

Exeter City AFC Supporters Society Ltd

Communications and Engagement Working Group Meeting Minutes

Meeting held on Microsoft Teams

Date: Monday, 13th January 2025

Attended: Will Barrett, Julen Beer Ayo, Latoyah Egerton, Clive Harrison, Nick Hawker, Dean Matthews,

Apologies: Jed Penberthy

1. Matters Arising

- ◆ SPETRIX Transition Update (Nick/Latoyah)

- ↯ NH advised the process of contacting members asking them to switch to VeryConnect has begun.
- ↯ NH advised he has received the payment files and data sets have been produced.
- ↯ NH advised letters have been sent and he will be managing.
- ↯ NH mentioned SPEKRTIX membership is naturally reducing as well
- ↯ NH will provide update once he has a clearer picture in a few weeks.

2. Nottingham Forrest Ticketing Comms Strategy & Priority Status Management

- ↯ Lots of new membership requests following Oxford win.
- ↯ NH will communicate with people to advise where they stand on priority.
- ↯ LE to liaise with club to push some comms out regarding priority.
- ↯ CH will liaise with club to clarify priority wording and process and get them to email everyone.
- ↯ LE will encourage club to put out message stating to contact the Trust with queries.

3. Content Update

- ↯ LE advised content Calendar has been used, although perhaps not as much as would have liked. Jed has done some good content for the Manchester United anniversary and Director for the Day.
- ↯ LE suggested more director of the day videos if someone is happy to film them. CH, JBA and NH said one of them should be able to do this.
- ↯ NH advised we need to ensure PPA are taking photos of the Directors for the Day.

- ↻ NH advised he has some upcoming programme deadlines, which he will forward to LE.
- ↻ LE to check whether the remaining newly elected Trustees have submitted their requested piece.
- ↻ LE will contact the other working group leads to request that they provide an article about their working group.
- ↻ LE to clarify the process for ensuring questions are responded to across socials, and provide additional support for JP during January due to the increase in questions.

4. VeryConnect Update

- ↻ LE suggested we should ensure that closing off queries is done on VeryConnect so anyone looking can clearly see it has been resolved. LE will add to the best practices document.

5. Website Update (Latoyah)

- ↻ LE provided a list of minor changes on the website, removed to contact form on the website, updated the Trust Board meetings for 2025.
- ↻ Larger updates to the website will be discussed further down the line.

6. Comms Plan for Upcoming Proposed Membership Changes

- ◆ Timescales
 - ◆ Methods of communication
 - ◆ How we positively communicate proposed changes and engage members
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- ↻ NH advised January is critical to focus on due to SPEKTRIX
 - ↻ NH said we should start telling story ahead of fans forum in February, what to expect and explaining to members how VeryConnect works.
 - ↻ Trust socials should start doing comms promoting VeryConnect.
 - ↻ Fans Forum will be when proposed membership changes will be provided to members officially
 - ↻ WB mentioned he is working on a corporate membership piece. Suggested some soft comms with value proposition to VeryConnect.
 - ↻ WB will share this with LE
 - ↻ Suggested people on hand at the fans forum to help people with VeryConnect.

7. AoB

- ↻ DM has chased Prof. Lucas at the university for a timescale.

- ↻ JBA asked how long we should wait for a response
- ↻ DM noted that time off for Christmas and New Year may have delayed this.
- ↻ NH asked LE and JBA if the leadership transition has happened. WB said he is happy to take a step back. LE and JBA will confirm once this has happened.

List of takeaway actions:

NH will provide further update on this process once the letters/emails have been sent to members regarding moving over to VeryConnect, in the coming weeks.

NH will be sending an email to those who have applied to join the Trust, on or after 11 January to explain the process for priority to ensure full transparency.

CH will liaise with the club to ensure that the priority information on the website is accurate and up to date. (Done)

LE will liaise with the media team to ensure that this information is shared across their channels. (Resolved with Nick)

LE will clarify with Charlie if the remaining articles have been used for the recently elected Trustees in the programmes.

LE to contact the working group leads to obtain a piece from them for future programmes.

LE to clarify the process for ensuring questions are responded to across socials, and provide additional support for JP during January due to the increase in questions.

WB to provide information on value proposition.

DM to continue liaising with the University.

LE and JBA to establish when official handover of group leadership will take place, and update the group ASAP.

Date of next meeting: 10th February

Trust Finance Group Meeting Minutes

Date: Thursday 16th January 2025 @ 17.30

Location: Boardroom, SJP

Attendees: Nick Edwards, Steve Chudley, Pete Holding, Nigel Banks Jamie Pelmeare and Richard Knight

Guests: Nick Hawker

Apologies: None

1) Apologies (NE)

None

2) Presentation on Trust funding strategy (NH)

NH presented a slightly abridged version of a presentation given to the Trust Board earlier in the month.

3) Approval of minutes from 02/12/2024 (NE)

Agreed.

4) Matters arising (NE/All)

- The latest MACCs were not yet available but the group understood the reasons for this.

5) Club updates (All)

i. MACCs discussion (All)

The latest MACCs were not yet available but the group understood the reasons for this.

ii. Reforecast (All)

The latest forecast was not yet available but the group understood the reasons for this.

iii SEC ToR (NE)

This now sits with the FGC.

iv FGC (SC)

SC stated that the group had not met since the last TFG.

iii. Club board meetings (SC)

SC stated that the next Club Board takes place on 23rd January 2025 and would update at the next TFG.

iv. Business case template.

SC advised that the CEO of ECWFC had produced a draft business case template for the club to consider and use.

6) Trust updates (SC/NE)

i. Group strategy (SC)

No progress to date.

ii. VAT strategy (SC)

SC stated that he had made initial contact with our accountant and would further update TFG when more information was available.

iii Trust policies (NE)

NE advised that the two remaining policies had now been signed off by the TB.

iv Loan agreements (NE/SC)

NE advised that NH had informed him that the loan agreements were still to be signed. TFG noted.

v Audit recommendations (SC)

SC stated that he was working through the recommendations made during the audit process and would keep TFG informed.

7) Date of next meeting (NE)

TBC by email – likely to be early January subject to receipt of latest MACCs

8) AOB

None

COMMUNITY WORKING GROUP MEETING

Thursday 23rd January 2025 6.30 – 7.45 pm (on Teams)

Present: Steven Chown (Chair), Doug Gillard, Nick Hawker, Richard Knight, Pete Ferlie.

Apologies: Julen Beer, Neil Le Milliere

1. Minutes and actions

Previous minutes from 28th November 2024 approved and discussed at Trust Board. Matters arising below. All other matters part of the agenda.

2. Matters arising

Community Working Group Trust draft strategy incorporated into Trust Strategy document.

SC to follow up with Devon Rape Crisis on 16 Days of Action campaign against violence against women and girls.

3. Community Fund Update

Nick to check with Wayne on return of Eco-Cups. More to be done to promote the scheme.

Community Fund partners to be offered 2 x tickets for Nottingham Forest game.

Bishop of Exeter attended Bolton Wanderers game, offered use of Bishops Palace for community event to raise funds. Discussed possibility of doing a joint event with Community Fund partners.

Possible late afternoon drop-in at SJP. **Action: WB to discuss options with Ellie Taylor at ECI.**

4. Club Community Sub-Group

Sub-group made up of Julen Beer, Clive Bawden from Club Board, Jamie Vittles, Will Barrett from Community Trust and Steven Chown as Chair of CWG. JB provided paper on ISO26000 standards for corporate social responsibility. WB has provided commentary against standards. Next Community Sub-Group 30/01/25

5. SW Supporters

DG – no meeting since the previous Trust Board meeting. Supporters groups outside the SW had asked to join. Nick Broderick Chair of TUST invited as guest for Crawley on 29/12/24 to see Trust operations behind the scenes. Very complementary about the way we are 'getting so many things right' that we take for granted.

6. Big Quiz

DG reported events 28/10/24, 18/11/24, 16/12/24 successful. Reached fundraising target £1,000. Would continue on similar dates this year.

7. Ability Counts Sponsorship

Agreed £500 to sponsor Ability Counts league finals day in April at Cullompton Football club on Sunday 6th April. Last season at Coach Road, Newton Abbot successful. Included inserts into match programme. **Action: SC to follow up with Paul Baldwin. Advise availability to be discussed at full Board. Discuss inserts with Communications Working Group.**

8. ECI Volunteering Fair

To be held on Thursday 3rd April at Exeter Cathedral. Over 40 charities present. Good networking opportunity/ show presence in community Discussed possible joint Trust, Club, CCT presence.

Action: SC to make enquiries.

9. Any Other Business

EFL Community Weekend coincides with home game v Northampton Town. Nominate charity partners as community heroes.

Future meeting dates: Thursday 20th March, Thursday 22nd May.

Action: JB to put note on Trust website that CWG meet every 2 months not 6 weeks.