



Meeting Type	Date	Time
Fan Advisory Board Meeting	Thursday 26 th June	18:05

Attendees	Apologies
GB/JS/KA/LG MS (Chair)/YW/LP/CW/RR/MT/MC/LDG (online)/JW (online)	PP/TG/MSi LB/JN/SW

Meeting Notes

Welcome, apologies, minutes and matters arising from last meeting.

MS welcomed everyone to the meeting. PP, TG & MSi from SFC and LB, JN & SW sent their apologies. LDG & JW joined online.

Minutes of last meeting were agreed. There were 3 matters arising:

- End of Season Survey –FAB asked for the Premier League Matchday & Fan Experience Results to be circulated.
- Women's Team Season Ticket Plan – FAB asked regarding the plans for release and prices. GB provided a verbal update, including plans to offer up to 1000 free child tickets.
- FABs communication with Fans – FAB discussed potential ways how FAB could best communicate with SFC fanbase. Proposed 10 feasible ideas, including a FAB social media account, Monthly open meets, Global meeting with international fans, young fans forum, Saints App feature, and FAB feature on Matchday. These were all discussed at length and the Club provided feedback, but all agreed the importance of this. GB suggested recruitment of a Comms specific FAB member to focus on this aspect specifically. FAB to go away and discuss more.
- GB updated on the status of the 23/24 documentary.

Action:

KA to share Premier League Matchday & Fan Experience Survey Results

GB to share Female Season Ticket Plan & Prices with FAB

FAB to discuss further re Comms plan.

Catering

GB presented Southampton FC new catering partner, Oak View Group (OVG) who started on 01.07.2025.

- This included new food stalls and pre-order technology being installed in Itchen North & Northam Stands initially.
- GB announced the new Beer provider is Asahi and the positiveness from this partnership. All beer lines are being redone with improved and enhanced technology.
- Confirmation of a deal with Thatchers alongside Asahi.
- The external stadium supplier will remain as Kwackers.
- All new construction will be completed and ready for friendly match vs Brighton.
- GB detailed the Club are planning on sending out lots of communication to fans on the process and staff will be on the ground to assist in the first few matchdays.

FAB provided their feedback and MS lead discussions.

- MS asked re communications to fans on pre-order system. GB ensured that a clear process will be provided to fans. In addition, that this process will help reduce beer wastage.
- FAB asked regarding season ticket holder discount with pre-order method. GB confirmed they will still be able to receive the discount and will be a QR code scanner.
- MS offered FAB members to be 'mystery shoppers' and provide feedback. GB agreed that would be helpful and we will get FAB down for a trial day.
- FAB asked whether this be upgraded across the other stands. GB confirmed the plan is to put across the whole stadium but will be a staggered process.

Action:

GB to invite FAB members down for a trial day of the new concessions.

KA to create a survey monkey for feedback.

Plans for the Portsmouth Fixtures

Andy Darbyshire, Event Safety Officer & Head of Security at SFC, joined the meeting at 18:40 to discuss the plans for Portsmouth Fixtures.

MS said that FAB had discussed this, and are supportive of the proposed plans from SFC. Discussions continued around this and further questions from FAB.

- AD detailed he is holding an in-person meeting in Netley in July with a number of Portsmouth & Southampton Fans to ensure the best experience can be created for fans and the police.
- MS asked if the coach will be able to offer pick-ups & drop-offs in key locations. AD stated yes and we could collate this information through the FAB. Suggested locations including Eastleigh & Winchester.
- No parking at the Stadium due to number of coaches.
- AD also stated we can do special requests for those with mobility issues, but this will be reviewed case by case.
- RR asked surrounding the Season Ticket transfer option for this game, GB stated he will come back to the FAB with an answer.
- GB detailed a process is in place to ensure only Southampton Fans will be able to buy tickets to the match.
- 2,700 away tickets have been agreed by both Clubs.
- AD stated that any Hampshire police have the authority to remove any away fans that turn up without tickets.
- AD to confirm area of away disability seating in Fratton Park.

AD left following this agenda item.

Action:

**AD to confirm area of away disability seating in Fratton Park to FAB.
GB to confirm any arrangements for Season Ticket Transfer options.**

Affiliated Fan Group Governance

GB updated the group that TG will send something across to the FAB by 21.07.2025.

MS asked the Club for their comments on FAB new member's process.

- KA detailed the possibility of creating a FAB member job description and then these can be personalised e.g., Comms role or Age specific.
- GB suggested FAB to vet anyone who joins, does not believe a public vote is necessary.
- KA detailed Jacqui Campbell has been newly appointed as Supporter Liaison Officer at the Club and can assist in developing a recruitment tool with fan affiliated groups.
- MS asked if the Club has a view on Tenure to FAB, noting the Terms of Reference state 3 years, but it may be worth avoiding a complete changeover at one time. GB suggested replacing 3 members every 6 months to keep stability of the group.

Discussion continued and it was decided for FAB to take offline what 3 members may not continue beyond Christmas.

FAB raised comments surrounding NDA they were required to sign. The Club confirmed that this was a requirement, and all Premier League members must hold. GB detailed although we are not in the Premier League this season, we are wanting to be compliant. KA explained it will be a requirement for EFL for the 2026/27 Season.

- GB detailed he will speak to our Legal team around a compromise option – code of conduct like document.
- MC asked the Club if they could clearly outline what is in the NDA/Code of Conduct in meetings so that they are aware what it encompasses. The Club agreed.

Action:

FAB to take offline which members may leave FAB at the end of the year.

GB to speak to Clubs Legal Team on other options for NDAs for FAB.

Digital Infrastructure Update

GB ran through the Club's new app supplier Stadion, our current website provider. The new app is due to launch w/c 4th August, and should be automatically updated.

- Key reason being to be able to bring ticketing into the club app and having a single location for everything – this should hopefully be available November (TBC), with testing at a Women's game. Plan for retail to come in the New Year.
- Improved stability with reduction in crashes.
- GB detailed there will be strong and clear comms sent to fans to ensure they are aware of timelines and transfers.

FAB Survey Assessment Results

The full and summary results were discussed, and it was agreed that the survey is ready to send over to the Premier League by deadline of 17.07.2025. It was noted that there were lots of positives, but that the survey highlighted the previously discussed issues of balance of backgrounds for FAB members, efficient recruitment and reduced Club input.

KA detailed the uptake of people completing the survey (9) was disappointing, and all agreed the need to improve this next season.

Commercial Update

GB updated the group on recent Commercial updates.

- Season Ticket Sales – Selling well and looking positive with 76% renewals.
- Kit Launch – 03.07.25 Home, 17.07.25 Away & 31.07.25 Third. Front of shirt sponsor was announced on 01.07.25 as P&O Cruises.
- Midnite Training Kit sponsor – plans to host community activities to engage the fanbase:
 - Tifo manager – recruit from fanbase to deliver eye-catching tifos across the season.
 - Rewarding loyalty – loyal fans to come to Training ground, potential for a meet & greet with players.
 - Midnite express – provide luxury travel for fans to fixtures.
 - Social media giveaways – monthly competitions across SFC platforms – win VIP tours and signed SFC merch.

MS asked if they would like FABs input. GB detailed that FAB feedback on these ideas would be appreciated, and in the future maybe additional ideas.

Action:

KA to request Tifo management input from FAB.

FAB to discuss internally and feedback on Midnite community and fan engagement ideas.

Progress on Stadium Redevelopment

GB touched on high-level plans to redevelop St Mary's and the surrounding area over the coming years. This included an initial discussion of the Chapel Level 1 development due to open Autumn 2025. All agreed this should be a more substantive agenda point in the future.

Comms Update

JS updated the group on recent Comms updates.

- Appointment of Will Still has been positive – more comms planned with him in the coming weeks.
- Fans Forum – aiming to host first week of the season, due to staff leave and players being away for pre-season tour.
 - Need to discuss the format of this event – idea to have FAB prior to main event. JS to keep FAB updated with progress.
- Women's Fan Forum – Marieanne Spacey-Cale attended The Dell to watch England vs Netherlands on 09.07.25, with a fan forum held afterwards.

AOB

The next FAB meeting will aim to be at the end of September, GB, KA & MS to discuss outside of the meeting and organise a date.

The meeting ended at 20:15.