

27th meeting

Latest ATT Voices Panel meeting Legends Café, John Smith's Stadium

- ATT Voices Panel meeting in February 2020

- Fans' panel meeting attended by Chairman Phil Hodgkinson, Chief Executive Mark Devlin, Marketing & Communications Director David Threlfall-Sykes, Operations Director Ann Hough, Supporter Services Manager Robyn Kennerdale, Ticket Office Manager Sue Beaumont and Club Ambassador Andy Booth

Also present were Marketing Manager Jonathan Wilkinson, Ticket Office Supervisor Dan Cooper and Supporter Services Executive Rachel Taylor along with (KSDL Stadium Safety Officer) Brian Slater and (West Yorkshire Police Football Liaison Officer) Harvey Bingham

12 members of the Voices Panel were in attendance

Details from the February 2020 'All Together Town' meeting have today been released

The meeting topics were Away Block Seating, Stewarding and Queue Management, Stadium lighting on a match day, Filming of supporters by WYP on behalf of KSDL, Safe Standing, External Fans Forums Partnership with the Club, Mental Health Hub

Andy Booth opened the meeting by welcoming the Voices Panel and introduced Phil Hodgkinson, Mark Devlin, Brian Slater and Harvey Bingham

Apologies were received from members of the Panel

Away Block Seating

HTSA have received number of complaints from supporters who attend away matches and wish to sit down at the games, unfortunately their views are blocked as other supporters wish to stand

VP asked if one solution was for supporters who wish to sit to purchase tickets at the front of the stand and those who wish to stand at the back

Sue advised that extremely difficult some supporters don't want to be near the front. Middlesbrough designated a seating block at our recent away game, but this was not enforced by the stewards at the match

HTSA appreciate that there is not an easy answer, but we are willing to work with the Club to seek best solution possible for all supporters. Supporters must be respectful of other supporters

Sue advised any supporters who are having issues to contact the Ticket Office direct so they can assist

Stewarding and Queue Management/ Filming of supporters by WYP

HTSA had received observations from away supporters several months ago that queue management around the away turnstiles was a concern along with a lack of female stewards for searching purposes

Brian advised that after observing the stewarding and queue management since his arrival in December he has changed the operation in that area so hopefully it works better

HTSA advised that they had received reports from supporters that police had been filming home and away fans

Discussion took place regarding the filming and the West Yorkshire Police Independent Advisory Group (IAG) which meets with supporters from all the West Yorkshire Clubs on a regular basis

Ann advised if supporters contacted HTSA regarding this to forward details onto her

Stadium Lighting

VP stated that he had received several complaints regarding the lack of lighting outside the stadium particularly after evening games, one supporter had fallen after the Swansea game

Ann advised that at the Swansea match there had been a fault with some of the lights at the North End, so it was particularly poor at this match

VP said that at the South Stand it is very dark when leaving the Stadium, supporters had fallen over the bollards as area is congested and extremely dark

VP asked if could put stewards there to warn supporters

Brian said he would investigate the lighting situation and the bollards possibly bring lighting generators across to help. Further bollards are also being erected at the Stadium as part of the counter terrorism measures the Stadium must implement

Safe Standing

HTSA advised there had been significant movement on changes to the Green Guide and that the process would now be speeded up through Government. Supporters had shown that they are in favour of safe standing along with local MPs. Kilmarnock have trialled a small area via crowd funding for an under 16s' area. As a group HTSA don't expect the Football Clubs to foot the bill and are open to any kind of solutions

VP stated it would be good for HTAFC to be one of the first, like we have done with season cards and atmosphere

Ann advised it would need further detailed discussions at Board level

Mark advised that at the next EFL meeting at the end of the month himself and Ann would ask for details from EFL. He would also speak to Brentford as they had looked at implementing safe standing at their new stadium

External Fans Forums Partnership with the Club

VP asked if we could have look at a more formalised agreement for groups having access to players staff for Q & As such as Family Friendly Facebook Group

David advised that as a principle we do a good number of varying forms of engagement with different groups. One change we would like to make is to bring Club guests further afield than Huddersfield i.e. Phil did Q&A with Southern Terriers in London before the Fulham match

VP stated that the last two seasons seemed to have been a challenge and a lot of red tape to be able to do Supporter Facebook Q&A's

Phil asked the VP what they would like to see

VP commented that the Podcast Phil did with 'And He Takes That Chance' was good and would like to see more of these

VP stated that Patrons had Q&As as part of their membership

David advised that the Club needs to get out content to the biggest audience possible to get value. Podcasts are a good way as don't have to have specific social media. Due to the circumstances particularly last season and having a high number of young players we had to be careful. What is the general perception; do we as a Club do enough?

Discussion took place regarding different ways the Club could look at increasing the access

David advised that Fan Groups to go through Supporter Services for access requests

Mental Health Hub

HTSA advised that Sunderland had partnered with EFL Charity Mind and had funding from Fans for Diversity for the Hub

HTSA will forward on details to the Club

Any Other Business

Catering

VP commented that catering and queueing in the South Stand Home End was extremely poor

Phil advised that talks are currently ongoing regarding the catering contract with KSDL

Reciprocal Ticket Pricing

VP asked if the Club proactively ask other Championship Clubs at the beginning of the season if they wish to participate in a reciprocal arrangement

Mark advised he would speak to the EFL and other Clubs

Executive Area Seating

VP asked when the seats would be updated from red to white in the Core Stand Upper Tier White Rose Club seating area

Ann advised there has been a delay on the seats

Season Cards

VP asked why the charge for forgetting your S/C was increased

Dan advised large amount of S/C holders persistently forgetting their S/C causing long queues to develop on a match day and therefore other supporters wanting to purchase tickets were having to wait longer. Since its introduction the Ticket Office had seen a decrease in the number of supporters forgetting their S/C

Jonathan advised that we are looking at having S/C on mobile devices to be able to scan at the turnstiles, looking at trialling it with match tickets this season

Date of next meeting

May/June 2020