

# Exeter City AFC Supporters Society Ltd

## Working Group Meeting Minutes Part A

### OWNERSHIP AND MEMBERSHIP WORKING GROUP MEETING

14<sup>th</sup> August 2024

1	<p><b>Elected minute taker:</b> <b>Present:</b> Debra Noble, Neil Le Milliere, Mark Cordell, Ryan Ilott, Clive Harrison, Richard Knight. <b>Guest:</b> none <b>Apologies:</b> Steve Chudley and David Treharne.</p>
2	<p><b>Approve OMWG Minutes 3 July 2024</b></p>
2.1	Approved: Debra Seconded; Clive
2.2.1	<p><b>Matters Arising:</b> 2.2.1, 2.1.1.8/11 Planned Fans' Forum with supporter focus End of Year report is still delayed and scheduled for second-half of Forum 22 August. To be presented by Nick H and Joe Gorman. First half will be Gary Caldwell, Dan Green and Lauren Jones.</p>
2.2.2	2.2.2, 2.1.1.9/13 David to circulate a synopsis of Kevin Rye LinkedIn interesting ideas to get people into the ground earlier and half-time.
2.2.3	3.3.1 Strategy – Increasing member Donations. No further meetings of Work Group leads. Ryan & Richard need to work up September and October retention strategy now that Club is out of Carabao Cup. Steve cautioned against offers.
2.2.4	4.10 Justin Quick held internal debrief on embryonic Centre Spot (possible) refurb pre-project feedback by design consultant. Refurbishment consultation to supporters still in its infancy and yet to go out for consultation.
2.2.5	4.12 Family Area on Big Bank visible delineation required to support floor painting. Behaviour in area will be monitored. Lesson from first match need addressing.
2.2.6	Strategy – Increasing member donation element. Season ticket flyer delivered to some season ticket holders. Further ideas to Ryan or Richard. Targeted Trust pushes on Social Media. Script provided to Comms Team for website feature.
2.2.7	4.1 Kiosk Gate 1 still needs developing for heating food stadium wide. Second unit still in pipe-line and date being looked at.
2.2.8	Freshers' week in-person activity this year. Student ticket to be launched.
2.2.9	Away End kiosk (Navada) replaced. Home ticket booth has become catering unit at the Cliff. Away ticket booth moved into Fan Zone to serve home and away tickets sales/collection. Worrying long queues at first match.
2.2.10	Need a better method of refunding glass donation. Charity bin is loosing out. Under age youngsters are boosting their pocket money collecting and returning glasses.
2.2.11	Grecian Groups Forum last held 17 April. Calendar of Events will be in Fan Engagement Plan.
2.2.12	EFL introducing a mandatory Fan Engagement Plan programme across all Clubs. Aim largely to reinforce Club Charter and EFL Regulation 118. Completed by Clive. A big and important piece of work. Thanks extended to Clive.
3	<p><b>Items delegated from Trust Board</b></p>
3.1	Strategy – Revision and Increasing Member Subscriptions. Due to time constraints this
3.2	has largely been moved into the ongoing current campaign to Members who paid by the replaced Club Spektrix ticket platform. First paper circulated earlier by Richard for feedback.
3.3	Budget update 2024-25.
4	<p><b>SEC – Clive.</b></p>
4.1	Fan Engagement Plan completed.
4.2	Fan Engagement Index had changed format. Club still beating clubs across all the football leagues to top the fan engagement index for an incredible sixth year running..
4.3	Nick Wild wants to change third kit every season. Initiative to be discussed at Trust Board. Seeking supporter views.
4.4	

4.5	Fan Zone – still waiting for time plan for new 365 days a year Red&Fed Kiosk and cover. Held up by delayed planning permission.
4.6	New tills introduced across the Club to allow greater range of items (but not tickets).
4.7	Catering unit at CHTG has been a financial success with 2 big one-off events. Supporter App still outstanding. Streaming services on Grecian+ drawing negative comments around commentary.
4.8	Hospitality pricing now has child prices back.
4.9	Euros (big screens) wiped it's face.
4.10	Party in the Park another well organised success. At least £6k raised. Vote of thanks to Clive
4.11	Coach travel now partially in house. EDT have still gone own way but meeting planned.
4.12	Women's football has not so far been a smooth transition but board settling in.
4.13	New set of Terms of Reference for SEC is with FGG to put before Club Board.
5	<b>Junior Grecians</b> – Season Ticket a success now at 1,200 sales/members. But system is not intuitive. Now working to find out missing child names. Family Zone in the Optimising IT Adam Stansfield stand was removed to install a Club Shop. Football table and other equipment apparently binned. Reinstalling might be more complicated. Overall Junior Grecians are still self-funding with spend needed on infrastructure.
5.1	Players reacted well with JG Members at Train with the Players day.
6	<b>Events Calendar:</b> August 13 – Carabao Cup away at Walsall. August 18 – Women's season begins at SJP – MK Dons August 22 – Fans Forum August 27 – PL U23 Cup – Bromley (a) 7pm August 27 – Fan Engagement Index announcement September 3 – Swindon (h) Group Stage of the Bristol Street Motors EFL Trophy (League One, League Two and 16 invited under-23 Premier League teams). September 7 Birmingham (h) likely to fall victim to international week. September 9 - Trust Board. September 11 – Norwich City (h) PL U21 Cup 7pm September 18 – Supporter Roundtable September 24 – Spurs (h) PL U21 Cup 7pm October 29 – Bristol Rovers (a) Group Stage of the Bristol Street Motors EFL Trophy November 2/3/4 - FA Cup Round 1 November 9 – Trust AGM November 11 – Trust Board. Bristol City (a) PL U23 Cup 7pm November 20 – Norwich City (a) PL U21 Cup 7pm November 21 – Bristol City (a) PL U21 Cup 7pm December 9 – Trust Board December 17 – Bromley (h) PL U21 Cup 7pm February 3, 2025 – Bristol City (h) PL U21 Cup 7pm May 3 – season Close. May Bank Holiday Weekend – Play-off finals
7	<b>Grecian Goal, 20 Years Celebration, Cook books, Fan Zone Cover</b> – Elaine
7.1	Grecian Goal - good start thanks to a goal, a win & a clean sheet - £50 pledged to get us going. A couple of members have dropped out and not yet replaced. Need way to promote membership for this valuable income stream and bit of fun.
7.1.1	A lucrative pledge in past was £1 per Academy player on the pitch, now more of a rarity - for the time being at least.
7.1.2	Also, the "no cards" pledge is still popular but hardly ever raises any money as we rarely have a match with no cards.
7.2	Canopy: reached our £25k target but, waiting for update on planning permission and publicity from Club on website.
7.3	Badges: £144 raised from sales of ECFC v Eastleigh badges on August 3rd by FECRACE.
7.3.1	£122 from sale of new Trust badges also by FECRACE. Club shop has 150 to sell, but no sales update. Thanks to Neil & FECRACE colleagues and to OMWG for funding the Trust badges. Both amounts going towards the Recovery Room project.
7.3.2	Successful evening at the Cliff Hill with Corporate members+ last month when Les Barrow launched the Recovery Room project. Concerned project not launched well,

7.3.3	endorsed or well publicised. Will not be successful unless our supporters have more information & enthused by Club. Les Barrow was down to be a guest at Forum and had presented to Trust Board. Needs to be invited to Supporters Group meetings, pending a programme or website article by him with images of the RR. Concerned previous features didn't headline for a sustained period. Current total raised is circa £9500 with an estimated £5000 to come from Commercial's recent Golf Day. Although not invited understand expressions of interest from Golf Day attendees will be followed up by senior staff.
7.3.4	Plans are on going for a Museum themed calendar as a Christmas fundraiser. Receipts from this Autumn's Great Exeter Quiz, will also be coming to the RR as are proceeds from Trust Forum raffles.
7.3.5	There is a specific Recovery Room option on the Club's website donation page.
7.4	Director for the Day - New arrangements worked well.
7.5	Elaine Thanked for the tremendous amount of Fund Raising she promotes...
8	<b>Trust Merchandise &amp; Shop</b> – Mark started sales activity with 10 new badges on Ebay. Now taken off eBay as sales slowed and there is an ongoing insertion fee. Mark has temporarily and very generously covered the cost of postage. In total we sold 9 badges revealing a small profit. The account is available but nothing listed currently, so we have a platform to sell should we choose to.
8.1	In relation to new badges Mark queried if we have the option for another one as well? Still believes the Trust black kit would be a strong seller should design and budget allow.
8.1.1	Cautioned need to be mindful of the size of further badge (given the number of words it may force the size up) as the feedback on the cycle for city badge was that it was too big.
9	<b>Very Connect, Membership Numbers, Contact &amp; Ownership</b>
9.1	Membership Secretary update on VeryConnect: 4154 Fully Paid with 238 in Grace Period. 12 new Members post opening match.
9.2	On match days moved out of booth to Ticket Office/Reception. Needs sign posting. Most callers are to collect tickets and need to be redirected to booth which is very busy. Requested publicise on Trust Website.
9.3	Strategy for retention of members. Ideas to Ryan and Richard please.
9.4	RK to ask Trust Secretary who Kevin was at TB.
9.5	Spektrix move campaign now into second week of 4. Spektrix contract terminates 30 September.
9.6	Tara Owens standing order.
9.7	Feature sent to Comms leads re increasing subscriptions. Part of strategy to increase donations by existing members. Active PR campaign. Ideas welcome.
10	<b>Corporate Membership:</b> all invoiced for Annual Membership 1st August. Continues to attract new members, most notably this month Panionios FC in Athens. The Andros influence!
11	<b>Round Table</b> (4 September), <b>Fans' Forum</b> (22 August) and <b>GGF:</b> Date for GGF to be agreed Clive/Richard.
12	<b>Director of the Day, Hospitality, FECRACE &amp; FSA</b> - Neil reported FECRACE bouncing. Ran out of cider very early. Heat was ridiculous and usual window could not be opened. Sold out of programmes and food. New volunteer shirts.
12.1	FSA annual conference met CEO and new chair. Expressed concern that they don't appear to appreciate "Community Owned." FSA asking members to lobby MPs on Fan Led Review and also monitoring cost of Away tickets when games are televised.
13	<b>AOB:</b> Wrexham – reaching out to Trust how Trust saved Club.
14	<b>Date of Next Meeting</b> 25 September

**Future Meetings:**

6 November;  
18 December.

**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

**Existing OWMG Strategy**

No.	Strategic Aim	Current Status
1	Increase membership:	<p>The Trust has maintained its membership level after taking control of the Club is an indicator that ownership model is held in strong esteem.</p> <p>Ownership &amp; Membership Working Group (OMWG) aim to co-ordinate efforts to maintain existing membership numbers and to increase membership numbers by 10% over 3-5 years.</p> <p>Ultimate aim would be to have a membership equivalent to average attendance at SJP.</p> <p>A Facebook “Be Part of IT campaign has been launched to test that particular platform. This campaign will run until 30 April.</p> <p>1<sup>st</sup> May will see the launch of two campaigns on an ongoing six monthly rotation to promote membership to non-Members and secondly Increase subscriptions/donations SEE BELOW AND 3.</p> <p>Increasing subscriptions and donations will constitute a significant contribution to help raise income towards Project 6000 – a sustainable League One budget.</p> <p>Senior Trust officers are prepared to conduct Roadshows to Grecian Groups and business community to promote our ownership model and recruit new members.</p>
2	<p>Explore ‘rewards’ for existing members</p> <p>Carpetright 10%</p> <p>RGB 20%</p> <p>Club 10% in shop,</p> <p>Club Post match beer discount.</p> <p>Club give us discount/Free Youth/U23 games</p> <p>Club give 10% discount on Room Bookings</p> <p>CCT discount for Ladies matches.</p> <p>Director for the Day</p> <p>Hospitality volunteer/rep</p> <p>“Reward” each match</p>	<p>There is an opportunity to explore for businesses members are involved in or know to be recommended to the Trust. In particular those who want to promote offers to our strong and loyal Membership to help them bounce back post pandemic.</p> <p>Acknowledge for core members discounts might not be that popular as they fundamentally want to see income for the Club maximised.</p>
3	Encourage increased subscriptions	<p>Monthly average is currently £4.50. Increasing this figure to £5.50 would constitute an extra £42k available for the playing budget.</p> <p>OMWG accept that because of the effect of the pandemic this area might need time to recover before progress is made</p> <p>Increasing subscriptions and donations will constitute a significant contribution to help raise income towards Project 6000 – a sustainable League One budget.</p> <p>1<sup>st</sup> May will see the launch of two campaigns on an ongoing six monthly rotation to promote membership to</p>

		non-Members and secondly Increase subscriptions/donations.
4	Make greater use of members' skills	<p>The Trust is currently utilising member skills in various disciplines including maintenance, recycling, project management, communications, finance and audit and review.</p> <p>An advert has recently been placed for an Internal Auditor who will be a part of the Audit, Risk &amp; Compliance club board sub-committee.</p> <p>Campaign for other opportunities to be run annually or as opportunities arise. There should be many positive ways in which existing membership can contribute both on matchdays and during the week, but also utilising the wider range of skills that exists within the membership.</p> <p>The Annual Volunteer Thank You evening will probably not be appropriate during 2021 but will hopefully be back post pandemic in 2022.</p>
5	Encourage family attendance at St James Park	<p>The family fun day is already established in the calendar. Because of the pandemic it will not be organised this year but will hopefully be back in 2023.</p> <p>EFL Family Excellence and Away Fan Experience –The Trust and club expect to continue participating in the highly recommended bracket.</p> <p>Serious consideration is being given to the launch of School Ambassadors.</p> <p>But the Exeter fan base is wide and diverse. As well as being aspirational long-term we must not lose sight of the need to attract and identify with singletons and empty nesters who perhaps present significant immediate income growth potential.</p>
6	Match day experience	<p>Adding a sponsored recycling race on 3G strip pitch side between dug out and end of IP Office Stand before KO.</p> <p>Continue analysing Away Fan Experience and Family Excellence feedback reports from EFL for things that we can introduce to improve the match day experience.</p> <p>Continue and expand the Match Day Experience annual event.</p> <p>Include a robust research section in the next supporter survey.</p>

**COMMUNICATIONS AND ENGAGEMENT WORKING GROUP MEETING  
18<sup>th</sup> August 2024 (on Teams)**

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

**Apologies:** Clive Harrison.

**1. Trust Strategy Discussion**

Lengthy discussion was had covering how the Trust should position itself to the membership and wider fanbase/footballing world, how it should communicate with different demographics of Trust and potential Trust members, the key messaging that will resonate with each of these and how the Trust will reach them.

A deep demographic analysis will be carried out for a better understanding of the above points.

The group will revisit the discussion in the next meeting ahead of finalising its part of the Trust strategy.

**2. AoB**

JP to liaise with Club over potential Women's Player of the Month Sponsorship.

**Date of next meeting: 16<sup>th</sup> September**

## COMMUNITY WORKING GROUP MEETING

Thursday 29<sup>th</sup> August 2024; 6.30 – 8.00 pm (on Teams)

**Present:** Steven Chown (Chair), Peter Cordwell, Julen Beer, Nick Edwards, Pete Ferlie, Doug Gillard, Nick Hawker, Richard Knight, Debra Noble.

**Apologies:** Will Barrett, Neil Le Milliere, Jamie Pelmeur.

### 1. Minutes and actions

Previous minutes from 25<sup>th</sup> July 2024 approved. All actions on the agenda.

### 2. Trust Strategy Review

Discussion around review paper (see appendix 1). Agreed ambitious plan. Should be reflected in all aspects of the Club. Signals areas of collaboration between Trust and Club Boards. Support for consistent approach across the Club to demonstrate difference of fan ownership. Club Board in the process of reviewing their own Community Strategy. SC representing CWG on working group for the strategy led by JB. **Action: further comments on the review to SC by 4 September 2024.**

### 3. Community Fund Update

Funds for 2023/24 season have now been paid to the six charities.

Half-time pitch side presentation to designated charities at the Rotherham United game: ECI, ECCT, ELF, Devon Refugee Centre, Devon Rape Crisis, Alright Mate in attendance. All appreciated invitation. Community Fund has shown collaboration across the Club.

Overarching feedback through the year from the charities has been genuine gratitude to the club and supporters' trust, not just for the finances but for bringing all parties together and raising awareness. A real hope that we can all build on that during the season ahead. Not just raising money but promoting awareness of charities and campaigns they support.

**Action: DG to invite charity representatives to EFL Trophy game (see below).**

### 4. Devon Rape Crisis - White Ribbon campaign

SC meet with Mandy Barnes (Devon Rape Crisis) and Marise Mackie (Freedom from Fear) to follow up request from Devon Rape Crisis and partners for Supporters Trust to promote and support [White Ribbon/ 16 Days of action](#) to support campaign for men against violence against women and girls. This would give clear message as community club and safe space for women.

Activities around Wycombe Wanderers home game Saturday 3<sup>rd</sup> December 2024. Ideas discussed Big Screen space; messaging in match programme; physical presence in Fan Zone; social media support from Trust/ Club; toilet advertising space, mid-week event in Trust suite. NH has followed up and briefed media team. If DRC want GC and AB to endorse campaign or be interviewed need to be given plenty of advance notice. **Action: SC to liaise with Mandy Barnes from DRC to put media/ communications plan together for media team.**

### 5. EFL Trophy Hospitality

DG has contacted ECCT and ECI (to contact 2 nominated charities) EFL Trophy games for Swindon game; Exeter and District League Committee have shown interest for Tottenham U21's. 10 guests, 2 hosts. Swindon: DG and SC to host, PC and NH to attend. **Action: DG to follow up as above.**

### 6. SW Supporters

Nothing to report. The group have not meet since the last meeting.

## **7. Big Quiz**

DG confirmed dates: Monday 28<sup>th</sup> October, Monday 18<sup>th</sup> November, Monday 16<sup>th</sup> December. Need 24 teams to make it viable. £450 sponsorship found. Use smaller tables to reduce cost. Discussion around Trust Board team to enter to show support. **Action: volunteers from Trust Board for team (need at least 4)**

## **8. Match Day Buddies**

A buddy scheme to support those anxious to attend a game, first timers or those who have not attended for a while. Slow start only a few volunteers have come forward, but three sides of the ground have at least one volunteer. **Action: PF to discuss promotion of scheme with JB.**

## **9. Supporters Trust Health and Wellbeing Walking Group**

PF put forward idea for walk and talk group inspired by experience of NE. Regular once a month meets. Could link in with Park Run and Strava app to record walks. Promote ECCT wellbeing work. Seek endorsement of GC to launch group. Link with Wellbeing Exeter and ECCT Community Physical Activity Organisers. All in favour. Several members of CWG said they would take part. **Action: PF to put together action plan and liaise with JB around promotion.**

## **10. Fans for Diversity**

WB report: Fans for Diversity aims to celebrate diversity in football to ensure all fans feel safe and welcome at the game, regardless of; age, disability, gender, race, faith, sexual orientation or any other protected characteristic. We would like to deliver a project to make our away end more welcoming and inclusive for visiting supporters' to meet these aims. There is up to £500 available for this (thanks, Nick) WB meeting Hannah and Nilesh from campaign next week to discuss ideas.

All in favour. Suggestion at the meeting of staging 'England' play about south Asian experience as an away fan, possibly in Trust Suite. Explore cost of production. **Action: WB to liaise with FFD.**

## **Any Other Business**

### **11. Action for Children**

RK follow up with Andrew Fritzell from Action for Children to promote recruitment of foster carers and short breaks fostering due to current shortage. NH offered space in Trust Chair notes in match programme as possible opportunity.

### **12. Mosque visit**

Danny Harris has spoken to Ahmed during a recent activity with young people from the mosque in the Grecian Centre and, in short, we would be very welcome to visit. Discussion that it would be better for mosque to suggest dates/ times when it would be convenient for them and then send doodle poll or similar. Trust Board members encouraged to take part in visit.

### **13. Fountain Centre**



College will use FC. ECCT moving to Civic Centre. Free in evenings and on match days. Suggestion of social café on match days. Quiet, more relaxed space than Fan Zone, St James Centre.

**Next meeting: Thursday 3<sup>rd</sup> October 2024 6.30 – 8.00 pm (Teams).**

## **APPENDIX 1**

### **SUPPORTERS TRUST STRATEGIC PLAN: COMMUNITY GROUP DRAFT FOR REVIEW**

The idea of being a community club is central to the vision of the Supporters Trust. It is also the key to long term sustainability. One commentator described Exeter City as the most important club in the Football League because of its adherence to the community ownership model.<sup>1</sup>

The core vision of the Supporter Trust is:

“To be an outstanding community club playing football at the highest sustainable level. We prioritise our community and put ‘doing the right thing’ and being good citizens at the heart of the club’s decision-making processes.”

This should be reflected in every aspect of the Football Club.

The community-focus sits alongside the importance of being successful on the pitch and is not peripheral to it. It is integral to the identity of Exeter City Football Club. Without the intervention of the supporters and the Supporters Trust the club would not exist as it does today.

The supporters have consistently demonstrated their commitment to community ownership. This has been the basis for successful campaigns over the past 20 years to raise funds for improvements in facilities on and off the pitch e.g. Kit Out The Cliff. The community-focus of the Football Club has also improved its reputation in the city and beyond. It has influenced decision making across the club and arguably provided stability and success on the pitch. ‘Doing the right thing, for the right reasons’ has been appreciated by the vast majority of Supporters Trust members and non-members alike. This has been reciprocated in practical ways e.g. during the Covid pandemic when the majority of season ticket holders chose to donate the remaining matches of the season to the club rather than accept a refund.

There are areas for improvement. How do we reflect the increasingly diverse nature of the population of Exeter with the arrival of refugees from Syria, Hong Kong, Afghanistan, Ukraine and other countries? How do we address the issue that there has been no statistically meaningful change in female fans of the men’s team between 2018 and 2022? (Although we should celebrate the engagement of women and girls following the Exeter City Women’s Team.)

The Supporters Trust as a democratic organisation should continue to engage members and supporters at every level. There is a shared emotional connection to the club which transcends different political, religious or cultural views and affiliations. As a community-owned club we have a responsibility to the wider community beyond and including what happens on match days. The Supporters Trust is committed to making every aspect of the football club as inclusive to all sections of the population whatever their background or circumstance.

In recent years we have engaged supporters in the ‘big decisions’ made by the club such as the investment in Cliff Hill and the purchase of the same and the St James Centre. We have

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<sup>1</sup> [https://inews.co.uk/sport/football/how-exeter-city-football-league-most-important-club-2760101?srsIid=AfmBOooUnAeJqAFcdtginmWXk-M33TbP0PPG\\_bBWQeB83S4Nntkt5Sqj](https://inews.co.uk/sport/football/how-exeter-city-football-league-most-important-club-2760101?srsIid=AfmBOooUnAeJqAFcdtginmWXk-M33TbP0PPG_bBWQeB83S4Nntkt5Sqj)

held regular supporters forums, and provided opportunities for supporters who may not have been able to attend matches through the City for All and Match Day Buddy schemes. We have created a Community Fund supporting six local charities: Exeter Community Initiatives, Exeter City Community Trust, Exeter Leukaemia Fund, Alright Mate, Devon Rape Crisis, Devon Refugee Centre. We have supported local campaigns to promote equality and diversity: Exeter Respect and Devon Ability Counts alongside national campaigns such as Kick it Out, One Game One Community, Her Game Too and the Rainbow Laces campaign. We continue to have strong links with other supporters groups aspiring to community-ownership or a greater say in running their clubs through the FSA and South West Supporters group.

Communities may be geographical, based on place, but are also increasingly virtual or online. They may be based around shared characteristics, values or identities. The football club is at the intersection of these different communities. Any definition of community should recognise the increasingly diverse nature of Exeter and the surrounding areas, and those that do not live in Exeter but feel an affinity to the club. For the purpose of this strategy the following communities have been identified:

1. Exeter City Football Club (Comprising Trust members, supporters, ECFC staff, volunteers and associated organisations: Exeter City Community Trust, Junior Grecians etc.)
2. Community of St James Neighbourhood (Comprising the football club, residents, business, religious and social organisations, educational facilities, etc.)
3. Community of Exeter (Expanding on all the above to encompass the entire City of Exeter, whom the football club represent!)
4. The Community of Greater Exeter (To encompass those areas beyond the City boundaries that support the Trust and Club)
5. Supporter Exiles (those supporters and members who live outside of Devon, including internationally based supporters)
6. The Trust & Football Supporters Community (Comprising of likeminded organisations and sport related supporter groups – e.g. the FSA and South West Supporters group).

The Supporters Trust should reach out and engage with all these communities to reinforce their sense of connection with football club and use the influence and standing of the club to engage with the wider community as ‘good citizens’, playing our part in creating a healthy and prosperous city. The club should be a safe space for everyone. This should be shown in our day-to-day actions, through our decisions impacting on the wider community, down to small initiatives that improve a sense of belonging and connection the club.

#### Strategic Aims

- (1) Engage positively with the community and promote the ethos of the Trust as a social benefit organisation
  - Collaborate with the Exeter City Football Club Board on their community strategy; represent community owned, community focussed ethos of the Supporters Trust
  - Contribute to FSA and South West Supporters groups
  - Regular visits by Trust Chair and Trust Member to Grecian supporters groups in person and online (e.g. hold at least one international online fans forum per year)

- Invitation and hospitality to supporters groups chairs and guests, charity partners to match days during session, create schedule of designated matches
- (2) Develop initiatives and support those of others that encourage and promote diversity, inclusion, and equality (e.g. One Club One Community, Kick-it Out, Respect, Her Game Too etc)
- Support and contribute to events organised by Exeter Respect, Devon Ability Counts and other local initiatives that promote diversity
  - Engage and develop relationship with Fans for Diversity
  - Identify and review engagement with underrepresented communities; reach out to and engage in diverse communities on our doorstep e.g. Exeter Mosque.
- (3) Build strong relationships with the community, voluntary and charitable sector in Exeter and beyond; work collaboratively with the Exeter City Community Trust on joint activities
- Establish the Exeter City Community Fund beyond raising money to joint campaigning/ raising awareness of causes the individual organisations support (e.g. White Ribbon/ 16 days of action TBA)
  - Support community, voluntary and charitable organisations to access facilities at St James Park including low cost room hire, discounted event space etc.
  - Explore potential of creating a networking event to engage local community organisations and promote community and charitable work of the Supporters Trust, Exeter City Football Club and Exeter City Community Trust; attend events arranged by Community Fund partners
- (4) Promote opportunities for individuals and communities who may otherwise be excluded to build strong connections with the football club and sense of belonging
- Continue to promote and support the City for All initiative
  - Expand and develop the Match Day Buddy Scheme; and develop other initiatives that promote community engagement
  - Arrange access and taster sessions for groups from underrepresented or disadvantaged communities on match days; stadium tours, museum visits etc.

Steven Chown

Chair, Community Working Group

29<sup>th</sup> August 2024 (updated 4<sup>th</sup> September 2024)