

## **SP Meeting 13<sup>th</sup> June 2017 at STFC**

**Present:** Brian Caldwell; Jamie Edwards; Ian Whitfield; Roger Groves; Martin James; Chris Wynne; Mike Davis; Joshua Wynne; Adrian Plimmer; Glyn Price; Rob Lewis; Rachael Dilloway; Barry Davies; Paul Coyne; Helen Hall; Stewart Price; Lyn Price; Malcolm Lane; Marion Lane; Richard Vernon; Harry Challoner; Michael Prosser; John Bowles; John Bailey; Jill Lucas; David Allsopp; Thomas Corbett.

**Apologies:** Simon Moore; John Lumley; Colin Storey; Neil Handley; Ian Payne; Ian Jones; Selwyn Plant; Peter Nottle; Steve Price.

A warm welcome was given to all in attendance and it was noted it was also nice to see several new faces present.

### **A. Presentation from Jamie Edwards**

Jamie had been asked if he would attend the meeting to talk about Shrewsbury Town In The Community (STitC) and give some feedback from the Fanzone trials at the end of last season.

Jamie was introduced and started by showing a short video of some of the work STitC does. Jamie went on to explain that STitC is a registered charity with eight trustees, including board member, James Hughes.

Each player does two hours a week community work, this is written into their contracts. Players do four community visits a week. In total 350 community visits are done a year by the club.

Jamie gave a power point presentation regarding STitC; the Fanzone; Junior Shrews and more. Below is Jamie's presentation:

Gave brief overview of Shrewsbury Town in the Community and the partnership with STFC

Introduced the Friends in the Community scheme for prospective business that want to support the scheme. Any interested businesses please contact [community@shrewsburytown.co.uk](mailto:community@shrewsburytown.co.uk)

## **Football Foundation Fans Fund**

STiTC have received a total of **£18,843** from the Football Foundation Fans Fund

This includes **£4,000** match funding STFC £1000, STiTC £1000 Fans £2,000)

Fans groups have 1 year to raise £2,000 through activities

Funding to be used on the following:

Fan Zone - Stage/Container, Barriers, PA System, Junior Activities	<b>£7,500</b>
Junior Membership Website and Packs	<b>£5,923</b>
Fan Engagement Meetings and Training	<b>£1,920</b>
Volunteer Project Officer (STiTC Admin)	<b>£3,500</b>

### **Project Outputs**

**Output 1:** To increase the junior supporter base.

**Output 2:** To improve the matchday experience for junior supporters.

**Output 3:** Data collection of fans needs and expectations and demographics of possible future supporters

### **Project Outcomes**

**Outcome 1:** To encourage the new generation of fans to Shrewsbury Town FC. (increase fan base)

**Outcome 2:** To encourage the new generation of fans to Shrewsbury Town FC. (improve match day experience)

**Outcome 3:** Data collection will be used to formulate the fan engagement plan for the season. (increase non-traditional fan base)

## **Fan Zone Trial**

### **Match Attendance**

Bolton Wanderers	7,532
Rochdale	5,002
Walsall	6,801
Southend	7,341
<b>Average</b>	<b>6669</b>

### **Gross Income**

Profit Share from Bar	£1065
Profit Share from Catering	£440
	<b>£1505.33</b>

### **Expenses**

Portaloos *	£310
Branding	£200
Security	£400
Net Profit	£595

**No staff costs have been taken into considerations with the above**

Proposal for 17/18 Fan Zone

Fan Zone to be operational for up to 12 matches throughout the 2017/18 season

- August/September/October/Xmas?/March/April/May

Football Club to provide Bar and Catering Facilities in consultation with Fan Zone steering group.

Fan Zone Steering Group

(1 x Club Rep, 1 x Com Rep, 4 x Fan Reps to arrange activities).

Ideas – Taste of Shropshire, Christmas Market, End of Season, Beach Party – Beach Soccer

IF YOU WOULD LIKE TO BE PART OF THE STEERING GROUP PLEASE EMAIL  
jamie.edwards@shrewsburytown.co.uk

## **Junior Shrews**

Junior Shrews is our junior membership scheme for all Shrewsbury Town fans aged between 0 -16 years old.

There will be both FREE and Premium options available.

Junior Shrews will be able to sign up through the new Community website going live before July

Every fan who signs up to be a Junior Shrew (Free package) will receive the following:

- Junior Shrew membership card,
- Junior Shrew E-Birthday card,
- Junior Shrew membership certificate signed by the manager.

Benefits of your free Junior Shrew membership:

- AMF Bowling: Buy 1 Game get 1 Game FREE,
- George Anthony's Barbers: £5 Haircut,
- Drummond Outdoor: 10% Off Paddle Sport Courses,
- STitC Soccer Schools: 10% Off when you book online,
- £5 off the new STFC home or away shirt.

Become a Premium Junior Shrew member for just £15 and receive the following:

In addition to the free Junior Shrews membership you will receive:

- Junior Shrew Membership Card
- Junior Shrew Birthday Card
- Junior Shrew Certificate
- Age specific gift packs
- Entered into the Home mascot draw for each 2017/18 EFL 1 fixture
- Entered into the ballboy/girl draw for each 2017/18 EFL 1 fixture
- Personalized Birthday message from an STFC player
- Exclusive free access to the Junior Shrews Pre Season, Christmas and End of Season events

## **Fans Funding**

Data collection of fans needs and expectations and demographics of possible future supporters

## **Phase One – Creation of Affiliated Supporter Clubs**

Do you attend matches with a group of friends totalling more than 10? Or do you watch the Shrews in action from another country?

If so, why not consider setting up an officially affiliated Shrewsbury Town Supporters' Club?

There will be a considerable amount of benefits when you set up a supporters' club and become affiliated to Shrewsbury Town Football Club.

These include:

- A piece of signed merchandise per branch, per season to use for fundraising
- Exclusive group ticket offers
- Seasonal opportunity for branches to attend an open training session.
- A chance to take part in the supporters' club flag parade.

**This is NOT competition with existing supporter groups we would welcome them to affiliate.**

## **Benefits to the Football Club:**

- Increased data of potential supporters,
- Network of fans for promotions to increase the fan base,
- More communication with Fan Groups

## **How can you help?**

**Become a member of the Supporter Club steering group please email [jamie.edwards@shrewsburytown.co.uk](mailto:jamie.edwards@shrewsburytown.co.uk) (Maximum of 10 places)**

**END**

Jamie was thanked for his talk and people were invited to see him at the end if they were interested in becoming involved in any of the steering groups or wanted to ask him anything else.

At this point a heartfelt tribute was paid to Chris Smith by Mike Davis, recognising the support and help Chris had given down the years to not only the SP and its various projects but also to him personally. This was well received by those in attendance.

## **B. Safe Standing Presentation Update**

Mike and Roger gave a brief resume of their presentation from the May meeting for the benefit of those in the room who had not been present at that meeting.

Since May they had spoken with a number of groups and organisations which would have an involvement on any undertaking to further consider its plausibility.

They took and answered questions from the floor and once again it was well received from those present.

It was noted that several league clubs are also currently looking at Safe Standing options including Plymouth, Northampton and Oxford. This could be a great project for Shrewsbury Town and Mike and Roger will continue to look into this. Hopefully they will have further news shortly on progress made.

## **C. AOB**

1/ A question was raised about the Shirehall bus to home games. These initially leave the bus station and pick up at Shirehall en route to the ground. Against Bolton last year, due to the large number of away fans, they had been full on leaving the bus station so was unable to pick up at Shirehall.

Fans were eventually picked up, but not until 2:45pm. The fans were in limbo and did not know what was happening. This has happened in past seasons to.

It was asked if communication could be made to the fans to let them know what was happening and the suggestion of a steward was made.

Brian said he was aware this had happened but wasn't sure if a steward was required as it was only a rare occurrence. He was hopeful an extra bus could be put on for busy games to alleviate this.

2/ Shropshire Senior Cup. It was asked if the club knew any dates. Brian said they were due to play the winner of the Shawbury v Haughmond tie away in the semi-finals. This would be a youth team fielded to play them. Depending on how results go, it could be that the Telford friendly already arranged will also be the SSC Final.

3/ Open Day. It was asked if a date had been set for the Open Day. Brian and Jamie said it was July 29<sup>th</sup> when we play Burton at home. The game will kick off at 3pm and there will be the Open Day with a Fanzone both before and after the game. The new home shirt should be on sale this day.

4/ At the end a gentlemen commented that he had found difficulty in hearing some of those speaking and it turned out that he was not alone. It was suggested that perhaps a microphone could be used and this was agreed that it would be looked into. The chair asked that in future if anyone has difficulty hearing to please let it be known straight away so it can be rectified.

Date of next meeting: Tuesday July 11<sup>th</sup> – venue to be confirmed.