



Advisory Board Meeting Minutes

Date: 02/05/2024

| MEETING MINUTES | | |
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| <p>Persons Present :</p> <p>Clem Morfuni Anthony Hall Mandie Coe Baillie Coupland Henry Port Caroline Lane Neil Hutchings Christine Kyle Jon Holloway David Coe Lee Cahalin</p> <p>Apologies :</p> <p>Don Rogers Vicki Eyles</p> | | <p>Initials</p> <p>CM AH MC BC HP CL NH CK JH DC LC</p> <p>DR VE</p> |
| | <p>Chairman CEO Head of Women's Football Football Operations Manager Head of Media Disabled Liaison Officer Supporters Trust Official Supporters Club STFC Community Foundation Sponsors Representative Swindon DSA Chairperson</p> <p>Club Ambassador Supporter Liaison Officer</p> | |
| ITEM | DESCRIPTION | Action |
| Actions From Previous Meeting | | |
| 1 | Club Financial report | AH/CM |
| 3 | Turnstile investigations | AH |
| 3 | JV development proposals | CM/AH/ NH |
| 3 | Pitch investment | AH |
| 3 | Statue permission and installation update | CM/AH/ NH |
| 4 | Outstanding Legals | AH |
| 5 | Sustainability Officer | AH |
| 6 | Disabled Lift update | CM/CK/ LC |

| 1.0 | Monthly Financial Update | |
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| 1.1 | <p>Fair Game report has been released and board discussed format and feedback received from fans and supporter groups.</p> <p>On the whole the supporter groups confirmed that their fans/members welcomed the report, liked format and understood that the club had provided more than most other clubs but felt that more detail was needed in the future i.e further breakdown of admin costs.</p> <p>It was acknowledged by all, that information such as personal salaries and overall playing budget could not be divulged however it was agreed that the information to be included in any future reports would be considered and reviewed later in year.</p> | Note |
| 1.2 | Clem will continue to cover any shortfalls in income and expenditure. | Note |
| 2.0 | General Business | Action |
| 2.1 | The Club confirm that season ticket sales are down on last year but the early bird purchase window does not close until 31 st May so it is not possible to make an informed comparison at this time. | Note |
| 2.2 | Club are reviewing last years on field performance which we agree has not been good enough and also the management and players going forward. We cannot offer any other information at this time. | Note |
| 2.3 | Concert update – sales are going well, tickets are available right up until the day of the concert and we would ask help from all present, our supporters groups and fans to share advertisements to help increase attendance and boost revenue over the closed season. Thank you. | Note |
| 3.0 | The County Ground Stadium | Action |
| 3.1 | A meeting is planned for 15.05.24 at which point we hope to finally resolve the ongoing issues with the turnstiles in readiness for the start of next season. | AH |
| 3.2 | <p>JV Meeting was held prior to today's AB meeting.</p> <p>The JV have agreed to a full refit of the Legends Lounge over the closed season including furniture, flooring, TV's etc, in readiness for next season.</p> <p>Initially this is to be funded by the club with the JV and Nigel Eady Trust contributing a share on completion.</p> | Note |
| 3.3 | <p>Hospitality facilities in the Don Rogers stand is being discussed to provide the potential for much needed additional revenue streams.</p> <p>Work on development plans continue with KSS architects and the JV plans to get these to supporter consultancy stage asap.</p> | Note |
| 3.3 | <p>The Club have reviewed the possibility of stitching the pitch however the cost is circa £150k and all agreed that this is better spent on the playing budget at present. It is something that we would aspire to do in 2 to 3 years with the aim of being able to hold many more matches at the CG.</p> <p>It was acknowledged that considering the weather the pitch had held up reasonably well in the end due to the additional lighting and our groundman's hard work.</p> <p>Work will start on replacing the pitch immediately after the concert at the end of May for 8 weeks.</p> | Note |

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| 3.4 | At the JV meeting and following feedback from fans and consultation with the council, the decision was made to remove fencing around the proposed fanzone, this will result in no loss of trees or bushes. Revised plans have been sent to the council for approval and work is expected to start on the installation of statue and fanzone over the closed season and hope to have this open by early next season. | CM/AH/ NH |
| 4.0 | Legals | Action |
| 4.1 | With regard to the outstanding Power/Standing court case – this is not a club legal case, the outcome has no impact on the club therefore it was agreed that we should remove this from the outstanding legals list going forward. The Clubs position regarding our other legal cases have not changed since the last AB Meeting, therefore we cannot offer any further update at this time. | Note |
| 4.2 | Outstanding cases are: Centreplate Mercedes Car Park Lease Agreement | Note |
| 5.0 | Sustainability | Action |
| 5.1 | The Club is looking to appoint a new Sustainability Officer asap. | AH |
| 6.0 | Disabled Lift | Action |
| 6.1 | Last meeting there was a change of option with the positioning of the platform stairlift using the main stairway up to the Arkells concourse via one of the turnstile doors instead of the Robins Suite stairway. Discussions held in the meeting suggest that this is not a priority as would be restrictive and concerns with safety evacuations. Meeting with project team to be held to review options and look at viability. | CK/AH/LC |
| 7.0 | Swindon Town Women | Action |
| 7.1 | Womens season finishes this weekend 5 th May. They finish 4 th in the league and with a Wilts FA County Cup win, it has been a successful first season with the club. | Note |
| 7.2 | After achieving a place in the Womens FA Cup first round proper and increased attendances this season, the women's team has achieved its goal of being sustainable in its first season and making a modest profit. | Note |
| 7.3 | We are currently agreeing the budget for next season and working to attract additional sponsors and increased fanbase to continue on our push for promotion. | Note |
| 7.4 | There is an end of season presentation evening in the Legends Lounge on Friday 10 th May which includes coaches, players, sponsors and families. We would like to thank both the OSC and Don Rogers for contributing to the evening. | Note |

| 8.0 | Academy | Action |
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| 8.1 | Season has ended for the Under 18's with all of the younger age groups to follow this month. | Note |
| 8.2 | Retain and release list is underway which is to follow in due course. | Note |
| 9.0 | STFC Foundation | Action |
| 9.1 | Harrison Minturn has been chosen as the PFA Community Player of the Season. | Note |
| 9.2 | Community Festival takes place on the County Ground on the 11th & 12th May which is our main fundraiser for the delivery of our community projects out in Zambia. | Note |
| 9.3 | The C6 Football Education programme 1st team have reached the National CEFE Final which will be played at Burton Albion stadium next Wednesday 8th May against West Brom. | Note |
| 9.4 | The C6 Football Education programme Girls team beat Aston Villa yesterday to also reach the National CEFA Final against Derby on the same day as the boy's final at Burton. | Note |
| 9.5 | The 22nd Men's FFIT group and 15th Ladies FFIT Group had their course graduation before the Morecombe match when John Trollope presented the certificates. Collectively these groups lost 190kg over the 12-week course | Note |
| 9.6 | We are hosting two multi faith football festivals at Foundation Park during the summer – House of Wisdom 30th June, and the Bangladeshi festival 28th July | Note |
| 10.0 | STFC Supporters Trust | Action |
| 10.1 | NH briefed the Advisory Board on the fan survey which the Trust had undertaken over the previous ten days. Over 2,000 people responded to the survey. Although the data was still being analysed (the survey had closed less than 24 hours beforehand), some initial trends were clear. | Note |
| 10.2 | Using a scale of 1 to 5 (with 1 being very dissatisfied and 5 being very satisfied), the poorest scoring five areas were: <ul style="list-style-type: none"> - Men's recruitment (79% of respondents being dissatisfied or very dissatisfied) - Men's performance (93%) - Strategic direction of the Club (84%) - Leadership of the Club (85%) - Communications from Leadership (78%) Areas which scored well included the youth and women's teams. | Note |
| 10.3 | With regards to season tickets, of those respondents who held a ST in the previous season, 35% indicated they were undecided on renewal or had already decided not to renew. | Note |
| 10.4 | A lengthy discussion then followed as to the reasons why supporters felt the way that they did with examples provided. NH challenged the current comms silence, especially given the commitment made at the Fans Forum to communicate more regularly with supporters (since the Fans Forum neither the Chairman or CEO had given any interviews or communicated with supporters, despite the Club's worst finishing position in history). NH advised that the full survey report would be shared with the Club once issued to supporters. | Note |

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| 10.5 | CM asked if the Trust had ever carried out a similar survey on previous owners and NH confirmed that they had not. CM and AH recognised that the footballing performance and position in the league is unacceptable and they are working hard behind the scenes to rectify this. More information will follow when possible. | CM/AH |
| 10.6 | With regards to the frequency of the AB meetings, NH confirmed that the Trust board had not agreed to changing the frequency to every other month. Given the range of issues and matters which the Club currently face, the Trust do not support the change of frequency which should be retained as monthly in accordance with the agreed MoU. | AH |
| 11.0 | Official Supporters Club | Action |
| 11.1 | CK confirmed that they have concluded their charity of the season fundraising for Darby Rimmer Foundation and raised a total of £12,500. The original target was £5,000. Presentation of cheque was held at final game of the season. The club offers its congratulations to the OSC. | Note |
| 11.2 | CK confirmed that their new charity of the season is Phoenix Enterprises, who are also the nominated charity for the Club. A launch is to be organised for July 2024. The club look forward to working together with the OSC to help raise funds for this local cause. | Note |
| 11.3 | CK confirmed that Fan Group Networks, national and international, will continue to be looked at. | Note |
| 12.0 | Sponsors including Business Group | Action |
| 12.1 | No update from Sponsors or Business Group at this time. | Note |
| 13.0 | Swindon DSA | Action |
| 13.1 | LC confirmed that the DSA are holding their AGM later this evening at the ground. | Note |
| 13.2 | No Further update at this time. | Note |
| 14.0 | Date for next meeting | Action |
| 14.1 | Next meeting to held in June, to be confirmed. | AH |



Fans Questions – provided by Supporters Trust

Question 1 : - Is there a plan to charge fans to access the fanzone? - Why are the fences so high? - What is the timeframe to deliver the fanzone? - Is that it or is there more planned? - when will the fanzone be accessible?

Club response : There is no plan to make a charge to enter the fanzone. The decision has been made in consultation with the JV and Trust and following feedback from fans to remove fencing. Revised plans have been sent to the council for approval and work is expected to start on the installation of statue and fanzone over the closed season and hope to have this open by early next season.

Question 2 : how many season tickets were sold last year and how many have been sold for next year so far?

Club response : Tickets are down from this time last season. As the early bird window has been extended until the end of 31st May it is difficult to make a comparison at this time.

Question 3 : Clem has made multiple conflicting comments about the buy-back of the Kiely and Parladorio shares. It's been 9 months since Clem implied he was a couple of weeks off of buying them back. Have the shares now been bought back? If not, when will they?

Club response : Clem has not bought back the shares as he wants to add the funds to the playing budget. He remains the owner, main shareholder and makes all the decisions regarding the club.

Question 4 : Would the three shareholders of the Club consider a debt to equity conversion to reduce the debt in the Club?

Club response : The shareholders thank the trust for this offer however the shareholders and Clem Morfuni being the majority shareholder kindly decline this offer.

Question 5 : What is happening with the first team manager appointment?

Club response : The Club are currently looking at this area and the season in full both on and off the pitch, a formal club statement will follow in the coming weeks for the plan ahead for next season following the completion of the review.