

## **FAN ADVISORY BOARD AGENDA & MINUTES**

**Wednesday 30th November 2022**

### **Attendees**

Clive Steed – FAB Member (Secretary / Prepared Agenda & Minutes)

Gill Martin – FAB Member

Natalie Banbury – FAB Member

Allison Brett – FAB Member

Niraj Haria – FAB Member

Nigel Summers – FAB Member

Paull Mullen – BHAFC

Sarah Gould – BHAFC

Jenny Gower – BHAFC

Paul Mullen introduced himself and spoke of the positions he held in the club and his football history. GM asked for initial feedback from the club on how the FAB was working.

JG thought it had been useful to have a sounding board, are responsive to any requests from the club and the FAB are an extended member of the supporter services team.

GM shared some concerns that the Club are not yet used to working with the FAB. We felt like an afterthought on issues such as the new away ticket policy and the launch of Albion Allies where we were not consulted in advance. We often find out about it on the day an issue goes live or read about it in the match day programmes. PM did say this was probably due to the large number of activities going on across the club from different members of the BHAFC team and that he thought that over time the FAB would be more in the front of people's minds. JG acknowledged that this could be improved going forward. GM stressed that the FAB were keen to get involved in initiatives and could be a useful resource.

### **Away Tickets (NS)**

NS led the conversation on away tickets, although there had been a very vocal social media response on the policy there had been support for the schemes from many fans in a less public forum.

The recent Albion roar Podcast with Paul Barber explained the reason for the policy, the implementation, and the response. It was felt that when people had heard these arguments the scheme made more sense. This came down to the way the club had communicated and implemented the policy perhaps more than the policy itself.

JG explained the difficult process for away tickets dealing with different clubs and different processes. Some clubs are going digital, and the ideal world is that an existing BHAFC season ticket holder could receive away tickets as an update to the electronic season ticket they already have (this is a long way off - mainly due to android and apple limitations).

The outstanding issues that do need addressing:

- A ticket exchange, or refund if you can't attend away games. JG suggested that Booking Protect (83p) will cover the cost of cancellations and may be a good option for people who can't go on the day.
- A quicker collection process (some fans missing the first 20 minutes of games like Arsenal).
- Transparency on no shows has been informative and should be better publicised.
- Other clubs are following suit (Arsenal) and this is another example of the club's leadership.

Appeals have been going through.

JG asked the FABs view on the allocation of away Points being based on attendance rather than on purchase. The FAB were supportive of this and felt it would stop some people buying high value games and not attending games as suggested in the aforementioned podcast.

We discussed a Ticketing working group like the other groups to take the detailed discussions on this subject in a separate forum.

**ACTION: BHAFC**

### **Matchday experience**

The matchday experience meeting minutes were briefly chatted through, there is an outstanding policy from the club to respond on simple flag policy including storage etc.

NB asked about making "Crawley less red" for women's games at the Broadfield (Use the policy above on flags for Crawley as well). PM spoke about the club spend money to make the tunnel and changing rooms less red, but that time and budget are limited especially if Crawley are at home on a Saturday.

Flags for the grey wall in and outside the stadium. PM gave an overview of some of the thoughts (these are constantly changing) for the inside and outside of the stadium. These include video walls outside the ground to enable changing messaging and advertising, less grey cladding on display. These changes will take time and require sensitive planning with the South Downs national park setting of the ground.

PM also gave views on the fan zone that are still being developed. A way of communicating this to fans with timelines would be appreciated by fans (especially outside toilets).

The Safe Standing Survey was agreed to be a positive example of the Club consulting with the FAB in advance.

The Food and Drink working group will be up and running in January when the new Sodexo manager has had an opportunity to settle in.

**ACTION: BHAFC**

### **Equality, Diversity & Inclusion**

NH reviewed the ED&I minutes and thanked the Club for organising the recent stadium tour with Millie Crowhurst. It gave the FAB an opportunity to point out areas of concern. Millie has forwarded suggestions made by FAB, on behalf of fans, to changes within stadium to accommodate various

disabilities. The FAB are awaiting feedback. NH concluded that Millie is a credit to the club with her enthusiasm and caring nature.

NH described best practice from other grounds including specially trained disability stewards wearing coloured tabards at Spurs. He mentioned issues such as foot pedals on bins in the disabled toilets which are impossible to use if you are in a wheelchair.

SG told the meeting that deaf signing is being trialled for ticket sales. It was agreed that this was a good initiative.

The FAB commented on the Charlie Perry Inclusion Room and the Changing Places facility which they were unaware of before their tour. They asked the Club to consider including these areas on the standard stadium tour to increase the awareness of ED&I activities.

Disability group - Niraj to look at reforming as the club thought this should be fan led.

**ACTION: NH**

### **Signage and way finding**

External signage is being looked at with more electronic signage.

The FAB is keen to be involved in the Way Finding working group which will be set up in the new year.

**ACTION: BHAFC**

### **Supporter groups**

There are now 7 official groups – looking at ways to add value include evenings like today with PB, RDZ, use of museum etc. Any other ideas can be put forward. New official clubs:

Hong Kong

Proud Seagulls Supporters

### **Women's Game / Team**

Mascots – NB asked the Club to consider mascot packages for the Women's Game. The Club asked the FAB to give thought to the pricing of such packages.

**ACTION: NB**

Away Travel offerings –NB asked if the Club could consider trialling an away coach to certain games. JG agreed to contact Seagull Travel to explore options for a trial.

**ACTION: BHAFC**

### **Website update**

The website has been updated with minutes. The FAB requested that these be organised by meeting title and then date rather than just date.

FAB have been offered a page in the programme for a future match – information to be discussed at FAB weekly meeting.

**ACTION: FAB**

### **AOB**

CS has requested feedback from fans groups and the main concerns raised were around travel e.g. park and ride queues when train strikes were on and since the buses have been changed by B&H buses. The club are aware of the concerns and travel is an issue on their radar.

Whilst the club have always maintained that the FAB will not be consulted on ticket pricing, JG explained that 1901 ticket prices have risen over the 5-year period of the contract already and that with increasing energy, transport and general inflation costs asked what the FAB view of a price rise was. As we know the prices were frozen last year.