

## **Supporter Consultation Group**

### **Meeting Three | Minutes**

**Date** | Wednesday 2 July 2025 – 7pm

**Location** | The Memorial Stadium

#### **In Attendance**

##### Supporter Consultation Group Representatives

Danielle Smith - Women's Supporter Representative (**DS**)

Gary Brindle - Senior Supporters Representative (**GB**)

Lucy Durcan - Season Ticket Holder Representative (**LD**)

Martin Hudd - Supporters Club Representative (**MH**)

Nicola Kumi - Family & Juniors Representative (**NK**)

Anthony Cockayne - Season Ticket Holder Representative (**TC**)

##### Bristol Rovers

Ritchie Bates - Director Of Commercial (**RB**)

Mitch Waddon - Head Of Media & Engagement (**MW**)

##### Apologies

Ian Sams - Chair & DSA Representative (**IS**)

Allen Williams - Diversity & Inclusion Representative (**AW**)

#### **1. Actions and discussion points – previous meetings**

##### **A. Club to communicate decisions made regarding production of Monthly Magazine once final decision is reached**

- **MW** confirmed the Club will be communicating the decision made regarding the monthly magazine imminently, with the media team working on the preview issue for August at this time.
- **AC** asked about the possibility of adding more elements to the Club team-sheets, which **MW** will explore.

##### **B. SCG members to communicate recommendations on options for recognising Servicemen/ Key workers**

- Update was delayed due to absent SCG member. Club is very eager to support any ideas.
- C. ID passes and DBS checks for the SCG to be provided and sorted ahead of the 2025/26 season.**
- Club will be able to supply these ID passes before the start of the season. SCG to provide member details for required application link.
  - SCG members also to complete safeguarding training.
- D. SCG to canvass opinions on what options would help STH feel more valued/ recognised.**
- Further details to be provided by SCG as and when ideas are raised.
- E. Club to consider options in store for young fans. Will these options be available for Family Funday?**
- Club shop has installed a substantial number of options for young fans, toddlers and babies, and these are already available. Further communication will be provided regarding Family Funday imminently.
- F. MW to ask those areas making external communications to let SCG know of any upcoming communications, so they are prepared for any resulting contact from fans.**
- This has been actioned.
- G. SCG to publicise opportunities for fans to volunteer with football club and work with current bank of volunteers using the 'Recruitment' email address on Supporter's Club website.**
- Details have been provided on the Supporters Club website.
- H. Club to consider asking the unsuccessful candidates for places on the SCG this year if they would be interested in intended matchday SLO roles.**
- The Club is still exploring implementing SLO roles but will welcome all applications for supporters who wish to help the Club.
  - The Club will look into adding a volunteer section to the website – all who wish to offer volunteer services can do so at [recruitment@bristolrovers.co.uk](mailto:recruitment@bristolrovers.co.uk).
- I. RB to mention issue raised regarding phone calls and emails re buying ST not being answered with relevant teams.**
- **RB** has picked up and addressed with the relevant departments at the football club.

**J. Club to explore updating music offerings during matchdays, including walk-out music and goal music.**

- Club is actively reviewing the music options and will be seeking supporter feedback imminently.

**K. SCG to take formal vote on the drum issue and report back.**

- SCG formally vote not to progress the drum.

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**L. Club / SCG to review new food and drink offerings success in easing flow of footfall around SW/S stand areas. Consider further improvements if needed.**

- Club indicated that certain options aren't possible due to factors outside our control, but Club have already made improvements to bars and food outlets ready for the new season will offer a consistent offering of food and drink to supporters in all stands.

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**M. Build, develop and maintain a SCG hub on the Club website complete with headshots, contact details and minutes of previous meetings.**

- This has been implemented. SCG to provide feedback on the section.

**N. DS to update meeting on further discussions with HGT.**

- DS updated the group on suggestions raised by HGT, including baby-changing facilities, sanitary products, drinks offerings in the bars and female fit of shirts.
- The Club has taken these on board and is confident of improvements for the new season. It was noted that female-fit shirts is not possible at this moment due to the high minimum quantity order required.

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**O. Update on walker/ wheelchair storage issue.**

- The Club have identified a potential, suitable area, but the final decision will be dependent on the completion of other projects throughout the off-season.

**P. Further explore Club Chaplin for multi faith pastoral support.**

- The Club has a Club Chaplin in place. Wayne Massey is available to the Club half-a-day a week and offers multi-faith support, and is also mental-health awareness trained.

## **2. Club Updates**

### **A. FanZone**

- The Club has already actioned significant operational changes in the FanZone and is looking forward to completing the plans ahead of the 2025/26 season.

- These include creating additional space and improving the safety and function of the utilities in the area, ready for further work.
- A designated area will be dedicated to a family zone, which will be manned by the Community Trust.

## **B. Screen**

- The big score-screen is being installed and is nearing completion. The Club is excited to show off the new screen and fully understanding its capabilities to engage supporters.

## **C. Catering**

- More food options for children will be available in the fanzone in time for the start of the season.
- Kiosks and bars will be uniformed across the stadium for the new season.
- A variable menu will be available in the fanzone, with outlets providing different culinary options for different matchdays. These will be promoted ahead of time.
- Gluten free options were also discussed and the Club will look into trialling these at a future fixture to gauge interest.

## **D. Family FunDay**

- The Club have determined a date for a Family Day during pre-season, at The Memorial Stadium, and this will be communicated imminently.

## **E. Retail Update**

- Questioned raised regarding Quarters on the back of home shirts – EFL regulations state Clubs cannot have Quarters unless we use red lettering and numbers to accompany it.

# **3. Monthly Focus Area | Family and female supporter acquisition and retention**

## **A. Female bathrooms – dirty and flooding (East Stand mainly but issues raised about others too)**

- Issue discussed as part of HGT's suggestions. Club stated investment has been made in improving bathroom facilities.

## **B. Better drinks options for kids in bars. Not only water/ fizzy. Natural juices or fruit shoots.**

- The Club is implementing meal deals for children that will include different options.

## **C. More player engagement with West/East/South stands. Player giveaways always seem to be with North Enclosure.**

- The Club will encourage players to acknowledge and interact with all stands and supporters at the Memorial Stadium.
- - D. More halftime on pitch entertainment/ competitions/ an u16s 50:50 with not cash prizes but goody bag give aways. Maybe once a year a next year kids season ticket prize**
- The Club will be bringing in half-time pitch entertainment for the new season. The Club will explore opportunities for an U16s 50:50.
- - E. Make more use of pirate image - pirate image and skull and cross bones on merchandise**
- The Club is looking to use more elements of the Pirate in the future, particularly pertaining to engagement with young supporters.
  - F. Get back on the Gromit Trail to host another Park animation statue (last were on in 2023). Good opportunity to engage with future younger fans brought to see the statue.**
- Involvement in the Gromit Trail usually involves sponsorship with the local council. The Club will investigate ahead of the next opportunity.
  - G. What was take up on Pirate Crew? Generally well received. Few questions re discount if shirt not required, use of free tickets, e-correspondence for children not as effective. Potential future improvements to Pirate Crew and presentation of materials – birthday ‘card’ example**
- Club has been delighted with the initial take up on Pirates Crew and is open to feedback on the presentation. Club will take forward suggestions on improvements moving forward.
  - H. Feedback from Danielle on HGT comments**
- Feedback provided, as noted in 1N.
  - I. Monzo and Go Henry debit cards do not let younger fans use their debit cards at Rovers because they’ve registered them as a seller of alcohol. Does Club know if this a setting that can be varied at clubs end or do users need to resolve. Either way the club should do a website/socials article on this so kids don’t arrive and find cards don’t work.**
- The Club will investigate this issue.
  - J. Buying tickets online (on the day without an adult) isn’t allowed. Is there a better work around than at present? Parents can’t bring a non STH family member or a child’s friend unless an adult goes to ticket office with them. Parents are forced to pay for an adult at present if they want to buy online in advance.**

- The Club will be changing the rule so Adult Season Ticket Holders can purchase a kids' ticket as long as there is a linked account. This system will be monitored rigorously to mitigate potential problems and potential abuse.

**K. Pirate Crew addressed u12. Any plans for the 12-18 or 19 group? Local school football club or college discount schemes? Junior blues membership scheme allowing one off tickets to be bought at 1/23<sup>rd</sup> of season ticket price? Improve matchday experience for the teens.**

- The Club was determined to appropriately cater to U13 supporters in the first iteration but is open to expanding to U14-U18s and would welcome feedback on suitable offers for fans in this age group.

**L. Do we need a younger fan base representative on this group?**

- The Club believe this is something the SCG should determine among themselves and would be happy to facilitate, if agreed.

**M. Query re season tickets – why is under 7 free tickets not for terraces at well? Choice of south stand as a family stand previously mentioned.**

- The Club is actively promoting the South Stand as the family stand and wishes to encourage families to use this area as family seating, hence the discounted ticket prices.

#### **4. Other Fans Feedback/ New Issues**

**A. PA System in open part of East Terrace (North End) inaudible. One person said same about East stand itself.**

- The Club advised that work has been undertaken on the PA system in the off-season. There is a significant cost requirement to a new PA system at this time.

**B. Access to Fan Zone at half time from West side**

- The Club advised that all offerings in all stands will be consistent, and safety and wellbeing concerns in certain areas mean allowing such access is difficult.

**C. Use glasses in bars not plastic- people drink elsewhere rather than have plastic when sitting inside. Charge deposit refundable on return of glass. Branded plastic glasses also with deposit or fans can choose to keep (like done at Beacon)**

- Club advised that high quality, plastic glasses come at a significant cost, but will continue to investigate.

**D. Pre-ordering of drinks and food using app to pay and get a collection code to collect**

- The Club advised that to implement this takes significant tech and Wi-Fi capability, and while this is something the Club would love to offer, this is a difficult one at this time.

**E. Mural on plain green stand wall**

- The Club is looking at imagery around the Stadium ahead of the 2025/26 season.

**F. Coffee – specifically go back to premixed branded cups not staff using tea spoon from jar- different taste(if any) every time and lids that fit the cups. Have a posh coffee stall like we used to**

**G. Better food – bring back old suppliers of pasty/ sausage roll. Always used to be consistent and not burned. Often run out basics even bottled water. Can we have basic water stations people can re fill empty bottles from? Request for gluten free food options.**

- Club advised that the old pasty and sausage roll supplier was actually being used but hadn't been communicated. Club is working to find a balance between ensuring an ample supply but avoiding significant waste following matches.

**H. Attitude of security guards stopping fans getting into near empty bars as say they are full. Fans are clearly getting out without them leaving being recorded**

- Club will monitor and act accordingly throughout the season.

**I. No beams obstructing view in stadium redevelopment/ remove ones that are there when re-doing stands**

- The Club advises that beams are required for safety requirements but will take the point under advisement.

**J. Pitchside advertising boards are not focused and inconsistent sized graphics in different areas. Could we use them for goal celebrations and more than just the same adverts on a loop**

- The Club is hopeful that the new big screen will help to rectify a few of these raised concerns.

**K. As in most shop allow fans to round up the purchase amount to a round figure (or say add 50p) for the Community Trust or Academy**

- The Club is keen on this suggestion and will investigate further.

**L. Have shop to save offers on website so club gets a turn on sales of holidays etc purchased via a link on club website**

- The Club interpreted this suggestion as Affiliated Links and is not seeking to engage in these at this time.

**M. Why can't numbers and names be added to online shirt orders?**

- The Club advised that this may have been because of the previous outsourced retail provider but will investigate providing now this is in-house.

*NB – The option to add name and numbers from the Men's First Team squad was switched off while numbers for the 2025/26 season went unconfirmed. There is an option for supporters to add their own name and number.*

*NBB – this was actioned for the launch of the 2025/26 away shirt across the weekend of Saturday 5 and Sunday 6 July 2025.*

**N. Can we have Blue nets as when DC was last manager. More fan cam / goal cam shots**

- The Club will investigate this possibility.

**O. Half season tickets**

- The Club will be advertising half-season tickets from mid-November onwards.

**P. Communications – potential for Q and A sessions?**

- The Club is eager to update supporters through a multitude of avenues in coming weeks and months, including fan forums, other events and more. More details to follow.

**5. Representatives Updates**

**A. Disabled Supporters Association**

- No Further Update

**B. Supporters Club**

**MH** raised priority points – The Club is working closely on a Priority Points scheme, which will be utilised to protect match-going fans. More details to be provided in due course.

**C. Senior fans**

- Club will work with SCG to determine best places for representatives on matchdays.

**D. Season ticket Holders**

- Club are on board with the concept of discounts for season ticket holders but need to take some time to figure out how the systems work.

**E. Female fans**

- No Further Update

**F. Children and families**



- No Further Update

#### **G. Diversity Inclusion and Equality**

- No Further Update

#### **6. AOB**

- The Club is seeking to hold an In Memoriam fixture in early January. SCG were on board, and more details to follow in due course.
- The SCG will next meet with Club representatives in the week commencing August 4 2025.

#### **Agreed Actions**

- Club to look into team-sheet options for supporters
- SCG to provide details to Club for Club passes
- Club to investigate Monzo payment issue for junior supporters
- Club to investigate blue goal nets at The Memorial Stadium