp; coach support, with the aim of strengthening resources across all areas of the women's club</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Weekly / Fortnightly meeting to track progress and aid smooth transition</li> <li>Develop strategy for commercial, media and football business</li> </ul>
<b>Foundation Park and County Ground Fixtures</b>	<ul style="list-style-type: none"> <li>Plans in place to hold STWFC fixture v Southampton Women (2<sup>nd</sup> April 2023) at the County Ground</li> <li>Discussions with Community Foundation to plan any remaining games at Foundation Park in 2022/23</li> <li>Discussions with Community Foundation and Football Foundation to understand what is required for future-proofing Foundation Park as a permanent home for STWFC in seasons to come</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Finalise plans for Future Games to take place at County Ground</li> <li>Finalise bookings with Community Foundation for 2023/24 season</li> </ul>
<b>Office Space &amp; County Ground Facilities</b>	<ul style="list-style-type: none"> <li>Office space is being utilized at the County Ground by STWFC</li> <li>On-going discussions with STFC departments to agree on appropriate space, time and facilities for performance support (gym use &amp; analysis) for women's team</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Office space to be prepared, ready for STWFC to move in</li> <li>Hold meeting with performance staff to set out performance provision</li> </ul>
<b>Sponsorship Opportunities</b>	<ul style="list-style-type: none"> <li>With integration of STWFC in to STFC, opportunity to develop sponsorship opportunities for women's team</li> <li>Scoping of current sponsorship commitments held by STWFC</li> <li>Identification of sponsorship opportunities for 2023/24 season and across long term future</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Development of sponsorship plan, utilising the resources of STFC commercial team</li> </ul>
<b>Long Term Strategy</b>	<ul style="list-style-type: none"> <li>Development of 1, 3, and 5 year plan to support the development of STWFC, providing financial stability and long term support for the club</li> <li>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</li> <li>Taking steps to formally place the constitution of STWFC as part of STFC</li> <li>Finalizing plans with Community Foundation for agreed player pathway</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Development of strategy with involvement from key stakeholders across the club and community</li> </ul>



Subject	Details	Current RAG	Comments
<b>County Ground Purchase/ Development</b>	<ul style="list-style-type: none"> <li>Executive boxes – when is this planned and will people affected be given time to ‘pick a new seat’ ? – <i>c24 months away and yes consultation will take place and people affected will be given time to find a new seat</i></li> </ul> <p><u>Answered</u></p> <ul style="list-style-type: none"> <li>How much is the Nigel Eady Fund contributing and how is the balance being funded ? – <i>The Nigel Eady Trust Fund is providing the full amount, what an amazing legacy for Nigel</i></li> <li>How the shares going to be distributed ? – <i>Please see Trust Website</i></li> <li>Will there be a plan released of work to be completed over next 12 months? – <i>To follow</i></li> </ul>	<b>Fan Query/ Concern</b>	<ul style="list-style-type: none"> <li>Have advised to look at the Trust website, and also view the OSC live stream 6/2 as this is discussed</li> </ul>
<b>Ticketing</b>	<p><u>Answered</u></p> <ul style="list-style-type: none"> <li>Issue with purchase on-line of undercover Newport tickets (ST window) none available, but people able to purchase in store at same time as this - and told they were not available on-line</li> </ul> <p>I am 70 and have supported the town for 52 years most of them as a season ticket holder, it seems a person can become a season ticket holder for one year go to all the away games and gets looked after better than someone who has been loyal for many years. I also travel from Gloucester</p>	<b>Fan Query/ Concern</b>	<ul style="list-style-type: none"> <li>Spoken to Vicki and this is the only issue that has been raised – believe there may have been miscommunication</li> </ul>
<b>Stewarding</b>	<ul style="list-style-type: none"> <li>There's been a few incidents recently involving some of the Platinum Security staff being extremely heavy handed and aggressive towards supporters. Some of the supporters involved had children with them who were subsequently left very upset and frightened.</li> </ul>	<b>Fan Query/ Concern</b>	<ul style="list-style-type: none"> <li>Believe this refers to the incident in the DR Stand which was included in the previous agenda – I have asked for confirmation that this is not a more recent incident</li> </ul>
<b>Communication</b>	<ul style="list-style-type: none"> <li>Length of time in making announcements (Sky and other sources getting in first) and there appears to be ‘leaks’ coming out of the Club – is this being investigated ?</li> </ul>	<b>Fan Query/ Concern</b>	<ul style="list-style-type: none"> <li>Club has reminded all staff importance of confidentiality</li> </ul>
<b>General</b>	<ul style="list-style-type: none"> <li>What specific objectives has been set for Head Coach, do these relate to the team's finishing position and/or specific player development ? <i>Promotion is the aim alongside player development</i></li> <li>What are the plans for the development of better training facilities ? <i>Short term improvements at Calne with longer term plans post County Ground purchase and initial development</i></li> <li>In order to get a better strategic view and promote real inclusivity what plans are there to have a permanent position on the board for a woman ? – <i>2 members of Advisory Board are Women – CK and MC</i></li> <li>Secure bike parking - with Michael Doughty being announced as the Chief Sustainability Officer can the club arrange for a plan of action to ensure in the 23/24 season that the ~8000 home fans have the ability to travel in the most sustainable way to The County Ground ? <i>Ideas welcome and will be assessed with Michael and RA</i></li> <li>Position of gyro outlet is causing congestion after the game (people leaving DR, TE and waiting to be served), added to this the large puddle. - <i>Will consider and look to move to better position</i></li> </ul> <p><u>Answered</u></p> <ul style="list-style-type: none"> <li>Away fans – info on website states Bar72 available</li> </ul>	<b>Fan Query/ Concern</b>	<ul style="list-style-type: none"> <li>Vicki is working on updated details for away fans</li> </ul>



Workstream	Progress/Achievements	Current R/A/G	Actions to Green / Comments
<b>County Ground: Development and Shares</b>	<ul style="list-style-type: none"> <li>CG Exchange occurred and deposit paid for CG purchase. Completion due before end of March 23.</li> <li>Trust have completed proposals for voting shares and options for fans to purchase these. James S now building these on the website for fans to purchase and also with the issue of a certificate of ownership. This will include adult voting shares and under 16 shares (no voting rights).</li> <li>A full marketing campaign on these will occur including all media outlets.</li> <li>Prospectus for the supporters to buy shares in the CG has been reviewed and updated and is now ready for print. This will be printed and then Trust board members will be giving these out to interested fans at home games prior to STFC games in March.</li> </ul>	<b>On Track</b>	
<b>New Website</b>	<ul style="list-style-type: none"> <li>New Trust website has gone live at truststfc.com with initial details on CG, JV etc, but stage 2 go live for purchasing shares in the CG for supporters will go live very soon as a phase 2.</li> <li>Phase 2 to providing the full purchase capabilities for fans of voting shares in the CG will be ready by end of Feb ready for launch in March.</li> </ul>	<b>Stage 1 Complete</b>	<ul style="list-style-type: none"> <li>Stage 2 with CG share purchase via website will go live very soon.</li> </ul>
<b>Statue</b>	<ul style="list-style-type: none"> <li>Work on the statue is progressing well and we hope to have it close to complete by the end of the month. The sculptor will put a video together and share with us to show DR and the club.</li> <li>Stadium walk around to occur soon with Steve M and Clem so that we can discuss location and siting for later in the year. Planning applications will need to be submitted also.</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Herriott recently commissioned by Manchester United to produce Jimmy Murphy statue [4 apps for STFC too]</li> </ul>
<b>Club Museum</b>	<ul style="list-style-type: none"> <li>Research continues and site visits to established museums being planned</li> <li>Next step is proposal to JV on this for review.</li> <li>Charity application for this submitted – This has now come through and the charity has been setup</li> <li>Charity has been approved so 'Swindon Town Football Club Museum' is now a registered Charity.</li> <li>Bank account with Metro being opened. Rob Angus &amp; Keith Coatsworth as signatories.</li> <li>Looking at options to establish a method to receive donations such as Just Giving. Once we have a method of receiving funds, we will look to announce the formation of the charity and appeal for both funding but most importantly volunteers. We hope that from those volunteers we may also find suitable storage area to start holding artefacts.</li> <li>Vic Morgan (OSC) and Paul Hedges (TrustSTFC) have been appointed as Trustees along with Rob A, Dick M &amp; Keith C.</li> <li>Keith Coatsworth has agreed to be treasurer and Paul Hedges Secretary</li> </ul>	<b>On Track</b>	
<b>Fan Engagement</b>	<ul style="list-style-type: none"> <li>James S working with OSC on ideas to improve the atmosphere in the ground and initiates.</li> <li>Initial ideas submitted to club, and we will undertake a fans survey too from club, OSC and Trust for feedback and ideas.</li> <li>Survey produced and provided to the club for review. Looking to get survey our soon, results of which will help us prioritise initiatives to improve atmosphere/CG experience.</li> </ul>	<b>On Track</b>	
<b>Environment &amp; Sustainability</b>	<ul style="list-style-type: none"> <li>Green Football Weekend: in conjunction with the Foundation and the Club, on the weekend of 4/5 Feb we managed to jump 20 places as a fanbase in terms of the number of pledges fans made to look at their own environmental impact. We climbed the GFW table from 65<sup>th</sup> on Saturday morning and ended the weekend on 44<sup>th</sup> out of all Premier League, EFL and non-league clubs. Aim for 2023 should be for the fanbase, Foundation and Club to work towards a top 30, if not top 20 finish.</li> <li>Michael Doughty appointed as Club Environment and Sustainability Officer. CVR has made contact with Michael. CVR part of a team leading on STFC Green Week in late March, headed by Michael and Hannah from the OSC. Trust to contribute financially towards this.</li> <li>Further work on an overall Trust Environment and Sustainability Plan, to be discussed with Michael (Club), OSC and Foundation</li> </ul>	<b>On Track</b>	

Workstream	Progress/Achievements	Current RAG	Actions to Green / Comments
<b>NextGen</b>	<ul style="list-style-type: none"> <li>Trust keen to encourage more boys and girls from secondary schools to attend matches at the County Ground</li> </ul>	<b>On Track</b>	<ul style="list-style-type: none"> <li>Looking for sponsorship for NextGen scheme</li> </ul>
<b>Swindon Town Women</b>	<ul style="list-style-type: none"> <li>Full support for Swindon Town Women and would like to help them play home matches at Foundation Park and The County Ground</li> </ul>	<b>On Track</b>	
<b>Diversity &amp; Inclusion</b>	<ul style="list-style-type: none"> <li>Swindon has had some tragic news from youth, gangs, and Knife-crime. Basil Solomon (BS) has approached SBC, Foundation Park (Shane, Andy), FA Swindon &amp; Wiltshire IAG together with over 4000 mums to arrange a Football Match for Anti-crime &amp; against knife-crime and to bring law &amp; order for youth, giving them chances to play football, rather than gang involvement..</li> <li>BS working with STFC to set up a warm room at STFC stadium to help residents facing heating difficulties at home. We are looking for more volunteers. BS waiting on response from STFC to viability.</li> <li>BS is promoting the developing great news story about the stadium purchase , with more communities having engagement &amp; attendance at matches: from ethnic minorities, LGBTQ+, women, elderly, disabled, school children, and youth. We are looking forward to SBC planning committee receiving the proposed plans for the stadium development &amp; would like to see what Swindon heritage cultures could get a say in for example: A prayer room, different types of foods, some multicultural murals to invite a wider range of different heritages to attend Football matches.</li> <li>BS is working with the Turkish/Syrian community in Swindon with relatives coping with the great earthquake there and a question is how can we work together with the club to collect and get blankets &amp; tents to Turkey/Syria.</li> </ul>	<b>On Track</b>	

## Questions from Fans for AB

Questions	Answers
<p>I would be grateful if someone could ask this question at the next Advisory Board meeting.</p> <p>We were told Adam Hart was involved in the club in a purely sports and conditioning perspective. However, a leaked picture from the boardroom guests for the Gillingham game (attached) shows him actually as the Operations Director. Can the club confirm if he is indeed now the Operations Director?</p>	<p><i>Role of Adam Hart is of Sports &amp; Conditioning Consultant</i></p>
<p>Hi there, would it be possible to raise with the club at the next advisory meeting their policy on charging babies £3 for admission. My daughter took my granddaughter aged 6 months to her first game last Saturday and was told she needed a ticket for her. Seems a bit harsh for a baby, I was told by the ticket office that it was a health and safety issue on numbers in the ground. I fully understand this, but surely babies should be free? I'd be grateful if you could raise this.</p>	<p><i>Will not look to charge for children under 2 years old</i></p>
<p>Can you please ask at the next AB, its amazing the club and the Trust have now exchanged on the county ground, can I ask given the funding of this is from the Nigel Eady trust, how are we going to show our appreciation to Nigel Eady on this. I think calling the county ground the Nigel Eady CG would be a nice touch.</p>	<p><i>Considering different options with Nigel Eady Trustees and the new Joint Venture Company to properly recognise Nigel's amazing legacy</i></p>



- Any Other Business (AOB)
- What went well, what didn't work so well
- Review actions from this meeting
- Agree public relations and immediate next steps
- Additional Agenda items for the next meeting
- Agree next meeting date, duration and location