



Supporters Parliament

Meeting held on Wednesday 27th November 2019

at the Montgomery Waters Meadow

Present

Chris Wynne (SP Chair); Roger Groves (Supporter Liaison Officer & Super Blues); Mike Davis (Supporter Liaison Officer); Brian Caldwell (CEO); Lawrence Ellerby (Safety Officer); Joshua Wynne; David Allsopp; Janet Bould; Harry Challoner; Paul Coyne (Away Supporters FC); Barry Davies; Rachael Dilloway; Helen Hall; Ian Jones; Marion Lane; Malcolm Lane; Rob Lewis (OSC); Ian Payne; Lynn Price; Stewart Price; James Bulgoyne; Joe Crosland.

1. Apologies

Ian Whitfield (Media Manager); Jamie Edwards (STiTC); Andy Garden (Proud Salopian); Rob Fox; Andy Garden; Nick Gurden; Jill Lucas; Selwyn Plant; Adrian Plimmer; Glyn Price (Away Supporters FC); Colin Storey.

1. Welcome and Apologies received

The meeting was opened by Chris Wynne who welcomed everyone. Chris then introduced those on the top table representing club and Supporters Parliament. A number of apologies had been received which would be made available along with those present on the minutes produced.

2. Review of Minutes from last meeting

Chris confirmed that the minutes of the last meeting from October had been agreed between the club and the Supporters Parliament and were available to view on the club website and also Chris had a copy with him for anyone wishing to view.

<https://www.shrewsburytown.com/siteassets/documents/1920/sp/sp-minutes-10.19-oct-9th.pdf>

3. Matchday Experience

A supporter raised an issue of departure delays for coaches leaving the Montgomery Waters Meadow after a game. The supporter explained that they'd observed cars and other vehicles attempting to leave the grounds as quickly as possible weaving through the empty spaces in the car park and as a result they end up blocking the coaches as they try to leave.

Brian explained that the difficulty the club have is that many of the 600+ supporters' cars which use the carpark attempt to leave as quickly as possible at the end of games for their own reasons. This can lead to complications in allowing coaches to depart in a timely manner as well as holding up other supporters. Mike added that he had received information from a supporter, just before the meeting began, that drivers in the carpark following the conclusion of recent home matches had been driving dangerously as they jockeyed for the quickest position to leave the carpark. Lawrence added that there have been a number of incidents caused by supporters weaving their vehicles through the carpark endangering stewards and other supporters walking through the carpark. Mike asked the club if it was possible to send a warning message to drivers identified through CCTV with possible consequences for those who continue driving in this manner. Brian responded by asking supporters to email the Football Club with details of dangerous driving and the registration details of the vehicle which will allow the club to investigate. Lawrence suggested that a message could be printed on the back of the parking pass which reiterates the rules within the stadium's grounds & the club could also use the PA system along with their social media feeds & Shrews Hub app to remind supporters. Lawrence added that there is a continuing problem caused by some supporters parking in incorrect bays which can have a knock-on effect for other supporters.

Additional car parking spaces have been created since the moving of the green security fence as part of the relocation of the FanZone.

Brian explained that on an average match day, three coaches arrive at the Montgomery Waters Meadow transporting the visiting team and their supporters behind the North Stand by the Shrewsbury Town in the Community's Football Hub & Smithy's Bar, in addition to local coaches providing transport to areas around Shropshire, such as Telford, Wem, Oswestry, etc. The shuttle service from the stadium to Shrewsbury Town Centre operates from behind the South Stand.

An area of the carpark has a row of parking spaces which is not numbered & had no parking space lines in place like the rest of the facility, have now had lines marked. These spaces are designated as the "Red Zone", which is a parking area for use at the club's discretion for additional parking spaces. An example described to the supporter's present was that if the club's hospitality team requires extra parking space(s) for sponsors to park additional vehicles, then these can be parked in the Red Zone facility.

The club has been investigating methods to reduce the disruption caused with the introduction of barriers placed in certain areas of the carpark with the intention of better controlling the flow of traffic departing the ground.

A supporter highlighted issues with Lidl car parking, with some of their customers attempting to enter and exit the store after a match while supporter coaches and cars attempt to leave the ground at the same time.

Roger Groves (Supporter Liaison Officer) read out an email which Lawrence Ellerby (Safety Officer) had received from a visiting Bristol Rovers supporter who attended the game.

"I felt I had to forward, from my wife and I, thanks for a day to remember, for what Shrewsbury Town have provided for the disabled and less fortunate supporters. Home and

Away fans can enjoy a game, with what has to be some of the best facilities we have had the pleasure to experience.

At Bristol Rovers we have a very old, outdated ground and disabled facilities, although improved, are not in the same league as yours.

Our DSA have done their best with the backing they have but will always have a challenge to improve facilities. There have been many false dawns of a new home for Rovers, but as yet the bulldozers have yet to make a start!!!!

If things do take a turn for the best and things fall into place, I hope myself and others can persuade our owners to use your stadium as a model for what can be achieved, with careful planning and the will to make it happen.

Thanks again and looking forward to returning and enjoying a game, as it should be able to in this day and age.

Regards"

This is good feedback from a visiting supporter which shows that Shrewsbury Town are trying to provide the best possible match day experience for both our own supporters, and also for the visiting supporters.

Chris Wynne (SP Chair) & Mike Davis (Supporter Liaison Officer) wished to thank Brian for all his work to improve the experience for all supporters which is reflected in the experience detailed in the e-mail sent by a visiting supporter. The work on bringing in a Safe Standing area within the Montgomery Waters Meadow which has seen a positive improvement for the whole stadium, from singing in the stands to the drummer setting up a rhythm for supporters to chant too, and the introduction of South Stand Flags producing some excitement and a little colour within the Safe Standing area which has enhanced the match day experience for all supporters. Brian wished to thank the supporters for their hard work and dedication with the Supporters Parliament, attending meetings and providing valuable feedback and ideas for the Shrewsbury Town Football Club to drive forward in a positive way. This has led to the success of numerous large projects, such as Safe Standing & the FanZone and also other valuable additions which have had a positive impact on all supporters' matchday experience. These include improving ticketing offers and pricing, providing vending machines to take pressure off the buffets on the concourses and giving more choice for supporters of all ages. Also working with Shrewsbury Town in the Community on various projects intended to inspire a new generation of young supporters to continue to support Shrewsbury Town Football Club. All of the achievements have been thanks to the interactions from: supporters, supporter groups and the Football Club through the Supporters Parliament.

4. FanZone Update

Jamie Edwards (Shrewsbury Town in the Community) was unable to attend the meeting however, he had sent Chris an update from feedback provided at the 9th October 2019 Supporters Parliament meeting <https://www.shrewsburytown.com/siteassets/documents/1920/sp/sp-minutes-10.19-oct-9th.pdf>

The new FanZone launched before the Sunderland match and an issue occurred for both visiting & home supporters requiring the use of toilet facilities with the only ones available being those within Smithy's Bar & for security reasons away supporters were not allowed within to use these facilities. This issue has now been resolved with the addition of external toilet facilities.

Rob Lewis (OSC) raised an issue on behalf of supporters if the club would consider providing some form of heating system within the FanZone as the colder winter months approach. He explained his experience at Accrington Stanley's FanZone on Boxing Day 2018/19 season, where their club's FanZone had several heaters which kept supporters warm. He also explained that as only a small section of the FanZone is covered by a marquee, some supporters opt to stay indoors during the poor weather instead of using the facilities. The club will be investigating what they could provide for future matches.

A supporter asked if the external walls of the Community Football Hub and Smithy's Bar, next to the FanZone, could be decorated with imagery related to Shrewsbury Town Football Club. Chris explained that at the previous meeting of the Supporters Parliament 9th October 2019, Jamie Edwards (STITC) offered supporters the opportunity to decorate the facility with banners, shirts, scarfs, or flags as an example.

An idea was put forward if an aerial photo, or graphic image, of the Montgomery Waters Meadow could be taken, which could be used as a map of the ground for new, or occasional, Shrewsbury Town supporters along with the traveling supporters to know where: the FanZone, individual stands and other facilities are. Brian will research this and report back to the Supporters Parliament.

A supporter asked about Wi-Fi availability within both Smithy's Bar and the FanZone, he explained that his mobile device picked up a connection which was password protected and was informed that this was the connection used by Shrewsbury Town in the Community and the bar staff could not distribute the password to supporters. Mike explained that the system installed at the Community Football Hub & Smithy's Bar is for the computer systems to allow the tills and card payment machines to function and if the password for this WI-FI system was distributed to supporters, the bandwidth would be consumed quickly from a small amount of users and this could lead to problems when processing transactions. The cost required to provide such a service is currently expensive.

The Supporters Parliament & Shrewsbury Town Football Club would love to hear ideas from supporters on how best to decorate the FanZone.

5. Supporters Group News

Super Blues

Roger Groves (Supporter Liaison Officer & Super Blues) explained that the winners of the monthly Super Blues had been included as part of an article in the match day program.

Roger explained that Shrewsbury Town's Manager Sam Ricketts had become a member of the Super Blues and is the first Manager of the football club to join the group. The Super Blues hope that Ricketts joining could encourage more supporters to join with the additional funds raised being invested into the club. The most recent donation from the Super Blues was towards the move and upgrading of the FanZone.

Details are here <https://www.shrewsburytown.com/news/2019/november/sam-signs-for-super-blues/>

Brian provided context for supporters present about the Super Blues continuing to operate after the passing of Chris Smith, the challenge for himself and Roger is to increase the number of supporters who sign up to the organization and increase revenue into the football club. Currently, the membership numbers have been increasing with thanks to the Away Travel Club for distributing the application forms on their coaches.

Details about the Super Blues are here <https://www.shrewsburytown.com/news/2019/august/join-the-super-blues-today/>

Application forms to join the Super Blues are available from the Ticket Office and Club Shop and are also available here <https://www.shrewsburytown.com/siteassets/documents/1920/super-blues/super-blues-application-form-2019.pdf>

OSC

Rob Lewis (OSC) explained that with the upcoming festive period approaching, the OSC wanted to inform traveling supporters that they can book for all away games in December and the beginning of January 2020 by calling Owen's Travelmaster (01691)652126 and paying for their fare when they place a booking.

<https://www.shrewsburytownosc.org/>

Smithy's Post Update

At the last meeting of the Supporters Parliament 9th October 2019, Chris informed the supporters present that a new post had been commissioned to commemorate Chris Smith with directional signs to relevant opposition clubs in our Sky Bet league (Details are in the last minutes link on page 1). Chris informed supporters that on top of Smithy's Post is a circular plaque to complete the sign stating its name.

Chris Smith's family have been kept updated on the progress of the signs development and plan to visit the new post before the Mansfield Town Emirates FA Cup Second Round match.

6. Proud Salopian Update and launch night feedback

Andy Garden (Proud Salopian) was unable to attend the meeting due to work commitments, he had passed on his thoughts of the Proud Salopian's Launch Party held at the Shrewsbury Town in the Community's Hub before the 1-1 draw at home to Gillingham on 22nd October 2019 with Maria Horner (Chair of the Lady Imps Supporters Association) & Anwar Uddin (ex-professional footballer & Assistant Manager at Aldershot Town FC). Several members of the local LGBTQ+ community who were present at the launch had never previously been to a football match.

Shrewsbury Town also announced that the Mansfield Town Emirates FA Cup Second Round match will be the clubs Rainbow Laces game. Full details are here

<https://www.shrewsburytown.com/news/2019/november/stonewall-rainbow-laces/>

Proud Salopian's new banner was displayed at the Launch Party and will be displayed within the Roland Wycherley Stand <https://www.shrewsburytownosc.org/proud-launch?lightbox=datapitem-k24s9dun>

Mike Davis (Supporter Liaison Officer) was in attendance at the Launch Party and explained how moving the speeches made by both guest speakers Maria and Anwar were. Shrewsbury Town FC in his view does not have an issue with discrimination. However, it was moving to hear from them how much of a problem discrimination still is within football today and to hear of the remarkable work by other supporter groups like Proud Salopians to address this and educate everyone and provide support for those who require it. Rob Lewis (OSC) was also in attendance of the Proud Salopian's Launch Party & agreed with Mike's description of the event.

7. SLO News

Mike Davis (Supporter Liaison Officer) explained that he and Roger Groves (Supporter Liaison Officer) had been in contact with the SLO from Mansfield Town FC discussing matters for their team's upcoming Emirates FA Cup Second Round match.

Ceri Nichols from Shrewsbury Town in the Community has been helping the Supporters Parliament & SLO's organise and operate events, she is leaving the organisation for a new job and Mike, Roger & Chris wish to express their personal thanks for all the unbelievable hard work and dedication which she has performed in her role.

8. STFC App update and feedback

Chris recapped for supporters present that Shrewsbury Town Football Club announced at the previous Supporters Parliament meeting 9th October 2019, they had developed a new app with former loanee Greg Docherty's father Colin & his company Reflex Blue Design Marketing Digital. The club presented supporters at the meeting with a promotional video for the new app with full details in 9th October 2019 minutes link above. Chris explained that since the launch of the app, he had received positive feedback from supporters. Brian explained that a week before the meeting, Colin came back to Shrewsbury to meet with supporters' groups using the new app & to help them operate it correctly. The premise of the app is to create a "one stop shop" for supporters to find the latest information on everything connected to Shrewsbury Town Football Club as not all supporters use social media platforms like Facebook, Twitter or Instagram, while others only use the club's

website. The app brings all content created by the club and other supporters' clubs together and provides users with notifications of events or other information.

Brian explained that not long after the app was released, some minor issues arose with regards to updating the software on Apples iOS platforms which didn't allow full functionality of the app, this was quickly rectified and all software updates are complete.

At the time of this Supporters Parliament meeting, the Shrews Hub app had been downloaded over 2000 times which Brian described as very encouraging and as times goes on and more users download and interact with the app and provide the club with feedback, He is certain that the app itself will become an even better tool for supporters and could eventually provide the football club with a new revenue stream through advertisement packages.

Rob Lewis (OSC) explained that Brian and Colin invited himself and representatives from other supporters groups to a meeting at the Montgomery Waters Meadow to explain how the app functions and how these groups can use the app to promote away travel information or other future events and provide updates for these trips or events as and when required.

9. Stadium Steel work Maintenance Update

Brian explained that the external paint work to the steel work of West and South Stands of the Montgomery Waters Meadow have been completed with the remaining internal areas of the ground estimated to be completed just before Christmas depending on weather conditions which will allow the stadium to look like new.

A supporter asked about the current proposed plans for future maintenance of the stadiums steel work. Brian explained that upon completion of the painting of the steel works, the company will provide the football club with a complete guide on cleaning and maintaining the paint work which will be under warranty for five years. As part of Lawrence Ellerby (Safety Officer) stadium safety reports, this will be under constant observation and acted upon accordingly where needed.

10. Away Supporters FC Update

Paul Coyne (Away Supporters FC) explained that the new Away Supporters FC kit has been received with the team's gratitude going to supporters who have donated to the fund-raising campaign along with Shrewsbury Town Football Club, the Club Shop & the kit provider Admiral for making this a reality.

Photographs of the team in their new kit are available online here

<https://www.shrewsburytown.com/news/2019/november/shrewsbury-town-help-the-stfc-asfc-get-kitted-out-for-the-season/>

Since the previous meeting, The STFS ASFC have played three matches

Before the Tranmere away game, the STFC ASFC played against Chester supporters' team and were 2-0 winners, to which Chris Wynne exclaimed "that's not an Away Supporters score! 2-0?"

A default win against Crewe Supporters' team as they did not confirm the match.

A 3-0 defeat to Watford's Supporters' team followed prior to the Wycombe Wanderers game.

Concluding with a match prior to the Bristol Rovers game the STFC ASFC competed against the Shropshire Press team consisting of players from the Shrewsbury Town's Media Team, BBC Radio Shropshire & Shropshire Classified with a convincing win for the STFC ASFC **18-5**. Chris said "Now that's a Supporter's game score!"

The result confirmed on the STFC ASFC Twitter feed here confirms the score

https://twitter.com/STFC_ASFC/status/1198913436060659712?s=20

Images from the game of the Shropshire Press Team in their kit on loan from Shrewsbury Town Football Club https://twitter.com/STFC_ASFC/status/1198913807835377664?s=20

Paul explained that the 18-5 result is a record score involving the Shrewsbury Town Away Supporters FC along with total number of goals scored by the ASFC.

Paul explained that the Shrewsbury Town Away Supporters FC currently has squad of twenty regular players.

Paul was asked by Glyn Price (Away Supporters FC) to add to the minutes "how good a manager I am".

11. A.O.B.

- **Club Shop Carrier Bags**

A supporter asked if the Club Shop will stock more environmentally friendly bags for supporters purchases such as paper bags with the club's logo? Brian said it is something which the football club can look into along with the reusable match cups drinks cups which has been discussed at the last couple of Supporters Parliament meetings.

- **Update on chip & pin payments**

A supporter asked if there was an update from the Club on providing a chip & pin payment service for refreshment within the concourses? Brian explained that an access point has been installed within the West Stand with the view to trial at a future game. Brian has been in contact with Paul Morris from MPM Catering about trialling this service, but at the time of the meeting he is awaiting a response.

Next meeting of the Shrewsbury Town Supporters Parliament is Wednesday 19th February 2020.