

24th meeting

Latest ATT Voices Panel meeting at PPG Canalside

- ATT Voices Panel meeting in October 2018

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

12 members of the Voices Panel were in attendance as well as Huddersfield Town staff members, Retail Manager Luke Cowan, Marketing Manager Jonathan Wilkinson, Ticket Office Manager Sue Beaumont, Stef Maynard Commercial Executive and Supporter Services Executive Rachel Taylor

Details from the October 2018 meeting of the 'All Together Town' meeting have today been released

The meetings topics were Away Ticket Priority, Catering, Quality Issues on shirts, Terrier Badge change, Perrys Fan Zone and Supporter Feedback.

Andy Booth opened the meeting by welcoming the Voices Panel and introduced Anne Miller to the Panel. He thanked the Panel for their contributions over the 5 years since the All Together Town process had begun.

Apologies were received from Directors, members of the Panel and volunteer Supporter Liaison Officer Nathan Hosker.

Away Ticket Priority

VP members explained that supporters were experiencing issues with purchasing tickets together when the adult has a higher points total than the junior for away matches as due to limited points history of the juniors due to their age (and lack of history). Supporters are buying adult tickets with the correct priority then hopefully buying a junior one later therefore tickets are not seated together or they are waiting to lower priority dates to ensure they get them together and risking that there will still be tickets available. It hasn't been a problem so far this season, however at Burnley, a VP members' son had to sit elsewhere.

SB advised points system has overall been well received and not had as much criticism. All games have gone to general sale this season. We are looking at adding points from this season's away games so far to reward those supporters who have attended; this needs to be ratified by the board. We have considered looking at allocating extra points for night matches and games on TV. We have over 18,000 supporters with 60+ points. With regard to juniors, the Club have been addressing the issue and helping supporters when they have contacted the Ticket Office

SJ reoccurring question is how supporters can move up the ladder. The potential adding of points during the season will enable fans who have travelled already to gain more points.

SB asked if the VP members thought adding points during the season for games that have taken place is a good idea. VP agreed yes.

Catering

VP member asked if catering could not be on the agenda for any future meetings as he felt the Panel would not progress any further on this matter until there was a change in the contract and catering was brought under the control of the Football Club. Catering has been on the agenda for the five years since ATT started and not made significant progress despite the different catering companies during that time. We have trusted representation at ATT and this hasn't happened with Catering.

VP advised not had much feedback

AB advised catering is a marked area on the Premier League's "Visit Football" mystery shopper survey, and we have received the report recently.

SJ commented that as a Club we have a desire to improve in all areas, but catering is out of our control. There is a shift for Football League clubs to have in house catering. It is a very complex picture. The landscape around the Stadium is changing weekly.

VP advised that Kudos were not selling John Smith's draught in some areas at the John Smiths Stadium.

SJ advised that as and when there were any changes in the Catering situation, HTAFC will bring this back to the ATT VP meeting.

Quality Issues on the shirt

VP advised that shirt designs are great, the sponsors were flush to the material however the badge was disappointing. On the Terriers lettering, the dog and also the Umbro letters were coming off.

LC expanded on the VP comments and seen comments on Facebook groups and Twitter. UMBRO acknowledged the issues with one of the batches. As a Club anyone who has had an issue with a shirt we replace straight away. There has been a considerable drop in the number of shirts been returned as we dealt with the faulty batch.

Terrier Badge change

VP commented that the new dog was popular and could understand why as the Crest is very busy. Concerned as other Clubs have always ended up changing back.

VP asked isn't it just for 12 months?

VP yes was advertised as just for this season, like the 70's season style of shirt. Appreciate doesn't fit the identity of the Terrier, but other Clubs have amended theirs i.e. Liverpool – Liver Bird, Spurs – Cockerel

VP commented it was a subsidiary brand and used to encourage new supporters

VP asked would the Club sign a memorandum of understanding with either the All Together Town VP or HTSA to agree to engage the fan base before changing name, crest, colour. This would ensure if changes happen in the Club 5/10 years down the line there is an agreement in place.

VP advised on a HTSA vote of 200 votes 75% said supporters should be consulted.

VP said it is all subjective, everyone has an opinion

VP advised it is a sensitive subject and need a mechanism with supporters involved

VP noted it doesn't contain the words Huddersfield Town

SJ commented on the changes. The Club felt it modernised the brand, bit different, tip of the hat to history, wanted to emphasise the Terrier, Year of the Dog for Chinese New Year. Club trying to build our identity. As a board we felt it was right. The design is subjective without extensive market research we feel it is 70% - 30% in favour, but commercially hard to quantify. Will take the suggestion of a Memorandum of Understanding to the Board. Nothing has been signed off for next season yet.

DTS advised the crest was still shown on TV i.e. MOTD. VP brought up about three stars not on the Terrier. DTS commented that the 3 stars have only been on since 2009. Take on board feedback it is all very subjective. The Premier League has opened up HTAFC to a new set of people. We are the only Club in the world who are the Terriers it is a point of distinction.

Perrys Fanzone

VP asked what the future holds for Perrys Fanzone with the developments at PPG Canalside. Is it going to move?

SJ advised that the question has been asked a lot. No simple answer as the clock is ticking for the commencement of the building works. Leeds Road Playing Fields probably too far away in distance to make it work. We are looking at 3 different options closer to the Stadium:

Option 1: grassed area over the bridge. This is a great location however high cost implications for flooring, drainage also HD1 to take into account.

Option 2: Gas Works Street. This is further away from the Stadium cost for lighting and near busy roads.

Option 3: Old Golf Driving Range area. Has space under cover, set back from the Stadium.

SM advised the current preferred option is Old Golf Driving Range

Discussion took place regarding what supporters would like from a Fanzone

SJ asked the VP what their preferred location option would be?

VP show of hands were for the Old Driving Range location

SM asked if any of the VP would like to be involved in discussions regarding the Fanzone

Feedback from SLO

AB advised an enquiry had been made from a supporter regarding the ATT composition and if they could have live representation for people who live a distance away at the ATT either

by webcam or phone on speaker. The supporter felt that submitting pre written questions, does not allow for free debate and counter arguments

VP agreed we would add the supporter onto the e-mail list and they would have the opportunity to add onto the agenda and then liaise with the representatives of HTSA before the ATT meeting takes place

AOB

AB advised that Julian Winter has offered to meet ATT Voices Panel members separate to a full Voices Panel meeting should they wish to discuss the Training Ground developments if this is something they would like they should e-mail or speak to RT so we can set up a separate meeting with Julian.

Date of next meeting

To be confirmed