

Minutes

Supporters' Board Meeting
16th December 2017, 11.00am Foundation Boardroom
Members LS, PM, MO'H, DD, JE, MS, PQ, JB
Attendees SL, LT, SR, GB, MH

Gavin Baldwin welcomed everyone to the Supporters Board meeting and asked if we could reorganise the agenda to allow Sam Ramsden (SR) to present the Steward Liaison Staff.

Steward Liaison Staff

SR introduced the concept of the Steward Liaison Staff (SLS), which will sit between the remit of a Supporter Liaison officer and the Response team on matchday.

Purpose of the SLS are to deal with situations where in order to resolve any issues, the supporter just requires someone to spend some time with them, which is difficult for response teams or stewards as they have set posts to manage.

SLS will wear different coloured tabards to allow them to be easily identifiable for supporters.

It is hoped that SLS will be able to deal with issues first hand but if not will be able to signpost supporters to the most relevant club official.

Action: We believe SLS are the first of their kind in football, Martin O'Hara (MoH) agreed to research

Action: SR to provide some examples of the situations SLS have dealt with to the next Supporters Board meeting.

Minutes of the previous meeting

Were discussed with the following updates.

Stadium & Operations

- An evacuation drill for disabled supporters was performed at the MK Dons game, those in attendance found the drill a useful and reassuring exercise.
- The club are also looking at how Donny Dog's Kennel could be used as a quiet room for supporters with specific needs - this would be during the match or at half time, due to the Kennel being used as part of the family excellence programme pre-match.
- An updated tannoy/pa systems have been quoted at costing 6 figures or more as it would require new infrastructure.
- Deaf and Hard of hearing supporters group - All actions from this meeting have been progressed, the next meeting of this group is the 13th January.

FBT

- Have opted not to put a retail presence in the family area on a matchday due to the cost of set up.

Programme /E-communications

- Some supporters not receiving the online programme. Shaun Lockwood (SL) asked supporters to check their details at the ticket office as the ticket database is the central database for all communications.
- SL also updated that as part of GDPR regulations, the club will be undertaking a massive data capture campaign in the new year, to ensure supporters have opted into the communications they want to receive. From May, the club will not be able to communicate to supporters if they have not opted in as part of legislative requirements.
- The Supporters Board were asked to ensure this message is relayed when the campaign starts.

Foodbanks

- MoH updated on the progress of the foodbanks which were launched at the Scunthorpe FA Cup game. 58 kilos of food was raised and cash donations received £50, which everyone agreed was a fantastic effort for the first one.

Action - (SL) It was agreed more prominence is needed for the foodbanks with posters to be put up in the ticket office and club shop.

Other

Radio Sheffield have partnered with Hexthorpe United which has been formed to tackle with anti social behaviour in Hexthorpe it was asked if we could invite the group down.

Action - SL said that he wanted this to form part of a Fans for Diversity campaign, with activity focussed at the Bradford home game.

Big screen - players names some fans cannot see them SL to look into this.
Update: Font size has been maximised to the highest possible.

In Rovers We Trust

SL presented a paper on how we build a legacy from In Rovers We Trust, bringing fan engagement and the positive social action the club undertakes to the forefront of people's minds, providing reasons for supporters to be proud and encourage more non-supporters to engage with the club.

Action: A campaign, That's Why I'm Rovers, will be used to showcase the positive engagement that takes place via Doncaster Rovers, this will launch in 2018.

Action: 5 task and finish groups will be set up to focus on different elements of how the club can interact with supporters and non-supporters. The groups will be focused on

- Increasing Town Centre & Village Presence / Atmosphere / Fan Park / Building Loyalty & Retention / Attracting New Supporters

Action - SL to publicise the groups which will feed into the Supporters Board.

Family Excellence

SL updated on the first mystery shop of the season through the Family Excellence programme managed by the Football League. Doncaster Rovers had received excellent results, scoring an 8 or 9 out of 10 in most categories. Areas for immediate actions included

- External activities outside the stadium

- Ensuring staff engage with supporters and provide the positive first time fan interaction

Action - SL to report progress against actions above.

AOB

Action - In order to enhance the away fan experience, the club agreed to stop charging away supporter coaches on matchdays. Mare Hepburn (MH)

Action - The club agreed to make more teamsheets available for sale on a matchday to both home and away supporters. Luke Thornhill (LT)

Next meeting Saturday 27th January 11am