



Meeting Type	Date	Time
Fan Advisory Board Meeting	Monday 11 th May	18:00
Attendees		Apologies
FAB: RR, CW, LB, LP, MS Online attendees: JW, LDG, YW (18:45) Club: JCam, GB, JClarke, KA, MSilv, FVC SDSA Rep: MT		PP, JSib
Meeting Notes		
<u>Welcome & Introduction</u>		
<ul style="list-style-type: none"> • GB opened explaining that this is the last meeting of this iteration of the FAB, and said this will be an overview of the FAB's time. • Apologies given for SW, who is unwell <p>Concluded 18:05.</p>		
<u>Minutes from Last Meeting, and Matters Arising</u>		
<p>Minutes agreed as an accurate representation of last meeting.</p> <p>Notification of minutes publication</p> <ul style="list-style-type: none"> • FAB said minutes accompanied by notification of publication; FAB would like to see this notification continue as it brings focus to the FAB. KA said 31K people received notification and click-through rate was 3.36%. • GB and KA agreed the Club has committed to doing this in future. <p>Updates on WiFi, app, and unified Ticket App</p> <ul style="list-style-type: none"> • Re-sign-in issue with WiFi has been resolved since last FAB meeting. Some FAB members still reporting issues and invited to share these with GB. • MSilv gave updates on integrated app. Said had been trialled with staff for last 6 games, with some Wembley tickets being tested also to ensure it works away. • Looking to switch to integrated app July 1st. • West Brom & Middlesbrough away tickets digital – Club happy that we are able to deliver this for away matches when app launched. • Glitch Saturday – around 50 tickets had issues; difficulty was that 50 paper tickets sent late had same ticket numbers as 50 digital tickets. There was space for all with tickets, but numbers should have been changed – apologies given by MSilv for the error, and extra measures in place to avoid this in future. • FAB reported no delays caused by digital tickets during ingress, and no complaints heard. • FAB mentioned issue with allocation/supporter numbers. MSilv agreed that yes, there was a technical issue on the second day regarding qualifying supporters, which was resolved shortly after the on-sale. • GB says criticism seen for lack of different windows for amount of games attended – says to have too many distinctions between qualifying groups is impractical. 		



- FAB raised that the over-65s have complained about difficulty buying concession tickets; some have gone for full-price rather than reduced tickets to avoid missing out. MSilv says a guide shared a couple of years ago will be reshared.

Operational headline updates

- JClarke says the Club are about to embark on improvements, looking at the roof, lifts and toilets etc.
- Works around changing rooms and compound also to take place.
- FAB touched on today's announcement re. stadium security at tomorrow's game; FAB asked what will happen if pyros etc. are used? JClarke says this will be managed the best the club can, and that safety is paramount. 20% additional stewarding and police presence.
- FAB asked for an update on Raven. KA said we already use this as staff but it is still in the testing phase for the public, with the Club hoping to roll it out from next season. JCam says alternative reporting is available as QR code in programmes and also on the website in the meantime.

Commercial headline updates

- GB says 22.5k members following Wembley.
- P&O to remain front of shirt if staying in same league, and Midnite to remain also. Betting likely to be on sleeve or training kit. Having lots of conversations which will conclude at the end of the season.
- 3x over budget in April in retail; upon reflection might have ordered more stock.
- 1976 sold well, replicas also selling well; 90% of Pony retro stock sold.
- Playoff range designed and ready to release if appropriate.
- Golf range & Dell range also released and popular.
- 26/27 kits planned for July-August; release dates not yet confirmed due to front of shirt conversations.
- Women to have own separate kit next season.
- Level 1 £1.1m revenue so far; 80% of audience are non-Saints fans, so difficult to fill on matchdays. Looking at a seasonal add on for next season, almost like a hospitality product.
- Positive reaction to 1976 events – some learnings, but the ex-players and fans seem to really enjoy it. FAB agreed these events were very good and that feedback received was all positive.
- Final stages of planning for Take That, with the stage build having begun in the stadium. Let's Rock forecast to hit 5k, McFly 10k. Ryan Garner fight sales at 6k at present, hoping to hit 12.5k.
- World cup screening planned for the summer also.

Season Ticket update

- Expected release date 27th May but subject to change; pricing also TBC. Justification for pricing asked for by FAB and provided by GB.
- New benefits with season tickets, and discussed with FAB for opinions. FAB raised that perhaps too many benefits and that this makes things complicated, and that maybe choice should be given between some of them to individuals. Discussion followed. Agreement in the room that ease for season tickets holders is most important outcome.
- There will be bolt-ons for season tickets.
- FAB asked about women's season tickets; GB said difficult to confirm while unsure how many fixtures will be played at home.
- FAB highlighted importance of comms re. season tickets once more is confirmed.



Concluded 18:45; JClarke left for another commitment.

Discussion re. rewarding loyalty for away ticket allocation

- MSilv shared slides re. revamped loyalty points, as a response to criticism that the Club does not do enough to reward repeat attendance.
- New points-based system proposed with a three-year roll out plan. Points to be accumulated in 26/27 season and then those points to be used for 27/28 sales windows.
- Table shared with FAB, showing proposed points for different actions; ticket purchases for all fixture types to be rewarded.
- FAB feedback positive. FAB raised that points for renewals should be higher than the current proposal, to reflect loyalty.

Concluded 18:58.

Plans for the new FAB and any interim period

- JCam says first update to fans re. new FAB will be in Middlesbrough matchday programme.
- Comms plan includes social media updates; timeline as follows: 1st June application window open, reminder to say election window closing on 14th. 26th August candidates announced, voting open. 11th Sep successful candidates announced.
- FSA to create shortlist, then interviews to be undertaken with FSA, Club, and someone independent (TBC). Open elections on the website to follow these interviews.
- Anyone with a supporter number will be able to apply.
- First meeting for new FAB to be held in September.
- New FAB to be 8 individual members, and 4 places for supporter groups (3 retained for SDSA, Women's Supporters Group, and Rainbow Saints – 1 space TBC by new FAB if an engaged group comes to the fore).
- JCam clarified no under 18s allowed in FAB, due to FSA advice, but that the new FAB can always canvass younger groups on issues when appropriate and necessary.
- There will be nobody taking the place of the FAB during the interim period; FAB said they are happy to still serve ad-hoc during this interim period.
- Forms to be sent around to the FAB by JCam for opinion.

Concluded 19:09

Reflections on the positives and 'to be improved' from Saints Voice and FAB

FAB led this piece of the meeting, sharing reflections on their time with the club, and some notes for new FAB to take as learnings.

Achievements

- An understanding of the value of loyalty & season ticket holders; some key work on season ticket pricing.
- Actively pursued, helped & advised on WiFi, and the development of the app
- Actively pursued, helped and advised on the home only Northam end.



- Lots of 2 way communication around catering; ticketing; away fan issues; matchday experience; sustainability
- Ad-hoc groups; advised confidentially on several ideas and strategies.
- Advised on 2 different Fan Funds; contributed to several working groups.
- Well-balanced and diverse group, reflecting the fan base and covering all stadium areas.
- Ran Fab Forums following Club Fan Forum .

Membership

- FAB agreed that sub-groups worked well, but give advice to prospective new FAB members that these can be time consuming. On the other hand, FAB said that they don't want others to be put off from applying because of this: it is still a volunteer position, and mostly centred around engagement, and should not get in the way of actual enjoyment of football.
- KA said application process is quite lengthy and hopes this does not discourage applications.
- New FAB interviews can also be conducted remotely; the Club are trying to reach as diverse a group of people as possible.
- FSA have advised on the questions in the application.
- Concerns raised over usage of AI in written applications giving advantage; KA says this would become clear at the point of an in-person interview.

Methods of working

- FAB observed that less resources given to FAB when relegated.
- Main methods of working – speaking to fans, joining sub-groups, coming to meetings.
- JCam suggested that there could be an information point moving forward at games; FAB agreed that they had considered this, and would have been happy to provide this during their time if given the resources.

Communications from, to, and about FAB

- FAB believes that comms can be improved between new FAB and the Club.
- FAB to share information with the Club re. meetings with Solent, so that the relationship can be furthered.
- FAB believes they could have been improved by having some kind of social media presence and lead among them. FAB recognise that they have been good at gathering information but not necessarily at sharing it.
- On the other hand, FAB reflected on abuse received on social media when they were posting, and talk about the importance of balance.
FAB said their existence sometimes felt like a grey area: were they representatives of the Club, or an independent body? Better understanding to be given to the public that the FAB are not paid for their services and are actually doing it out of passion and a willingness to help.

Involvement in Club Strategy, including Stadium Development

- FAB believe that Saints' involvement in votes at league-level feels like a missed opportunity. FAB expressed that had they had discussions prior to voting, they could have supported more.
- FAB used to be strictly non-playing matters, but recently there has been more insight sessions, notably when Johannes Spors came to speak to the FAB. FAB said that perhaps a meeting once a year around football strategy could be a positive. GB agrees that Johannes' openness was good for the FAB, and says the Club would like to keep this going once yearly but reminds the group that the FAB



is here to advise on other issues and that should still be the main focus. New FAB members should not apply if football is the only interest.

- FAB asked if there will be a new sub-group for stadium development. GB says FAB feedback on previous developments was valued but that were unable to comment on confidential plans at present. When we know more, FAB will be involved on the detail.
- The Club agree that they should promote the new FAB better than the previous. Social team have already agreed 6 posts. FAB asked if LinkedIn will be one of the social media platforms used for this; KA agreed this is a good idea.

Discussions about pricing, tickets and retail, and F&B

- FAB said it would be useful to use new FAB to gather feedback using forms and polls, and mystery shoppers.
- The Club agrees that this is a good idea.
- FAB said the Club will need to lead by creating a framework for such actions, and effectively help the FAB to help them.
- JCam said that the new FAB would be supported by training from the club and FSA.

Influencing Club input to EFL and PL on matters such as VAR, fixture scheduling (men and women), National League promotion

- GB said that the Club employees in the room have no involvement in these issues, and as such it would not be useful for these things to be discussed in FAB.
- FAB said that there are some instances in which their opinion should be taken on, such as with VAR, as these are fan-led issues.
- The Club does not foresee these issues being discussed in FAB meetings as they are outside of FAB remit.

Concluded 19:52

AOB

- SDSA raised that they need new members and volunteers who are able to come along and assist at their Open Day. The members want to do things themselves but are sometimes unable and SDSA don't have sufficient able-bodied people who can assist them.
- SDSA also looking for storage space for fundraising materials and equipment.
- KA gave thanks to the FAB for their membership and efforts. JCam echoed sentiment, thanking for contributions; MSilv also gave thanks.
- GB thanked FAB on behalf of the Club.

The meeting concluded at 19:54