

## ATT Voices Panel virtual meeting

- ATT voices Panel meeting in June 2021
- Fans' panel met virtually to discuss issues surrounding the Club
- Read notes of what was discussed on the evening

Details from the June 2021 'All Together Town' meeting have been released.

Due to the current COVID-19 restrictions, the ATT meeting are run virtually as supporters, alongside Huddersfield Town staff discussed Club finance update, return to stadium protocols, HTSA survey results amongst other topics.

The fans' panel meeting was attended by Chairman Phil Hodgkinson, Chief Executive Mark Devlin, Operations Director Ann Hough, Supporter Services Manager Robyn Kennerdale, Ticket Office Manager Dan Cooper, Content Manager Adam Tomlinson and other HTAFC staff

11 members of the Voices Panel were present, including representatives of Huddersfield Town Supporters Association (HTSA), Proud Terriers and Huddersfield Town Disabled Supporters Association (HTDSA) apologies were received from 2 members including Cowshed Loyal Group

### Matters arising from previous meeting March 2021

**Publication of SAG minutes:** the minutes have been shared with HTSA

**Hiring of disabled supporter's liaison officer:** Zoe Shackleton is the named DLO and she along with other staff members can be contacted via [dlo@htaafc.com](mailto:dlo@htaafc.com)

**Update on stadium share situation/ operational control:** Phil Hodgkinson informed the group that the Club along with Huddersfield Giants and Kirklees Council are currently in discussions regarding the long-term future of the Stadium. They are exploring setting up a Trust which will protect the Stadium in the future. HTAFC will gain operational control of the Stadium, this will mean the Club will be responsible for the costs but will benefit from been able to generate additional income both on a match day and non-match day. Mark Devlin advised that all parties were hopeful of contracts been completed by the end of 2021, there is a possibility the Club would start to take control at the start of the 2021/22 season. HTSA asked about the possibility of fans being represented on the trust, Phil advised the he would expect that the trust to have a more diverse board

Phil advised the group that the Club would like to improve the matchday experience for supporters. Proposals include having fan bars, possibility of taking over the lease of the Rope Walk discussions ongoing and create a further bar inside the stadium. Improving concourses with Town branding along with joint Town and Giants branding where required. Possibility of a roof over the South Stand and bringing other companies in to supply beer. Mark informed the group that the Fan Zone would not be in the same area as previously due to several operational issues. For the first number of matches COVID permitting fan zone activities would be spread around the outside of the stadium. The Club will consult with supporters on the match day experience in the coming months

**Can disabled/vulnerable continue to watch ifollow post return to stadia (HTDS):** Adam Tomlinson advised that the Club is in ongoing discussions with the EFL regarding this matter

**Update on improved access to videos/subtitles: (HTDS)**

Adam confirmed the Club is working on improving accessibility on Club videos. He advised that producing subtitles/ captions takes time to edit. We have considered using auto generated subtitles, but they tend to be inaccurate

**Update on the B&W foundation prize payments options:**

Ann Hough reported that supporters have the option to scan cheques, the Club is also looking at a relaunch of the Blue and White Foundation

**Fanzone/ Rope Walk:** see update earlier

Agenda

**Club finance update (HTSA)**

HTSA noted that the Club accounts released earlier this month confirmed the repayment period on Dean Hoyle's director loans has been extended. HTSA asked what impact this would have on the Club's short- and long-term finances and strategy.

Phil advised that the repayment period of the director loans has been renegotiated due to the impact of Covid-19. This will mean there will be less of a drain on cash and cashflow in the short term. He reiterated his position that, as custodian of the Club is determined to avoid the situation which many other Clubs find themselves in. Phil advised that the Club have been developing relationships with Club's in Portugal, Brazil, Columbia, France and Germany. Phil stated that he had invested money into the Club in different ways

**Return to Stadia protocols**

HTSA asked if supporters would be required to have additional documentation or sign public health code of conduct to attend matches for season 2021/22

Phil advised that he expects the stadium to operate at full capacity next season, however supporters may be required to show vaccine passport, participate in PCR/ lateral flow tests

Ann commented that the Club is still awaiting guidance from the EFL and the Club will update supporters when details are received. Plans will be signed off by the Safety Advisory Group who are currently working with the Club, KSDL and the Giants

**HTSA survey results and discussion**

HTSA provided a brief summary of the results of their survey which received 861 responses. The majority of those who completed the survey were season card holders. One third of season card holders said they would not renew for season 2021/22 or are undecided. Two – thirds of the non-season card holders who completed the survey said they would not buy a season card for 2021/22 or are undecided. The most commonly cited reasons were dissatisfaction with the team's performance and results; dissatisfaction with the club's player recruitment; dissatisfaction with how the club is being run at Board level. HTSA advised they would publish the results in the coming weeks

Andy Booth asked if HTSA could send the survey results to the Club to review in more detail

### **HTFC Women's sponsorship**

HTSA explained that they are crowdfunding for HTAFC Women to cover costs who have to pay to play. Is it possible the Club could share via the club's social media channels?

Mark advised the Club is working with HTAFC Women and contributed to them in various ways and was happy to share the details of the Crowdfunder

Adam added the Club has significantly increased the coverage of the Women's team on htafc.com and social media channels and is meeting their media team to discuss how they can strengthen the relationship further

### **Home Friendlies**

Voices Panel member asked why the Club doesn't host more home friendlies

Phil advised this was due to a various number of reasons, including the pitch care, concerts, Giants home matches, costings. Many foreign Club's this season are not touring due to Covid-19, many Premier League Clubs now play tournaments abroad and most EFL Clubs prefer home friendlies themselves. We would like to see a West Yorkshire Trophy revived

### **Any other business**

Andy Booth asked the group if they could ensure that they completed the individual diversity surveys.

HTDSC advised that there are currently only two accessible toilets in the Stadium that use the RADAR key system therefore the rest of the toilets are meant to be supervised by stewards, however in practice this is not the case. KSDL have said they currently have no plans to change this. The club's equality working group have been made aware.

Ann commented that she would follow up this with KSDL and would forward onto Phil the costings

Adam Tomlinson advised that the Club is looking at a different format for the match day programme. This would involve producing a 16-page match day programme for the 2021/22 season complimentary alongside a more comprehensive monthly magazine

Panel members gave feedback regarding the different formats, which included issues with sustainability and litter

HTSA advised the panel that the Heritage website would be available from 19 July 2021

Several panel members raised the issue of players taking the knee before games

Mark Devlin confirmed that following the last ATT meeting the Club discssued woth the players and they advsed they wabted to continue to take the knee.

HTSA stressed the importance of supporting the players

Voices Panel member asked why our kit was not out earlier than other Club's

Phil advised this was due to several factors in previous seasons such as shirt sponsorship deal, kit manufacturer. Would like for the home kit for the new season to be worn on the last match of the previous season going forward if allowed

Andy Booth stated that the Club will be soon advertising for two new members to join the panel