

23<sup>rd</sup> meeting

Latest ATT Voices Panel meeting at PPG Canalside

- ATT Voices Panel meeting in June 2018

- Fans' panel meeting attended by Commercial Director Sean Jarvis and Head of Marketing and Communications, David Threlfall-Sykes

12 members of the Voices Panel were in attendance as well as Huddersfield Town staff members, Club Ambassador Andy Booth, Retail Manager Luke Cowan, Marketing Manager Jonathan Wilkinson, Ticket Office Supervisor Dan Cooper and Supporter Services Executive Rachel Taylor

Independent Supporter Liaison Officer Nathan Hosker was also present

### **Details from the June 2018 meeting of the 'All Together Town' meeting have today been released**

The meetings topics were Time Management, Memberships, Away Ticket Priority, Huddersfield Examiner, Safe Standing, Season Card sales and availability

Andy Booth opened the meeting by welcoming the Voices Panel and introduced Bradley Rufus to the Panel

Apologies were received from Directors and members of the Panel

### **Time allocation for agenda items**

HTSA asked if the Panel would be happy to limit the time given to each topic so more items on the agenda could be covered. It was agreed by the panel to trial a limit of 15 minutes per topic with the option to extend if it was felt necessary

### **Membership**

SJ gave a brief overview regarding a membership the Club are introducing. It will be a completely new fresh membership scheme (note – Terrier Membership now launched)

DC advised there would be different benefits to the scheme including priority on home PL game tickets

DTS commented that the Club is planning a loyalty scheme like a Nectar card whereby supporters can earn points which can then be viewed by accessing online ticketing where a My Season page will display the points, this can be used in the retail store. The membership scheme benefits will include specific club content, exclusive events, open training sessions, discounts and specific goods for members joining from abroad. We have researched other clubs and some operate a similar scheme

VP asked if this would be different to HTTPV

DTS advised that it would be a different, bespoke initiative

VP asked about the Blue and White Foundation

SJ advised that there are many different benefits to Blue and White Foundation compared to the new membership i.e. junior mascots, lottery. No cross over in what you will get

VP asked what benefit would there be to season card holders (to Terrier Membership), cheaper away tickets? Cup tickets?

DC advised would not be able to offer discount on away, cup tickets as monies must be shared/ go to away Club, the Club would look at offering other benefits

VP advised the last loyalty scheme fell by the way side last time

DTS advised the scheme was very different to the new plans.

VP does this Terrier Membership scheme have longevity?

JW - different to last time as more people showing an interest in the Club

DTS advised the Club are looking at how we put restrictions on supporters of opposition clubs buying a membership, so they can gain access to match tickets

VP do we have a timescale for membership launch

SJ yes looking first couple of weeks in July

VP asked if will be same price for juniors

SJ yes it will be but there will be extra benefits for children in time

### **Away Ticket Priority (Phil Speight)**

VP what is going to happen with away priority for the forthcoming season, have the issues from last season been addressed

SJ advised it is been looked at. Systems in place since last year to improve recording of fans activity. Looking to announce in next few weeks, just finalising details with Ticketmaster, able to check point total online. Points allocated to be based around following criteria:

- Season Card Holders from 2008/09
- Blue and White Foundation adult and juniors
- Patrons
- Ticket purchased for away games including cup from season 2017/18 and type of games attended

When away fixtures released look at allocation and the points will be determined

VP asked if this will carry on

SJ advised it will evolve over seasons and this will enable the Club to build an away priority scheme. Previous seasons the data was not accurate enough

DC advised the system does have glitches but for the new season these should be rectified. The ballot will stay. Need full season of accurate data

VP the priority needs to be explained clearly to all supporters

DC hopefully the new system will make it fairer for juniors

VP regarding disabled supporters and the carer tickets have the carer tickets always been assigned

DC should have been assigned but will investigate. Hopefully disabled supporters will be able to purchase online for the new season

SJ this will hopefully be a big improvement and will work even better as time goes on

### **Huddersfield Examiner**

VP stated that previously the Huddersfield Examiner was a long standing and respected local newspaper. Is a commercial partner of the Club's 100 Club and have historical links to the Club? All that said several supporters feel they are currently 'crossing the line'. Instances such as Mark Hudson 'hanging up his boots', Tommy Smith pre-match press conference, Martin Cranie, Van La Parra comments. Understand they are a business and need to sell papers but feel they are abusing their position at the Club and not upholding the code of conduct that the Club abide by and their behaviour doesn't fit the Club ethos. Has the Club approached them about this?

DTS advised that the Commercial Partnership is a different angle to the journalistic side it is linked to advertising etc. On the journalistic side I am proud that since been at the Club we have never banned a journalist and don't think banning/falling out with media is a good thing to do, as a principle. We like to treat the media fairly and ask they do the same.

With regards to the Examiner, the way the paper operates has changed over the last decade. DTS' primary concern with any newspaper is that articles are not run at the Club's expense to generate readership.

Specifically to the Examiner, we frequently meet to keep open dialogue. Worth saying they have been very supportive of the Town Foundation and participated in the Big Sleep Out.

SJ in my opinion the local media has changed drastically over the last ten years, they're getting information from all over and there has been a power shift to the Club as the main content provider, HTAFC being in the PL has helped the Examiner.

AB asked if a player could say no to been interviewed by media on a match day

DTS advised that players are bound by PL broadcaster rules for certain interviews, the Examiner have access to the mixed zone where players are encouraged to go and speak to press. The Club is constantly monitoring all media outlets

### **Huddersfield Town's position on safe standing for next meeting of EPL clubs**

VP advised that a HTSA representative is attending the House of Commons discussion on Safe Standing. Would the Club issue a statement of support for safe standing and sign up to the FSF list. Following on from the comments by Huddersfield MP Barry Sherman had the Club spoken to him about safe standing?

SJ advised that there is a review at the PL Chairman's conference. The Club is not against it and is broadly supportive. We will see how things develop with other Clubs like Shrewsbury, West Bromwich Albion and do more due diligence. The Club continue to watch and learn. No one from the club has been in contact with Barry Sheerman regarding safe standing at any time

VP asked if safe standing went ahead in certain parts of the ground would other areas be shown no leniency when standing?

VP stated that the Celtic review came back positive and there is now a lot of momentum for safe standing

SJ we all sense a change, but not sure we want to be a front runner like Shrewsbury, West Bromwich Albion

VP asked why wouldn't we?

VP advised that at previous meeting Julian Winter hinted the Club currently has bigger priorities

VP stated that the fans had spoken

VP asked why is it so important?

VP advised that the supporter polls suggest fans want it and its now been debated in parliament

DTS stated that when all aspects of the Club were surveyed, questions on safe standing provided varying percentages of answers depending on the question and how it would personally affect the supporter

VP stated that he understands both sides of the argument, but the Club has different priorities

VP look at where we are now with the south stand been able to stand up. The Club has a lot of improvements on the disability access and commercially. The statement of intent that Julian Winter gave at a previous meeting is the position currently.

### **Season card sales and availability**

VP asked if we have updated details on season cards and when we will receive them

DC advised SC holders who haven't moved seats/ stands must retain their existing cards, for those requiring new cards they will be sent out beginning of July

SJ finalising corporate at the moment, rough estimates are 19,000 SCH, 2,500 away therefore should have around 2,500 tickets available want to generate new batch of supporters so will be working with the Town Foundation to get schools and families involved

VP asked if there would be any increase in capacity

SJ looking at ways can increase in the FMLT but would be exit issues, cost implications and would still be temporary

VP last season a number of SCH seats were hardly used, can the Club do anything to combat this

SJ looking into ways to stop this happening, advertise Ticket Exchange and contact when supporters are not using SC

### **AOB**

VP asked what the timings for shirt launch are

LC in the next week we will be publishing pre order/ on sale dates

VP will the logo be a transfer or not this season

SJ advised it will not be a block like last season but a transfer, worked with OPE and they have been great and accommodating regarding their logo. We have ordered a high number of shirts the order went in November so was big risk

VP asked if car parking was sorted yet for next season

SJ advised no change for season 2018/19, Ticket Office would be getting in touch regarding details

SJ would you like to see more branding up in the Stadium? let us know where? Cowshed Loyal working with Supporter Services to brand the South Stand would like to extend to other stands

VP congratulated Cowshed Loyal on their fantastic displays last season

**Date of next meeting**

To be confirmed for September