

Supporters Board Meeting Minutes – 7th March 2020 – 12:30pm

Chair's Notes

Firstly & most importantly, the Supporters Board hope that all Imps fans & your families are keeping healthy & staying safe during these challenging times.

Our latest meeting took place prior to the team's exciting comeback victory against Burton Albion. Little did any of us know when leaving the LNER Stadium after the game that we would not be returning for some considerable time.

As you will see in more detail by reading the minutes of the meeting below we looked ahead to next season discussing key items such as choice of front of shirt sponsor, final kit design & the launch of the Imps Rewards Scheme which is already providing excellent savings opportunities for the fantastic number of fans who have renewed their season ticket during the early window.

The Supporters Board thanked the club for positively responding to matters previously raised by members at our meetings including taking steps to prevent congestion in the Co-op Stand & obtaining funding to increase the number of matchday cycle shelters.

We are extremely grateful to Lee Charlesworth for his presentation which gave the Supporters Board an interesting insight into how Lincolnshire Police Liaison Officers police a matchday at the LNER Stadium.

Clearly there is a lot for all of us Imps fans to look forward to when it is safe for football to resume.

In the meantime please stay safe & keep well.

Tony Smith
Supporters Board Chair

Attendees

Andrew Helgesen, Tony Smith, Nick Procter, Liam Scully, James Lawton, Sam Kendall, Jackie Atkins, Dan Rawson, Gary Hutchinson, Roger Bates, Lee Charlesworth, Julian Burley, Jonathan Battersby, Jon Clack, Jane Chamberlain

Apologies

- N/A

Safeguarding

- N/A

Health and Safety

- N/A

Equality and Diversity

- N/A

Policing in Football

- The Supporter's Board were introduced to Lee Charlesworth who is one of the dedicated Football Liaison Officers within the Lincolnshire Police force.
- Lee discussed their role in and around match days which included engaging with fans whilst giving supporters information on local pubs, coaches and general guidance whilst also negating any potential issues.

- There are also numerous spotters in and around the ground on a match day with fixtures categorised by police on the potential risk of disorder.

Imps Rewards Scheme

- This will be accessible to all 2020/21 season ticket holders who renewed their seat in the latest renewal window (24th Feb to 9th Mar)
- It is an online portal packed with fantastic offers and discounts from national/local brands including the key supermarket chains.
- This product will be accessible to all season ticket holders and MyImps members during the 2020/21 campaign, with the savings made could potentially pay for your season ticket.

Front of Shirt Sponsor

- Following consultation with the supporters board, the club board opted against the option to proceed with a betting company on the front of shirt for the 2020/21 season. It was agreed the matter is complex and should be kept under review.

Final Kit Designs

- Members of the Supporter's Board were shown final CAD's of next seasons football kits and the feedback was very positive.

Season Ticket Sales

- The uptake has been greater than this time last year with 4,000+ supporters renewing.

Co-op Stand Congestion

- There had been a number of complaints about the congestion in the stands. This included supporters standing by barriers which prevents other supporters from getting to their seats.
- Club to look at the stewarding process to prevent this from occurring again with a new strategy in the summer regarding steward recruitment.

Bike Racks

- The club have secured funding to bring more bike shelters to LNER Stadium.
- This is a great move for the club which should hopefully reduce congestion on a match day whilst encouraging those who can bike to the stadium, to do so.
- More information will be made available once they near completion.

Club Stores

- Currently the Waterside is responsible for 60% of merchandise revenue with 30% of revenue generated through online sales. This has resulted in the store at the stadium being responsible for only 10% of sales with just 0.5% generated from a non-match days.
- Discussions were held around theoretically closing the Club Store during the week leaving it open for match days plus one other day in midweek but a decision is yet to be made.
- Liam Scully will investigate further and present various options to the supporters board

AOB

- N/A

DONM

- TBC