

Meeting – 5th February 2024 – Fan Advisory Board and BHAFC

Attendees

BHAFC –Sarah Gould, Jenny Gower

FAB - Gill Martin, Allison Brett, Gerry Brown, Jo Davis, Andy Goodchild, Clive Steed, Nigel Summers

Apologies – Charlie Benny, Niraj Haria.

New FAB members update

The new FAB members had been asked to present a short introduction about themselves and their reasons for joining the FAB.

Jo

Jo gave an update on her footballing background including five years as Albion goalkeeper. She was also the player manager at Whitehawk Ladies. Her career had been at Beecham's in Worthing (later GSK) and she is now retired. Her career and sporting background has given her experience managing and working in teams. She is passionate about football and will represent WSL interests on the FAB.

Andy

Andy has been a Season ticket holder since Goldstone days (via Gillingham and Withdean) to the current day. He attended all away games last season and all European fixtures. He holds a UEFA B coaching badge and is passionate about representing the club and the fan culture. He now has some free time and is keen to put something back into football. He sees himself as a bridge between the club and fans.

Gerry

Gerry was born in Brighton and went to his first game in 1955. He had a trial for Brighton aged 16 years old and when that disappointed him, he moved to Canada for 40 years! He worked in Banking and Communications. He enjoyed all sports particularly baseball, ice hockey and all North American sports during his time in Canada. On returning to Haywards Heath, he has increasingly been reintegrating with the club. He has written a booklet about BHAFC and is keen to pursue new ways of gathering fan feedback through webinars. He is an Albion + FAB representative.

All agreed that this was a useful exercise and should be repeated as part of the recruitment process.

Recruitment Process

A discussion was held about how to incorporate short presentations into the 2024 FAB recruitment process. An evening incorporating a face-to-face "interview" with an opportunity for potential FAB members to question existing FAB members and the club about the role, was considered a good idea for short listed candidates, before they went forward to the voting process.

Nigel Summers shared a project plan for FAB recruitment including a Gantt chart on the process and a revised application form.

The reference was considered to be an unnecessary step. It had provided some useful information in the previous recruitment rounds but had confused some applicants and could be manipulated.

An evening at the Amex was considered a good option for presentations and open discussion including a reminder that DBS checks would be carried out on selected candidates. There was an appreciation that such an evening needs to be inclusive with the option of remote access/different times offered.

A team building event with the new FAB and Jenny & Sarah was discussed and agreed as a good idea.

Action: FAB to discuss and send ideas to Jenny.

The current 2-year period for FAB membership was discussed and it was agreed that a rolling period of up to 3 years would be better. The current FAB were asked if 2 members would consider staying on for another year to keep momentum and help the current new members and new 2024 intake. Succession planning was also discussed.

The possibility of having a member from the DSA and official supporters' clubs represented on the FAB was also discussed. The importance of ensuring diversity within the FAB was discussed.

It was agreed that there should be a maximum of 12 members of the FAB and a 3-year term for future recruits.

Action: Nigel, Gerry and Andy agreed to lead the recruitment subcommittee with input from the club in communications / marketing and HR. It was agreed that recruitment needed to start as soon as possible.

Action: The FAB to discuss if 2 current members will continue in post and to feedback on points raised above to the club by 13 February.

Action: Nigel to revise Gantt chart to incorporate discussions and add slot for induction half day.

Action: FAB to offer dates for availability for interview process in April/May timeframe.

Action: FAB to elect Deputy chair and communicate to Jenny by 15 February.

FAN Engagement Standard.

Jenny explained that an update to the FAN Engagement Standard would be prepared soon. There would be a review of the FAB year with Gill, Paul Barber and Sarah.

Improving Communication and Working Relationships

A discussion was held about lessons learned in the past and ways to improve communication channels in future. Jenny suggested holding a monthly catch up with the Chair and (soon to be elected Vice Chair) as a good method of keeping in touch.

FAB Fans Forum

The 18th March was the best date for most members of the FAB to attend a Fans Forum. Gerry was engaged with the club on the format for the evening. Social media channels would be used to set the agenda with topics fans were most interested in.

Clive suggested that SLIDO was used as part of the session to enable people to raise questions and give feedback on the issues raised.

Action: Discuss date (the club would like to be held in February) and agree content with Paul Camillin.

AOB

The fan survey is still not being shared.

Action: Jenny to speak to marketing on post-match surveys and will follow up.