



Exeter City Supporters' Trust

Ownership & Membership Working Group Minutes

25 February 2025 @ 18:30

Convened by Zoom

1	Elected minute taker: Richard Knight
1.1	Present: Clive Harrison, Richard Knight, .
1.2	Guest: Latoyah Egerton
1.3	Apologies: Debra Nobel, Neil Le Milliere, Steve Chudley, Elaine Davis.
1.4	Membership Secretary: delighted to have Sarah on board.
2	Approve OMWG Minutes 6 November 2024
2.1	Accepted
2.2	Matters Arising: The scheduled meeting 18/12/25 was postponed for U21s vs Bromley match. Further delay due to resolving WG membership issue, Christmas, new Secretary appointment and Forest game.
2.2.1	2.2.1 Half-season ticket and students marketed before Christmas. Not a huge response. Launch material did attract a degree of criticism.
2.2.2	2.2.2 City Foundation (return plastic glasses) token system update.
2.2.3	2.2.4 Fan Zone roof and heaters in place.
2.2.4	2.2.5 Streaming Service – reportedly failed against Charlton.
2.2.5	2.2.7 Draft doors to OITAS have been installed.
2.2.6	4.6 Chris Irwin (CCO) no longer in post.
2.2.7	8.0 Remembrance Arm Bands. To be auctioned and possibly Forest programmes.
2.2.8	9.5 Trust App - the “We Own Our Football Club “ badge adopted plus demographic “Adult” or “Under 18”.
3	Items delegated from Trust Board
3.1	Strategy – How Trustees and Members can feel that “they own their Club:” Defer.
3.2	Increasing member Subscriptions. Now part of Chair’s business case.
3.3	Budget 2024-25: funds offered to Communications Work Group for a flyer.
3.4	OMWG Meeting Cycle and Dates 2025 to remain on 6 week cycle.
4	SEC – Clive.
4.1	Next monthly meeting tomorrow.
4.2	Awards evening under auspices of Club Event Manager. Marquee planned for 4 days to help spread the cost with activities on other evenings. Awards evening to be Sunday May 4. Guest spaces to be 600. Cost per ticket circa £79.
4.3	Season tickets. Next season will be registered in one name each. Probably no major price changes.
4.4	Shirts: two shirts this year. 1 st and 3 rd .
4.5	Roundtable was well attended and constructive comments on Supporter Annual Return appreciated by author.
4.6	City4All to be pushed over the final weeks of the season – both for request for tickets and users. new feature on website.
4.7	Party at the Park 2025 progressing well from trust perspective.
5	Junior Grecians –Room not up to scratch for events. Off season audit.
6	Events Calendar: Feb (TBC) – Post Transfer Window Fan’s Forum March 8 – Mental Health Day – Level Playing Field “Unite for Access” Soccer Sight. International Women’s Day. Draw for Carabao Cup tickets. March 11 – FvH match. March 13 – PL U23 Cup. Brentford Round of 16 with extra time and penalties. March 14 – Branding Fan’s Forum. March 20 - Green Football weekend April 5 – Kids in Charge April 6 – Ability Counts Tournament (Trust Community Group) – Coach Road. April 13 – EFL Bristol Street Motors Trophy Final at Wembley Stadium April 18 – Jay Rosa – EFL Tour - Mental Health. May 3 – season close.



	<p>May 4 Awards Evening on the pitch May Bank Holiday Weekend – Play-off finals</p> <ul style="list-style-type: none"> • Championship: Saturday 24 May 2025 • League One: Sunday 25 May 2025 • League Two: Monday 26 May 2025 <p>July 6 - Party in the Park Weekend of 2/3 August -</p> <ul style="list-style-type: none"> • League One & Two season opens. Championship – Weekend of 9/10 August 																								
7	<p>Grecian Goal, 20 Years Celebration, Recovery Suite, - Elaine sent a report on Grecian Goal which has had inconsistent funding echoing the results on the pitch. Successfully reached the landmark of £2000 pledged this season. £1000 of this amount has been collected and donated to the Recovery Room fund. Thanks to all GG pledgers.</p> <p>NB. Our GG pledgers from El Paso, Texas, Richard Jarvis & Karen Steinberg will be at SJP for our Easter fixtures. Richard to check Chair is aware.</p>																								
7.1																									
7.2	<p>Recovery Room Fund museum calendar has an error and working with the printers to resolve. This will be the final activity for Recovery Room fundraising. We should be able to provide £25k towards the project which is good going in the circumstances. Huge thanks to Elaine and everyone who has helped us raise this excellent amount.</p>																								
7.3	<p>Felt might be appropriate to give project fundraising a rest.</p>																								
8	<p>Trust Ebay, Trust Merchandise & Shop – arm bands and Forest programmes offer possible opportunities.</p>																								
9	<p>Very Connect, Membership Numbers, Contact & Ownership</p>																								
9.1	<p>Membership Secretary update on VeryConnect.</p> <table border="1"> <thead> <tr> <th>Membership Summary</th> <th>Current</th> <th>Last Week</th> <th>Difference</th> </tr> </thead> <tbody> <tr> <td>Corporate Members</td> <td>35</td> <td>35</td> <td>0</td> </tr> <tr> <td>Members in Grace Period</td> <td>204</td> <td>310</td> <td>-106</td> </tr> <tr> <td>Members Fully Paid-Up</td> <td>4752</td> <td>4554</td> <td>198</td> </tr> <tr> <td></td> <td></td> <td></td> <td></td> </tr> <tr> <td>Members Fully Signed-up to VeryConnect</td> <td>3955</td> <td>3893</td> <td>62</td> </tr> </tbody> </table>	Membership Summary	Current	Last Week	Difference	Corporate Members	35	35	0	Members in Grace Period	204	310	-106	Members Fully Paid-Up	4752	4554	198					Members Fully Signed-up to VeryConnect	3955	3893	62
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9.2	<p>Member Data Protection request being handled and additional Terms and Conditions being considered.</p>																								
10	<p>Corporate Membership has proved a loyal group and relationships strengthened by the annual 7 a side football tournament.</p>																								
10.1	<p>FA Cup greetings received from our most recent Corporate member Panionios G.S.S</p>																								
10.2	<p>There was some confusion over the Corporates' priority status which came to light in the run up to our recent FA Cup match. Chair will be looking at this.</p>																								
10.3	<p>Our 2 Trust places in the Heritage Lounge are given to our Corporate members on an occasional basis. Despite having more member than there are home games in a season this remains popular.</p>																								
11	<p>Round Table, Fans' Forum and GGF – Last roundtable 17 February and well attended. Proposed Annual Supporter Return circulated allowing feedback to Dr Mark Middling. Marcus Flitcroft presented on January Transfer windows...</p>																								
11.1	<p>Fans' Forum on revised brand identity with Head of Club Marketing and Christopher Payne, Football Design Expert Friday, 14 March in-person at St James Park and virtually on Monday, 17 March.</p>																								
12	<p>Director of the Day, Hospitality, FECRACE & FSA - Director for the Day and FECRACE continue to be a firm favourites. FSA currently seeking advices on Mid-season Fan Engagement Review, Women's Voice in the Men's Game and their associated Jacqui Forster Memorial Award, Green Football Weekend and resolutions to the General FSA meeting.</p>																								
13	<p>AOB</p>																								
13.1																									



13.2	Supporter Survey – Marketing to survey supporters on future of the match day programme.
13.3	Forest Learning Points – to be reviewed. Need for a non-Member flyer – would have been useful to pass out to queues of supporters waiting for tickets to go on General sale.
14	Date of Next Meeting: 8 April 2025

Exeter City AFC Supporters Society Ltd

Communications and Engagement Working Group Meeting Agenda

Meeting held on Microsoft Teams

Date: Monday, 18th February 2025

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

Apologies: Jed Penberthy

1. Matters Arising

- ◆ Spektrix move over , 30% success rate, NH working with Sarah today to bring her up to speed, some people don't have phone numbers or contact details. Sarah will follow up and try and contact these people.
- ◆ NH wants to press ahead, Sarah and NH agreed recovery emails, 1 month into grace period saying membership overdue, and 1 month later when exit grace period. Sarah will also phone between the 2 letters, if no contact membership will lapse, agreed with club that people in the shop will be able to take memberships, club will put campaign together alongside the season tickets release, corporate membership to be sold to any sponsor.
- ◆ Will has produced a broche for corporate memberships, same for individual memberships

2. Updates on previous meeting actions (All)

- ◆ Programme pieces, some came in and some didn't, LE asked if there is an easier way to resolve lack of responses from people.
- ◆ WB said he can meet people to help if they need it with any copy creating, and put something together for them.
- ◆ DM hasn't heard back from the university RE audit.
- ◆ Spoken to Nick Cave at the FSA and they have offered to help. Confirmed we have evidence that we have contacted the university.
- ◆ JBA mentioned 6 month after and 12 months after AGM report.
- ◆ DM will go back to the FSA and provide them some data on comms used to speak to members
- ◆ Ensure FSA talk to supporters as well for their audit.

3. Content Update

- ◆ LE to start meeting up with club media team
- ◆ Nothing has been posted on Facebook, but more quote tweets on twitter.
- ◆ WB said there needs to be consistency across platforms. LE will raise with JP

4. VeryConnect Update

- ◆ LE asked how everyone found doing the rota, everyone said found it OK
- ◆ DM said it doesn't notify on a second comment or reply so everyone needs to keep checking, end of week go back through comments.
- ◆ LE to resend rota with dates
- ◆ LE confirmed that privacy policy has been updated on VeryConnect, members to be emailed.

5. Website Update (Latoyah)

- ◆ Michael has contacted Latoyah regarding merging the club and the Trust website.
- ◆ WB keen on merging the websites
- ◆ CH said club website doesn't demonstrate supporter ownership currently, we should protect our own identity with our own website.
- ◆ LE has discussed website merger with Michael Heath. Will forward info to Comms group to feedback to MH. Keen for more Trust content to be added on club website but unsure about merger at this stage.

6. Comms Plan for Upcoming proposed Membership Change.

- ◆ LE to get Jed to produce more content around selling the trust.
- ◆ NH moving documents onto VeryConnect, JBA asked if this needs to be accessible to non-trust members. NH said no.
- ◆ Fans forum due in March
- ◆ DM to clarify trust communication officers working hours and job description.

7. AoB

- ◆ WB suggests there should be a way of tracking activities, events, campaigns, centrally that everyone can refer to, and link up with the VeryConnect calendar.

Date of next meeting: 17th March