



**Advisory Board Meeting Minutes**

**Date: 01.04.25.**

<b>MEETING MINUTES</b>		
	<p><b>Persons Present :</b></p> <p>Clem Morfuni Anthony Hall Sofiris Caldelis Vicki Eyles Callum Knowles Don Rogers Neil Hutchings Christine Kyle David Coe Lee Cahalin Shane Hewlett Baillie Coupland</p> <p><b>Apologise:</b> Caroline Lane</p>	<p><b>Initials</b></p> <p><b>CM</b> <b>AH</b> <b>SC</b> <b>VE</b> <b>CK</b> <b>DR</b> <b>NH</b> <b>CK</b> <b>DC</b> <b>LC</b> <b>SH</b> <b>BC</b></p> <p><b>CL</b></p>
	<p>Chairman CEO Operations Manager Fan Engagement Officer Media Club Ambassador Trust STFC Official Supporters Club Sponsors Representative Disabled Supporters Association STFC Community Foundation Football Operations</p> <p>Disability Liaison Officer</p>	
<b>ITEM</b>	<b>DESCRIPTION</b>	<b>Action</b>
<b>Actions From Previous Meeting</b>		
1	Presentation for the DRS redevelopment 13th March 2025	<b>AH</b>
2	Annual Accounts & Appointment of Fair Game for independent report	<b>AH</b>
<b>1.0</b>	<b>General Business</b>	<b>Action</b>
1.1	<p><b>Season Tickets</b> Discussions regarding season ticket price increase: The Football Club has generously not raised season ticket pricing over the past two seasons. Admittedly the club agree that communication with supports groups and fans could have been better. However, in relation to the disabled season tickets, the football club did communicate with the Disabled Supporters Association.</p> <p>The increase in season ticket pricing is a direct result of the National Living Wage, Consumer Price Index, National Minimum Wage, National Insurance contributions and Tax. The increase was something that needed to occur due to the club covering the difference in associated costs, in order to move</p>	<b>Note</b>

	towards being sustainable, the club needed to implement this price increase.	
1.2	<p><b>Redevelopment Plans</b></p> <p>Following the meeting which took place on the 13/03/25, the JV and AB members were presented with an updated proposal of redevelopment to the Don Rogers Stand. In Aprils, Advisory Board meeting, further discussions surrounded the potential season ticket holder's displacement. The football club will be sending a letter to fans who would be affected by the redevelopment, this will be sent out week commencing 07.04.25. Furthermore, the proposal will be made available on the club's website and social media platforms, week commencing 14.04.25.</p>	<b>Note</b>
1.3	<p><b>A Style Barber Shop</b></p> <p>The football club removed the signage of A Style Barber Shop immediately before the match against Wimbledon on the 1<sup>st</sup> April.</p>	<b>Note</b>
<b>2.0</b>	<b>The Nigel Eady County Ground Stadium</b>	<b>Action</b>
2.1	Following the meeting which took place on the 13/03/25, the JV and AB members were presented with an updated proposal of redevelopment to the Don Rogers Stand. In Aprils Advisory Board meeting, further discussions surrounded the potential season ticket holders displacement. The football club will be sending a letter to fans who would be affected by the redevelopment, this will be sent out week commencing 07.04.25. Furthermore, the proposal will be made available on the clubs website and social media platforms, week commencing 14.04.25.	<b>Note</b>
<b>3.0</b>	<b>Legals</b>	<b>Action</b>
3.1	The three legal cases outstanding are with the representatives' legal teams. Swindon Town Football Club have done everything from our end for Centreplate, Car Lease and the Car Wash.	<b>Note</b>
<b>6.0</b>	<b>Swindon Town Women</b>	<b>Action</b>
6.1	The final home game will take place on Sunday 6 April at the County Ground where we welcome AFC Bournemouth.	<b>Note</b>
6.2	The Development Team kicked off their extended league campaign with a 2-1 win over Ipswich at Foundation Park	<b>Note</b>
6.3	The upcoming County Cup Final will see the first team take on Purton FC at Melksham Town FC on Sunday 13 April.	<b>Note</b>
6.4	#HerGameToo dedicated fixture was a huge success for the recent County Ground fixture with Worthing	<b>Note</b>
<b>7.00</b>	<b>Academy</b>	<b>Action</b>
7.1	Academy currently in the middle of a full audit from the Professional Games Academy Audit Company (PGAAC) and Bernardo's - which will end Thursday 3 <sup>rd</sup> April.	<b>Note</b>
<b>8.0</b>	<b>STFC Foundation</b>	<b>Action</b>
8.1	SH – The John Trollope statue fund now stands at £61,000 , SH is organising a walk up Snowdonia to raise an additional £10,000	<b>Note</b>

	towards the target of £100,000	
8.2	The U10's,12's, 14's and U16's girls all qualified for the Elite Development League Finals which will take place at Brentford.	<b>Note</b>
8.3	The STFC C6 College girls have progressed to the National CEFA finals after beating Wolves 1-0. The girls will face Manchester City on Tuesday 13th May at the Bet 365 stadium in Stoke.	<b>Note</b>
8.4	Harrison Minturn was awarded the Community PFA player of the year for his commitment to attend sessions for the Community Foundation.	<b>Note</b>
8.5	Over 450 Children will be attending the Easter Holiday Camps at Foundation Park.	<b>Note</b>
<b>9.0</b>	<b>STFC Supporters Trust</b>	<b>Action</b>
9.1	Representatives of the Trust have met with the Leadership of Swindon Borough Council. Topics discussed included the importance of supporter representation in football. We also discussed what would happen should the County Ground buy-back be activated by SBC (with a partnership between SBC and the Trust being a likely outcome).	<b>Note</b>
<b>10.0</b>	<b>Official Supporters Club</b>	<b>Action</b>
10.1	End of Season Presentation Event date change to 29 <sup>th</sup> April 2025	<b>Note</b>
10.2	Committee working on events, planning for new Charity of the Year which will be announced at the End of Season Presentation Event and looking at opportunities for next season.	<b>Note</b>
<b>12.0</b>	<b>Sponsors including Business Group</b>	<b>Action</b>
12.1	No Update.	<b>Note</b>
<b>13.0</b>	<b>Swindon DSA</b>	<b>Action</b>
13.1	No Update.	<b>Note</b>
<b>14.0</b>	<b>Date for next meeting</b>	<b>Action</b>
14.1	06.05.2025	<b>AH</b>