



Supporter Alliance Meeting Notes  
Wednesday 27<sup>th</sup> September 2017 11am

Present

Rich Rendell (RR)  
Paul Hadlow  
Tom Burt plus one  
Brendan Owen (Observer)  
Kirstie Baker  
Bruce James  
Sharon Swain  
Sara Bradley (SB)  
Marilyn Cottle  
Rob Newport  
David Mills (DM)

Minutes

**Opening remarks**

- The meeting was opened by Rich Rendell (Chairman of the Alliance). He welcomed everyone present to the first meeting of the Alliance this season. Brendan Owen from the Glovers Trust was welcomed as an observer.
- RR – reiterated that the group wants to Achieve by Unity and this can be done with all groups involved and confirmed that the Glovers Trust are welcome to join.

**Updating wording – DM**

- DM has updated the wording of the aims and objectives of the group as well as the Terms and conditions which allow the group to be more flexible. DM issued copies of the documents and will be attached to the Minutes. Members asked to provide feedback ahead of the next meeting. The Glovers Trust were also given a copy and asked for comments.

**Draft new logo**

- DM circulated the new logo to be used for the Alliance Group. All groups agreed to use this logo.

### **Football/Crowd matters**

- The group highlighted their concern at the drop in crowds. They highlighted the concern with the reduction in away travel crowd and the impact that this will have on the cost of travel as this will have to increase.
- The group asked if the Board were aware of that a significant number of fans were unhappy with form in 2017 and that many fans thought that this combined with the style of play was depressing crowd numbers. DM commented that perhaps it was better to have a discussion like this with the first team manager, who could be invited to a future meeting. DM did confirm that the Board are aware of fans views (positive and negative) on all issues.
- Concerns expressed that the Junior Glovers membership had fallen by 200 this season and there seemed to be a general issue with younger people not attending games. DM confirmed that as part of the ticketing strategy for next year the Club will be looking at the younger fans, especially the 16-21 age. DM explained that there are currently pilot schemes in schools and the Community Trust working well within local schools, as well as other plans to improve the half time entertainment. SB explained schools cup tournament plan to improve the match day experience before home games.

### **Catering and hospitality**

- DM explained that a Catering and Hospitality Group meets every week to try to improve catering and hospitality. Some changes already implemented with a pop up tea bars to help with the queues at half time and contactless payments now available in tea bar 2.
- Tea bars need to improve further, however Port vale fixture there were no complaints about tea bars.
- DM explained that a hotline has been introduced for complaints.
- RR underlined the urgent need for a speed bar in the marquee. DM confirmed that the current license does not permit a separate speed bar area in the marquee. Investigations were underway about whether it was a good idea to amend the licence to amend the rules. DM explained that early investigations had implied that this might involve a major licence variation (which could be very expensive) and that the revised licence terms that came with the variation could be more restrictive overall. In the interim an extra member of staff had been deployed to the marquee – a move which had reduced issues significantly.
- RR questioned memberships in both lounges, i.e. why were ordinary supporters not allowed into Alec Stock unless they paid a membership fee and complied with a dress code that stopped people wearing football shirts. DM highlighted that this matter was being looked at but was complicated because of issues such as covenants etc so a quick answer was not possible. DM said he could give no assurances of any changes

being forthcoming but the matter would certainly be reviewed. The group asked that the rule banning football shirts in the Alec Stock lounge be dropped.

### **Music at games**

DM explained the issue at the Cheltenham game regarding a drum had been resolved satisfactorily with Cheltenham. As a result of this case as an interim policy the club would allow reasonable use of musical instruments in both terraces until a new policy is agreed. Groups present were asked to feedback their views at the next meeting, but the initial feeling in the room was that reasonable music should be allowed in all stands.

### **Rules with fundraising**

DM explained that various groups raise money on YFC property and to do that we need to ensure they groups are compliant with the law and reasonable rules. Further information will follow this matter.

### **Repeat fan survey**

RR – questioned asked that the fan survey be repeated and that the Alliance be consulted regarding questions. Club to circulate and review last year's survey and further discussion to be had at next meeting.

### **AOB**

DSA explained the work of the Level Playing Field and the impact of a Stadium audit that has been undertaken. Further updates to follow.

Meeting closed at 12.15pm.

Minutes to be circulated to all members groups, the Glovers Trust as meeting observers and to be placed on the Supporter Alliance section of the website

**Date of next meeting at 10.30 Wednesday 8<sup>th</sup> November**

### **Actions**

Group - Objections, and Terms & Conditions wording to be reviewed and feedback.

DM – Issues with the TVs in the Alec Stock lounge and the Junior Glover Cabin to be investigated and sorted.

KB – revisit installing a ramp in the Glovers Bar.

KB - to circulate dates and times for future meetings.

KB – the DSA to use the collection booth on match days.

All – Feedback with any suggested amendments on revised draft documents (attached)