

Exeter City AFC Supporters Society Ltd

September 2024 Working Group Meeting Minutes

TRUST FINANCE WORKING GROUP MEETING

23rd September 2024

Location: Board Room

Attendees: Nick Edwards, Steve Chudley, Pete Holding, Nigel Banks, Richard Knight and Jamie Pelmeur (via Zoom)

Guests: None

Apologies: None

1) Apologies (NE)

None

2) Approval of minutes from 14/08/2024 (NE)

Agreed.

3) Matters arising (NE)

- PH asked if there were any updates on the corporate structure raised at the last TFG meeting? SC stated that nothing has changed yet.

4) Club updates (All)

i. MACCs discussion (All)

It was noted that the latest MACCs had not yet been received. All agreed that this was disappointing although SC explained that club auditors had been working in the club at year end. PH stated that with new software system there shouldn't be delays.

PH stated that the MACCs should include any VAT paid by Swansea for Josh Key sale as well as money from Fulham and Norwich. Corporation tax will have to be paid. NB stated that at current rate corporation tax should be manageable.

ii. OTR/CHTG (SC)

The purchase of OTR has still not been completed although the last remaining documents have been received by the club and everything is with the clubs' solicitors. The final cost is expected to be © £320k. The completion of this purchase plus previous purchase of CHTG and womens team restructuring may push the debate on the group structure.

iii. King George V update (All)

An update was given.

iv. Playing budget (SC)

As the transfer window was now closed, an update on the final playing budget was provided.

v. Five year plan (SC)

The CEO has presented at CB a five year plan which does mention transfer income.

vi. Capex (SC)

A capex discussion is planned for the next club board.

5) Trust updates (SC/NE)

i. Loan arrangements (SC/NE)

A debate took place over what the process should be ie TB or TFG first. NH had responded to NE stating that the terms of the loan including interest rate and repayment period should sit with TFG. Further discussion took place post-meeting via correspondence.

ii. Trust expenditure (SC)

SC gave an overview of recent significant Trust expenditure over the past few weeks.

- £150k to club towards purchase of OTR plus another £175k to go
- £104k for CHTG
- £50k for recovery room at CHTG
- £100k for Capex; Red Sq canopy, kiosk, disabled facilities in away end etc

The last two have yet to be paid.

The result of the outgoings leaves the Trust reserve at £500k.

6) Date of next meeting (NE)

TBC by email – probably late October

7) AOB

PH – Is there a reforecast planned for November club board? SC stated that there had been nothing said that it wouldn't happen.

COMMUNICATIONS AND ENGAGEMENT WORKING GROUP MEETING 23rd September 2024 (on Teams)

Invited: Julen Beer Ayo, Clive Harrison, Nick Hawker, Dean Matthews, Jed Penberthy.

Apologies: Clive Harrison.

1. Trust Strategy Discussion

Discussion had on what the Trust should be for different demographics.

2. SJP 360 and Women's POTM Sponsorships

JBA to contact Scott Palfrey to get Women's POTM sponsorship rolling. £1k including trophies.

NH to check with Michael Heath on Trust Board conditions and possibility of including women's team, and Elaine Davis to check with corporate sponsors.

3. Content updates

Newsletter

- Latest newsletter a little later due to content being slow to arrive and approval to share certain details.

Programme

- Doug Gillard wrote the latest programme notes.
- Going forward, when something is happening the Trustee leading it/responsible should write 400 words for the next programme.
- Deadline is midday Wednesday for a Saturday game.

4. Election Comms

DM & JP to liaise on Comms Plan for the election.

5. AoB

JP now has access to PPA library.

JP to chase up Doug Gillard on details RE: Big Quiz

Date of next meeting: 21st October

COMMUNITY WORKING GROUP MEETING
25th September 2024 (on Zoom)

1	<p>Elected minute taker: Richard Present: Debra Noble, Clive Harrison, Steve Chudley, Richard Knight. Guest: none Apologies: David Treharne, Neil Le Milliere, Mark Cordell, Ryan Ilott.</p>
2	<p>Approve OMWG Minutes 14 August 2024</p> <p>2.1 Proposed for acceptance: Debra Seconded: Clive. Approved with 2 abstentions (who had not attended last meeting).</p> <p>2.2 Matters Arising:</p> <p>2.2.1 2.2.1 Fans Forum (Gary Caldwell, Dan Green and Lauren Jones) with Annual Report presentation by CEO Joe Gorman. Completed.</p> <p>2.2.2 2.2.6 Increasing Subscription Website feature had appeared. Thanks to everyone for contribution. Unfortunately no discernible ongoing Social Media support.</p> <p>2.2.3 2.2.8 Freshers' week/Student Ticket. RK to ask Michael Heath for an update.</p> <p>2.2.4 2.2.9 Queues and Charity glass problems continue.</p> <p>2.2.5 2.2.11 GGF set for 30 October.</p> <p>2.2.6 4.4 Fan Zone 365 days a year Red & Fed Kiosk and cover now set for 30/10 but no match day kiosk. Kenniford to continue on match days.</p> <p>2.2.7 4.7 Streaming service problems reducing but no app so far.</p> <p>2.2.8 4.11 EDTravel still operating and likely to remain outside Club.</p>
3	<p>Items delegated from Trust Board</p> <p>3.1 Strategy – Revision 2024.</p> <p>3.1.1 Proposed Eliane, Seconded Debrah. Carried. RK to send to Trust Secretary.</p> <p>3.2 Apology by Richard as had allowed Supporter Experience to become a disproportionate strategy at meetings.</p> <p>3.3 Increasing member Subscriptions. Thanks to Elaine for providing the Coop advert “We Own Our Store. Join Us.” Forward to Comms of their information. Plan to make a Trust version the shop entrance display for Month 3.</p> <p>3.4 Budget 2024-25 ok.</p>
4	<p>SEC – Clive.</p> <p>4.1 Projects: COO advised FZ cover approved for October. Smoking/vaping areas to be decided, BB kiosk and Away bar expectation before Christmas.</p> <p>4.2 Draft doors to OITAS being reviewed.</p> <p>4.3 Financial argument for Away supporters only occupying away end being reviewed. Level Playing Field have asked why Eastleigh wheelchair supporter had to sit with home fans – COO responding and asking for dispensation. Considering a rising platform.</p> <p>4.4 Car park barriers imminent. Ticket Office/Reception will respond to “callers.” Cover arrangement needed to cover early access (Board/functions). Existing passes will work for staff.</p> <p>4.5 Players' pre-match meal regularly at CHTG. If players bussed in (not popular) could reclaim for more FZ possibilities/more parking.</p> <p>4.6 New tills installed. Appointments to F&B team pending. Price review due 1/1/24.</p> <p>4.7 App delayed as Android version is a problem. Plans for it to present single sign in to all programmes. Men's/Women's content and imagery inconsistent.</p> <p>4.8 CCO starts 14 October.</p> <p>4.9 Roundtable 18 September: Chair had presented on Women's FC. Strategically going well but match day cohesion lacking and poor supporter experience a concern. Reverting to Newton Abbot after Her Game Too weekend. F&B sampled three possible addition to food range and two alcohol free drinks. Other topics: Annual Review, Retail Manager - changing 3rd shirt every year. First & second shirt alternative years. Away ticket congestion to be resolved. JG room refresh and OITAS equipment removed.</p> <p>4.10</p>
5	<p>Junior Grecians – Clive. c1000+ largely due to season ticket offer. Moving to ticket system and away from very connect. Clive thanked for outstanding membership figure and the extra work that it has created.</p>

6	<p>Events Calendar: (still to be advised Rainbow Laces and Kick It Out days of action)</p> <p>September 26 – CCT AGM September 28/9 – Play Safe weekend (FA/NSPCC) October 5/6 – Her Game 2 weekend October 9 – NDG – with Gary Caldwell, Nick Hawker, Joe Gorman and Ben Purrington. October 14 – FA Cup Round 1 draw. BBC 2 7pm from Bradford City. ECFC ball 21. October 16 – Senior Reds in the Trust Suite with Matt Riley and Jimmy Giles. October 22 – EFL Together Against Racism October 23 – Supporter Round Table October 28 – Big Exeter City Quiz – 1 – Centre Spot October 30 – Grecian Groups Forum October 31 – JG Halloween Party (half-term) November 2/3/4 - FA Cup Round 1 November 9 – Trust AGM/ Remembrance Match November 11 – Trust Board November 18 – Women’s FC Forum with Jen and Abbie – Trust Suite November 18 – Big Exeter City Quiz – 2 – Centre Spot November 28 – Bramble Ward, Seniors Christmas Event, Calander signing December 3 – Community Work Group “White Ribbon” (Devon Rape Crisis) match December 9 – Trust Board W/C December 9 – EFL Bristol Street Motors Round of 32. December 16 – Big Exeter City Quiz - 3 December 25 – Christmas Day December 26 – Boxing Day January 1 New Year’s Day January 13 – EFL Bristol Street Motors Round of 16 Feb (TBC) – Post Transfer Window Fan’s Forum February 1 – London Exiles Fans’ Forum W/C February 3 – EFL Bristol Street Motors Trophy Quarter-Finals (area Semi-Finals) W/C February 17 – EFL Bristol Street Motors Trophy Semi-Finals (area Final) March 8 – Mental Health Day – Level Playing Field “Unite for Access” April 13 – EFL Bristol Street Motors Trophy Final at Wembley Stadium. May 3, 2025 – season Close. May Bank Holiday Weekend – Play-off finals</p>																								
7	<p>Grecian Goal, Recovery Room, Cal – Elaine.</p> <p>7.1 Grecian Goal wins and clean sheets helping fund raise. 7.2 Badges – made more on Eastley edition. Shop/website coverage of badge availability poor. 7.3 Calendar being underwritten by £1400 sponsorship. Photos done and to be reviewed. Martin Wieler has written text. Club Media Team to design. Calander priced at £7, Museum badge (100) £4. Combination of both £10. 7.4 Proceed of Big Quiz to recover room project (including £450 sponsorship). Prizes being arranged by Commercial and F&B managers.</p>																								
8	<p>Trust Merchandise & Shop – Badges to be available on Trust ebay shop.</p>																								
9	<p>Very Connect, Membership Numbers, Contact & Ownership</p> <p>9.1 Membership Secretary update on VeryConnect: Total Number of valid Trust Members: 4,428 (<i>Including Corporate Members and Members in Grace Period, excluding Junior Grecians</i>)</p> <table border="1" data-bbox="331 1675 1369 1966"> <thead> <tr> <th data-bbox="331 1675 890 1753">Membership Summary – 22/09/2024</th> <th data-bbox="890 1675 1026 1753">Current</th> <th data-bbox="1026 1675 1193 1753">Last Week</th> <th data-bbox="1193 1675 1369 1753">Difference</th> </tr> </thead> <tbody> <tr> <td data-bbox="331 1753 890 1798">Corporate Members</td> <td data-bbox="890 1753 1026 1798">46</td> <td data-bbox="1026 1753 1193 1798">46</td> <td data-bbox="1193 1753 1369 1798">0</td> </tr> <tr> <td data-bbox="331 1798 890 1843">Members in Grace Period</td> <td data-bbox="890 1798 1026 1843">334</td> <td data-bbox="1026 1798 1193 1843">272</td> <td data-bbox="1193 1798 1369 1843">62</td> </tr> <tr> <td data-bbox="331 1843 890 1888">Members Fully Paid-Up</td> <td data-bbox="890 1843 1026 1888">4094</td> <td data-bbox="1026 1843 1193 1888">4158</td> <td data-bbox="1193 1843 1369 1888">-37</td> </tr> <tr> <td data-bbox="331 1888 890 1933"></td> <td data-bbox="890 1888 1026 1933"></td> <td data-bbox="1026 1888 1193 1933"></td> <td data-bbox="1193 1888 1369 1933"></td> </tr> <tr> <td data-bbox="331 1933 890 1966">Members Fully Signed-up</td> <td data-bbox="890 1933 1026 1966">3405</td> <td data-bbox="1026 1933 1193 1966">3404</td> <td data-bbox="1193 1933 1369 1966">+4</td> </tr> </tbody> </table> <p>9.2 9.3 9.4</p>	Membership Summary – 22/09/2024	Current	Last Week	Difference	Corporate Members	46	46	0	Members in Grace Period	334	272	62	Members Fully Paid-Up	4094	4158	-37					Members Fully Signed-up	3405	3404	+4
Membership Summary – 22/09/2024	Current	Last Week	Difference																						
Corporate Members	46	46	0																						
Members in Grace Period	334	272	62																						
Members Fully Paid-Up	4094	4158	-37																						
Members Fully Signed-up	3405	3404	+4																						

9.5	Strategy for retention of members: used “Stronger the Trust...Stronger YOUR Club theme last month. Changing to “We own our club...Be Part of it” for next month.
9.6	Strategy to increase donations by existing members continues.
9.7	Priority Status – Supporters Club complaining on one ticket regardless of qualification. Activity around neglected bronze priority (season ticket holders and supporter club members who also need to agree to Club having details).
9.8	How Trustees and Members can feel that “they own their Club.” Ideas please. 541 Members left the Trust over the last 12 months. Is it worth writing? Need to identify deceased members or those who have moved away? Trust membership cards. Members take screen shoot of their membership page suggested. Trust Secretary to be asked if possible, to run a report on Membership Fees?
10	Corporate Membership – Elaine. Corporate August 1 annual renewals slow. c20 still in the mix.
11	Round Table, Fans’ Forum and GGF –
11.1	Round Table next meeting 23 October.
11.2	Next GGF 30 October.
11.3	Fans’ Forum Women November 18 and Men’s after transfer window.
12	Director of the Day, Hospitality, FECRACE & FSA – FECRACE has been too hot and need to open windows/doors.
12.1	FSA: GDPR; Away tickets, Disabled Supporter Accessibility, Future of Football Project, Fan Engagement Plans, Parliament/Governance Review, Ticket Pricing, EFL Network and Sky deal.
13	AOB - none
14	Date of Next Meeting 6 November.

Future Meetings:

18 December. Future meetings TBA post AGM trust board

Age breakdown 01/09/2024 compiled by Nick Hawker from Very Connect

Aged 0 -16	Aged 17 – 20	Aged 21 – 30	Aged 31 – 40	Aged 41 – 50	Aged 51 – 60	Aged 61 – 70	Over 70	Unknown
28	89	440	605	682	862	780	540	392

