

Ownership and Membership Working Group

25 September 2024 @ 18:30

Facilitated by Zoom

1	<p>Elected minute taker: Richard Present: Debra Noble, Clive Harrison, Steve Chudley, Richard Knight. Guest: none Apologies: David Treharne, Neil Le Milliere, Mark Cordell, Ryan Ilott.</p>
2	<p>Approve OMWG Minutes 14 August 2024</p>
2.1	Proposed for acceptance: Debra Seconded: Clive. Approved with 2 abstentions (who had not attended last meeting).
2.2	Matters Arising:
2.2.1	2.2.1 Fans Forum (Gary Caldwell, Dan Green and Lauren Jones) with Annual Report presentation by CEO Joe Gorman. Completed.
2.2.2	2.2.6 Increasing Subscription Website feature had appeared. Thanks to everyone for contribution. Unfortunately no discernible ongoing Social Media support.
2.2.3	2.2.8 Freshers' week/Student Ticket. RK to ask Michael Heath for an update.
2.2.4	2.2.9 Queues and Charity glass problems continue.
2.2.5	2.2.11 GGF set for 30 October.
2.2.6	4.4 Fan Zone 365 days a year Red & Fed Kiosk and cover now set for 30/10 but no match day kiosk. Kenniford to continue on match days.
2.2.7	4.7 Streaming service problems reducing but no app so far.
2.2.8	4.11 EDTravel still operating and likely to remain outside Club.
3	<p>Items delegated from Trust Board</p>
3.1	Strategy – Revision 2024.
3.1.1	Proposed Eliane, Seconded Debrah. Carried. RK to send to Trust Secretary.
3.2	Apology by Richard as had allowed Supporter Experience to become a disproportionate strategy at meetings.
3.3	Increasing member Subscriptions. Thanks to Elaine for providing the Coop advert “We Own Our Store. Join Us.” Forward to Comms of their information. Plan to make a Trust version the shop entrance display for Month 3.
3.4	Budget 2024-25 ok.
4	<p>SEC – Clive.</p>
4.1	Projects: COO advised FZ cover approved for October. Smoking/vaping areas to be decided, BB kiosk and Away bar expectation before Christmas.
4.2	Draft doors to OITAS being reviewed.
4.3	Financial argument for Away supporters only occupying away end being reviewed. Level Playing Field have asked why Eastleigh wheelchair supporter had to sit with home fans – COO responding and asking for dispensation. Considering a rising platform.
4.4	Car park barriers imminent. Ticket Office/Reception will respond to “callers.” Cover arrangement needed to cover early access (Board/functions). Existing passes will work for staff.
4.5	Players' pre-match meal regularly at CHTG. If players bussed in (not popular) could reclaim for more FZ possibilities/more parking.
4.6	New tills installed. Appointments to F&B team pending. Price review due 1/1/24.
4.7	App delayed as Android version is a problem. Plans for it to present single sign in to all programmes. Men's/Women's content and imagery inconsistent.
4.8	CCO starts 14 October.
4.9	Roundtable 18 September: Chair had presented on Women's FC. Strategically going well but match day cohesion lacking and poor supporter experience a concern. Reverting to Newton Abbot after Her Game Too weekend. F&B sampled three possible addition to food range and two alcohol free drinks. Other topics: Annual Review, Retail Manager - changing 3rd shirt every year. First & second shirt alternative years. Away ticket congestion to be resolved. JG room refresh and OITAS equipment removed.
4.10	
5	<p>Junior Grecians – Clive. c1000+ largely due to season ticket offer. Moving to ticket system and away from very connect. Clive thanked for outstanding membership figure and the extra work that it has created.</p>

6	<p>Events Calendar: (still to be advised Rainbow Laces and Kick It Out days of action) September 26 – CCT AGM September 28/9 – Play Safe weekend (FA/NSPCC) October 5/6 – Her Game 2 weekend October 9 – NDG – with Gary Caldwell, Nick Hawker, Joe Gorman and Ben Purrington. October 14 – FA Cup Round 1 draw. BBC 2 7pm from Bradford City. ECFC ball 21. October 16 – Senior Reds in the Trust Suite with Matt Riley and Jimmy Giles. October 22 – EFL Together Against Racism October 23 – Supporter Round Table October 28 – Big Exeter City Quiz – 1 – Centre Spot October 30 – Grecian Groups Forum October 31 – JG Halloween Party (half-term) November 2/3/4 - FA Cup Round 1 November 9 – Trust AGM/ Remembrance Match November 11 – Trust Board November 18 – Women’s FC Forum with Jen and Abbie – Trust Suite November 18 – Big Exeter City Quiz – 2 – Centre Spot November 28 – Bramble Ward, Seniors Christmas Event, Calander signing December 3 – Community Work Group “White Ribbon” (Devon Rape Crisis) match December 9 – Trust Board W/C December 9 – EFL Bristol Street Motors Round of 32. December 16 – Big Exeter City Quiz - 3 December 25 – Christmas Day December 26 – Boxing Day January 1 New Year’s Day January 13 – EFL Bristol Street Motors Round of 16 Feb (TBC) – Post Transfer Window Fan’s Forum February 1 – London Exiles Fans’ Forum W/C February 3 – EFL Bristol Street Motors Trophy Quarter-Finals (area Semi-Finals) W/C February 17 – EFL Bristol Street Motors Trophy Semi-Finals (area Final) March 8 – Mental Health Day – Level Playing Field “Unite for Access” April 13 – EFL Bristol Street Motors Trophy Final at Wembley Stadium. May 3, 2025 – season Close. May Bank Holiday Weekend – Play-off finals</p>																								
7	<p>Grecian Goal, Recovery Room, Cal – Elaine. 7.1 Grecian Goal wins and clean sheets helping fund raise. 7.2 Badges – made more on Eastley edition. Shop/website coverage of badge availability poor. 7.3 Calendar being underwritten by £1400 sponsorship. Photos done and to be reviewed. Martin Wieler has written text. Club Media Team to design. Calander priced at £7, Museum badge (100) £4. Combination of both £10. 7.4 Proceed of Big Quiz to recover room project (including £450 sponsorship). Prizes being arranged by Commercial and F&B managers.</p>																								
8	<p>Trust Merchandise & Shop – Badges to be available on Trust ebay shop.</p>																								
9	<p>Very Connect, Membership Numbers, Contact & Ownership 9.1 Membership Secretary update on VeryConnect: Total Number of valid Trust Members: 4,428 (<i>Including Corporate Members and Members in Grace Period, excluding Junior Grecians</i>)</p> <table border="1" data-bbox="331 1675 1369 1906"> <thead> <tr> <th data-bbox="331 1675 901 1709">Membership Summary – 22/09/2024</th> <th data-bbox="901 1675 1029 1709">Current</th> <th data-bbox="1029 1675 1193 1709">Last Week</th> <th data-bbox="1193 1675 1369 1709">Difference</th> </tr> </thead> <tbody> <tr> <td data-bbox="331 1709 901 1749">Corporate Members</td> <td data-bbox="901 1709 1029 1749">46</td> <td data-bbox="1029 1709 1193 1749">46</td> <td data-bbox="1193 1709 1369 1749">0</td> </tr> <tr> <td data-bbox="331 1749 901 1789">Members in Grace Period</td> <td data-bbox="901 1749 1029 1789">334</td> <td data-bbox="1029 1749 1193 1789">272</td> <td data-bbox="1193 1749 1369 1789">62</td> </tr> <tr> <td data-bbox="331 1789 901 1830">Members Fully Paid-Up</td> <td data-bbox="901 1789 1029 1830">4094</td> <td data-bbox="1029 1789 1193 1830">4158</td> <td data-bbox="1193 1789 1369 1830">-37</td> </tr> <tr> <td data-bbox="331 1830 901 1870"></td> <td data-bbox="901 1830 1029 1870"></td> <td data-bbox="1029 1830 1193 1870"></td> <td data-bbox="1193 1830 1369 1870"></td> </tr> <tr> <td data-bbox="331 1870 901 1906">Members Fully Signed-up</td> <td data-bbox="901 1870 1029 1906">3405</td> <td data-bbox="1029 1870 1193 1906">3404</td> <td data-bbox="1193 1870 1369 1906">+4</td> </tr> </tbody> </table> <p>9.2 9.3 Strategy for retention of members: used “Stronger the Trust...Stronger YOUR Club theme last month. Changing to “We own our club...Be Part of it” for next month. 9.4 Strategy to increase donations by existing members continues.</p>	Membership Summary – 22/09/2024	Current	Last Week	Difference	Corporate Members	46	46	0	Members in Grace Period	334	272	62	Members Fully Paid-Up	4094	4158	-37					Members Fully Signed-up	3405	3404	+4
Membership Summary – 22/09/2024	Current	Last Week	Difference																						
Corporate Members	46	46	0																						
Members in Grace Period	334	272	62																						
Members Fully Paid-Up	4094	4158	-37																						
Members Fully Signed-up	3405	3404	+4																						

9.5	<p>Priority Status – Supporters Club complaining on one ticket regardless of qualification. Activity around neglected bronze priority (season ticket holders and supporter club members who also need to agree to Club having details). How Trustees and Members can feel that “they own their Club.” Ideas please. 541 Members left the Trust over the last 12 months. Is it worth writing? Need to identify deceased members or those who have moved away? Trust membership cards. Members take screen shoot of their membership page suggested. Trust Secretary to be asked if possible, to run a report on Membership Fees?</p>
9.6	
9.7	
9.8	
10	<p>Corporate Membership – Elaine. Corporate August 1 annual renewals slow. c20 still in the mix.</p>
11	<p>Round Table, Fans’ Forum and GGF – Round Table next meeting 23 October. Next GGF 30 October. Fans’ Forum Women November 18 and Men’s after transfer window.</p>
11.1	
11.2	
11.3	
12	<p>Director of the Day, Hospitality, FECRACE & FSA – FECRACE has been too hot and need to open windows/doors. FSA: GDPR; Away tickets, Disabled Supporter Accessibility, Future of Football Project, Fan Engagement Plans, Parliament/Governance Review, Ticket Pricing, EFL Network and Sky deal.</p>
12.1	
13	<p>AOB - none</p>
14	<p>Date of Next Meeting 6 November.</p>

CEWG Discussion

Key Messaging:

- ◆ Move from *saving* the Club to *safeguarding* the future of the Club.
- ◆ To be an outstanding community club playing football at the highest sustainable level.
- ◆ To be good citizens making the right decisions for the right reasons.
- ◆ The stronger the Trust, the stronger the Club.

Values/Guiding Principles:

- ◆ Growing a Trust ownership model which underpins all aspects of the Vision.
- ◆ Sporting excellence.
- ◆ Developing homegrown academy talent.
- ◆ Actively engaging with our members, supporters, and the wider community.
- ◆ Delivering viable financial performance within an integrated business strategy.
- ◆ Developing first-class enabling capabilities: people, premises, pitches, pride.

For further discussion:

What do we want to be to each of these demographics?

Trust Members			Not Trust Members			
“Older” Exeter City Fan	“Younger” Exeter City Fan	Fan of another club / not a football fan	“Older” Exeter City Fan	“Younger” Exeter City Fan	Fan of another club	Not a football fan

Actions:

- ◆ Deep demographic analysis to be carried out in the pursuit of increasing membership numbers. (Who, What, How?)
 - Which channels are our people on?
 - How do we better understand the demographics?
 - What do they want to know?
 - What do we use to tell them/how do we tell them?
- ◆ Closer collaboration with the Club on comms.
- ◆ Shout more about Real Living Wage and City For All (member proposed initiatives)
- ◆ Investigate Trust presence (signage) in bowl and out of bowl.
 - Explore possibility of periodic rotation.
- ◆ Further membership input:
 - Fans’ Forums, etc



Exeter City AFC Supporters Society Ltd

Communications and Engagement Working Group Meeting Agenda

Meeting held on Microsoft Teams

Date: Tuesday, 18th March 2025

Invited: Will Barrett, Julen Beer Ayo, Latoyah Egerton, Clive Harrison, Dean Matthews,

Apologies: Jed Penberthy, Nick Hawker.

1. Matters Arising

- ↯ Spektrix/SO updates: NH not at the meeting, but progress being made towards switching everyone over from the old payment system to VeryConnect.
- ↯ DM confirmed the FSA have been sent all the info for the audit, 2 weeks for an update, the interim deadline is 9th May for 6 month audit.

2. Content Update

- ↯ IWD Video was created and well received.
- ↯ Facebook is being updated again, JP is responsible for managing this.
- ↯ Kit vote: JBA asked if the TB have to approve the kit? CH confirmed no, only if red and white stripes change is approval needed. Vote will be going live on socials ASAP. Process is already delayed and 3 months late. Nick H will speak to Joe Gorman to confirm CTA. CH will send the proposed kits to the club and Trust Boards, currently waiting on Pro Directs images. LE will set up the vote and Socials and manage.
- ↯ Vote closes Monday 24th March to avoid membership queries on Sunday.
- ↯ JBA asked if standing orders been reconciled. People know that vote is happening and issues on VeryConnect mean they can't vote.
- ↯ Potentially only NH that can update it? Not been done since he has been away.
- ↯ JBA can someone else do it while he is away?
- ↯ LE, when does Sarah (membership secretary) work? Not known which specific days, but only 2 days a week.
- ↯ LE will email Sarah and make sure that any outstanding queries are forwarded to ensure the process is as smooth as possible. CH to assist.



3. VeryConnect Update

- ↯ Everyone still OK to manage VeryConnect as per the rota. LE sent out the latest rota to everyone.

4. Website Update (Latoyah)

- ↯ A few small changes have been made. Further updates to come after meeting with Michael Heath.
- ↯ JBA: Micheal (Heath) said he had a plan with how he was going to make Trust ownership more prominent on club website, what is this? LE will be working with Michael directly to ensure that this is done. Meetings have been set up.
- ↯ LE Asked if anyone can help contribute to the content which is added to the main club website. Lots can be duplicated from current Trust website.

5. Comms Plan for Upcoming Membership Changes

- ↯ JBA: Have we engaged call centre to help with the transfer of members to the new system? Unknown. There is a quick way to switch from Spektrix and document to explain this has screenshots, we need that replicated for the website. JBA to chase up to make sure Sarah has this.
- ↯ CH warned membership secretary that they may get more queries.
- ↯ LE to ask Nick H about updates.

6. Disability Day Insert- Julen

- ↯ Trust is sponsoring Devon Ability Counts tournament, need to create insert for the event. Jed created it last time, LE chase up with Jed. Previous company used to print can do it within 3 days.
- ↯ LE to follow up with Jed to get previous artwork.
- ↯ JBA to do the ordering of the leaflets.
- ↯ WB to send our Trust side of the leaflet.
- ↯ Event is on the 6th

7. AoB

- ↯ JBA- Suspended Trust member mentioned on social media that they have not heard back from Trust.
- ↯ DM said he is waiting on further update from NH to confirm.
- ↯ LE requested that DM sends at least a holding email so that the suspended member is advised of this, as it is important to ensure that we are transparent with communication.
- ↯ JBA- Fans still want to see presentation on proposed rebrand, can they record one? NH will have an update on this in the coming days.



- ↯ Intention is to try and get back on track.
- ↯ Are there any lessons to learn? LE suggested forums like this should be filmed every time/ or managed in an online format so someone has control of it.

Date of next meeting: TBC