

Supporter Consultation Group – Meeting 6 Agenda

Wednesday 12 November 2025 – 6.30pm – The Memorial Stadium

1. Attendees

Supporter Consultation Group Representatives

Ian Sams - Chair & DSA Representative (IS)

Allen Williams - Diversity & Inclusion Representative (AW)

Danielle Smith - Women's Supporter Representative (DS)

Gary Brindle - Senior Supporters Representative (GB)

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

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

1. Owner engagement/ meeting with owner and Stadium /Quarters update

The SCG presented feedback relating to supporter queries about potential communication from the Chairman and ownership group, and offered ideas collected from Fans for different formats that updates could be shared with the wider fanbase.

The Club understands the push for further communication, especially around larger scale projects such as Stadium and Training Ground development updates. The Club stressed the Chairman's commitment to Bristol Rovers, highlighting his involvement in the Remembrance fixture activations and daily conversations with Ritchie Bates, Ricky Martin and the Senior Leadership Team.

SCG noted that fans had expressed a desire for regular communication with them on the owner's thoughts, aims and objectives for the Club and its overall well-being and future. Whilst the Ground and Training Ground are structurally important to financial stability, many fans are as much concerned about understanding how the Owner intends to be a good custodian of the Club's legacy and future.

The Club and SCG agreed communications must be meaningful, and that there would be differing views on what constitutes regular or meaningful communication. An activation involving the Chairman and ownership group is in the works and will be presented to supporters in the near future.

2. Pirate Crew game feedback

The Club confirmed that 90 members of the Pirate's Crew claimed 180 tickets, a little over half of the signed-up members. For a first specific Pirate Crew fixture, The Club is happy with the uptake but will be exploring activation to increase this number in the future.

NK and DS suggested that specific activations could be implemented for Pirates Crew fixtures, such as player meet-n-greets . The Club agrees that more engagement can be put in place for future games.

A query was raised about Pirate Crew additional tickets being available as an option for Ticketmaster. The Club believed this was an option but may be dependent on who logged in and will review. A 'tick-box' option should be included on the relevant fixture and will ensure details of how to order tickets is included in future Pirates Crew matches too.

The Club will also consider how to incorporate Pirates Crew members into the mascot allocation for select fixtures.

A question was asked regarding the Community Trust Christmas Party – the Club will confirm the date with the Community Trust and communicate shortly.

3. Family Stand & Away Allocation discussion

The Club and SCG discussed the logistics around the placement of the Family Stand in the South Stand, near the allocated Away seats and terrace.

The Club recognises that the current arrangement is not ideal but, with the lay-out of The Memorial Stadium, it is difficult to determine the right place is for both away supporters and the family stand. Having a specified Family Stand allows the club complete flexibility in terms of ticket offers for its own young fans.

The Club will monitor the segregation line in the South Stand to limit disruptive or abusive behaviour and look into guiding purchases for children and young people away from the nearest seats to the away section.

4. Actions and discussion points – previous meetings

- A. SCG to provide details to Club for Club passes and DBS checks

The Club will confirm DBS checks for the SCG members imminently.

- B. Club to investigate Monzo payment issue for junior supporters

The Club is continuing to look into this with the current provider and will also explore how other Clubs offer Monzo payments for junior fans.

- C. Outcome of Club consideration on implementing SLO roles.

The Club is hiring a new Head Of Human Resources. One of the vacancies to be brought in will be an employed matchday Supporter Liaison Officer, who will take responsibility for the volunteer SLOs.

- D. Update on walker/ wheelchair storage issue

A temporary solution has been achieved for 2/3 manual devices only and the DSA is awaiting completion of a room below the Big Screen for potential use.

- E. Outcome of replacing plastic glasses with structurally robust versions.

The Club presented samples to the SCG of potential options and will continue the investigation into a more permanent solution for sustainable glasses, considering all options including cost and potential sponsor involvement. Where fans can not take drinks outside the venue normal glasses may be reintroduced.

5. Club Updates

- A. Club presentation on Media, Marketing, Communication and Engagement strategy

Head Of Media & Engagement Mitch Waddon presented to the SCG, providing an overview of how the department operates and how the Club operates with a four pillars strategy towards engagement.

- B. Monzo update

The Club confirmed as discussed earlier in the meeting.

C. Defence Privilege Cards and Blue Light Card update

The Club already offers tickets every matchday for serviceman, servicewoman and veterans through the Tickets For Troops scheme. The Club will also explore other ways of operating this to ensure complete coverage, including for those with Blue Light cards.

The Club will discuss with other sports teams in the Bristol area. The media department will add a servicemen, veterans and Blue Light section to the website too.

D. Added benefits for Season Ticket holders update – this season and with renewal packs

The decision was made to carry this over to the next meeting and devote more time to the conversation. Taking this matter to the next meeting will not affect the Clubs plans to make further offers for Season Ticket Holders this season.

E. One turnstile open for West Stand

The Operations team is monitoring the turnstiles at all fixtures, on a game-by-game basis, and are working to ensure all turnstiles are open and people are getting into the stadium ahead of kick-off. SCG will forward individual complaints of turnstiles not being open to Club management for investigation.

F. Update on adopting gameday real time feedback and post-game feedback via social media channels

The Club already asks first-time fans for feedback via a specific, emailed survey and will look into the merits of further feedback channels.

Specific feedback provided to the Club, via the online form, is distributed to members of the Senior Leadership Team to address directly. The Club will continue to do this. The online form can be found at <https://www.bristolrovers.co.uk/club/contact-us>.

G. Away travel guide – Supporters Club

The Club will help to highlight Supporters Club offers on away travel when away tickets go on sale to supporters.

H. Hole in South West stand roof below screen

Panelling has been installed by the Operations Team to clad the area where the stairs go up to help negate bad weather and the Club will continue to monitor this section. SCG will forward individual complaints re continued weather ingress to Club management for review and discussion with the relevant fan.

6. SCG issues and Fans Feedback

A. Owner engagement and Stadium update

As discussed above.

B. Player/ fan engagement

Conversations are ongoing regarding specific events with player access. Players were in the Club shop for a signing session during the October half-term, with more events planned in the run up to Christmas. The Club will consider matchday activations also.

C. Other Game day feedback

- New signs for toilet cleaning completion not updated game after game

The Club will investigate.

- Shelves/ perching seats under South Stand

The project has been assigned and will be completed in due course.

- Excessively loud speaker in Cooling FX terrace area

The Club will investigate.

- Now winter is here advertising boards are too bright – West stand seats and terraces struggling to see the ball at times

The Club will investigate.

D. Retail/ Ticketing feedback

The Club recognises some disappointment regarding some new garments being limited-edition. The retail department is experimenting with new lines with the shop now being completely in-house again and are ordering in small supply to ensure high demand / low left over stock. As time progresses and trends develop, further stock can be ordered.

SCG added complaints had been made that the latest limited clothing offer had been available only in the Club Shop and only during the day. This left very few left for online sales or out of normal working hour purchases. The Club will consider this feedback.

Half-season tickets have gone on sale on Wednesday 12 November. An error with pricing for U14s in the South Stand has been noticed and rectified since the meeting.

Regarding Student Discounts on tickets, an option is not currently available for fans to add this themselves via Ticketmaster due to the physical need for club personnel to verify Student ID. Students are asked to present this in-person at the Club Shop, at which time a concession can be added to the individual's Ticketmaster account for the relevant duration.

7. Representative Updates not covered above

a. Disabled Supporters Association

- Will an access ramp be added to the Kids area and the Pirate Deck?

The Club is investigating this as a priority.

A query is raised regarding egress points from the Stadium at full-time. All gates are opened by stewards at full-time to ensure multiple exit points from the Stadium for supporters. SCG will forward the question raised by fans relating to the Gate behind the East Stand.

8. AOB

- Are away supporter coaches charged for parking at The Memorial Stadium?

At present, no, but the Club will investigate this with money potentially going back into the Supporters Club to help pay for their coach travel.

- Could sheeting be added to the back of The Thatchers End to help develop the noise and atmosphere?

The Club will consider the options available.

How are things progressing with a potential Wall Of Remembrance?

- *The Club have identified an area near the Fan Zone for a potential Wall Of Remembrance, and will begin looking into installing.*

Feedback from fans on appearance of the Stadium

The Club advised SCG of maintenance planned for the summer particularly to paintwork of West Stand. The Club added the appearance of the buildings behind the away terrace is temporary and will be replaced by advertising in the weeks ahead

Food Offerings in the Fanzone

SCG feedback on complaints re food offerings tending to be fried. The Club advised one stall is rotated and in doing so will offer a different food style than the permanent food outlet. For example at the last game the variable outlet had Chicken Teriyaki and Rice. Changes in the offering will be notified by the Clubs Social media.

9. Date of next meeting

Due to the number of events and commitments already in the diary the SCG and The Club will conduct their next meeting in the first half of January 2026, with a final time and date to be determined nearer the time.