



WYCOMBE WANDERERS SUPPORTERS' TRUST

MINUTES OF THE PUBLIC PART A OF THE TRUST BOARD MEETING HELD ON 29 February 2024 at 7pm at MONTY'S BAR, ADAMS PARK AND VIA ZOOM.

Present:

Bob Massie (BM) Chair
Alan Cecil (AC) FALL Director, Website, Twitter and Facebook supporter interaction
Ben Dunlop (BD) Member Engagement, Trust Table
Tony Hector (TH) Trust nominated member of the Football Club Board, Society Secretary
John Workman (JH) Marketing the Trust Leader and Vice Chair

Zoom:

Nigel Kingston (NK) Member Engagement
Trevor Stroud (TS) Trust nominated member of the Football Club Board

Plus 20 Trust Members who joined the Zoom meeting and 7 Trust members present.

Apologies:

None

1 - Intro & Apologies

BM

BM welcomed everyone to the meeting. NK is abroad and TS is away.

Minutes of 24 January 2024 meeting

BM/All

Minutes are available on the Trust website. There were no comments and the minutes were approved and signed.

Matters Arising

BM/ALL

Carousel bus service has been formally adopted. Pick up points popular, but only one bus back immediately after the game and an hour to the next is a challenge. No issue with mixing of fans experienced thus far. Service effectiveness continues to be monitored by the club / Carousel. Any feedback should be sent to Neil Peters (Neil.peters@wwfc.com) at the club.

DSA coach running for Reading game and Trust subsidy approved.

Published Reports

ALL

Noted there is a new Womens' teams report on the website. No questions raised. Monthly report from Foundation has not been received due to an oversight. **Action: BM** to ensure included in future.

Questions arising from Trust Finance Summary

AC

The finance report is available on the Trust website. AC briefly summarised and reiterated highlights. January saw an excess of income over expenditure of £1,503. Available funds now stand at £129k.

Communications - VeryConnect

BM

Existing InTouch system 'clunky' and unable to meet current needs – unable to embed links. After research, including discussion with Exeter Supporters Trust, VeryConnect chosen. Communication options, including two-way with members, segmentation ability of higher quality. Initial early member feedback that too much personal information required – clear not fully understood all but DoB optional and even that can be 'hidden' from public view. Learning point - introduction could have been better communicated via InTouch up-front.



WYCOMBE WANDERERS SUPPORTERS' TRUST

Club Update

TS/TH

Bristol Street Motors Cup match-day details subject to negotiation between the two clubs taking part, Wembley and the EFL. The club will be issuing a FAQ when the tickets are available for purchase that hopefully will provide more information on these matters.

Rob Couhig ("RC") had positive meeting with Bucks Council CEO re second access road yesterday and a deadline for moving matters forward has been agreed.

JJ testimonial event booked for 19 March. Will be attended by number of ex-players and there are a number of surprises planned.

Responses to questions:

- club remains in discussion with Millbrook School re reinstatement of car park. Key issue is school wants club to staff car park, but for them to keep the funds. Availability of sufficient club staff to run car park a potential difficulty.

- club looking at possibility of reinstating Junior Blues following RC's enthusiastic response to idea being put forward at Tuesday's Q&A.

- members felt club needs to have better dialogue / communication of standards of behaviour expected from fans. Small group of adults and new younger fans have exhibited poor behaviours in terrace of late. TS confirmed club is aware of problem, clearly covers at pre-game briefing and closely monitors situation. Members in the room advised they have moved away from the terrace as a result of the issue. TH advised growth of poor behaviour across football is a high-profile issue with the FSA and EFL, but it's clear that this is a societal problem rather than specifically a football one. Issues seen at Cheltenham / Wycombe and Stevenage / Cambridge games referenced. Sanctions can range from ejection from the stadium, through temporary bans to criminal action. Trust unable to discuss individual fans and any concerns should be addressed to the club. **Action: TH/TS** to continue to liaise with club management / Stadium Safety Officer.

Online Supporters' Survey to attract new fans

BD / ALL

BD outlined the thrust of the initiative for the Club and Trust working together with the aim of improving supporter attendance. A Working Group has been put together drawn from the club, Trust and a fan representative. Initial aim to gather sufficient data to understand what will attract fans to / back to games.

Target groups (a) existing fans who are invested and understand what will keep them and help them attract others, (b) occasional fans who attend sporadically, community games, Wembley, etc. to find out what will make them regular attendees and, (c) potential new supporters. Intent is to focus on groups a and b at first.

Members in the room and online made several suggestions on how to frame survey including: understanding travel (vehicular and on foot) and parking challenges including comparison with competitors, making the Caledonian more welcoming (smaller tables / more seats?). It was mentioned fans can use 'Fix My Street' to report local footpath / road issues.

Survey intended to be way of obtaining data to separate / understand issues deterring fans coming to games and enable focus on ways to better target increased matchday attendance to help build a more sustainable football business.

Responses to questions:

- reinstating busses from surrounding areas an economic sustainability problem.



- survey can be subdivided into age categories as each have own particular challenges.
- will look to learn from other clubs as / where possible.
- disabled fans have particular issues and an offline discussion requested. **Action: BD** to follow up with Jeff Brydon.

Aim to get survey out early enough to get responses back by end of season so learnings can be used to help implement a development plan that can impact start of next season.

AOB ALL
AC – next fundraising auction to be held 19 – 23 March. Appeal for any memorabilia, other than match-day programmes, that can be auctioned made.

NK – with Russell Jones stepping down as Membership Secretary, Trust looking for any persons interested in taking on the role. Contact can be made direct to any of the Trust Directors or via email to wwst@wwst.org.uk

Members commented that the Trust meeting is in direct competition with the Wycombe Wanderers TV weekly show. **Action: BM** to consider implications.

Trust Members Q&A ALL
No other questions received.

Date of next Meeting: Thursday 28 March 2024.

Meeting closed 8:05pm