

## Supporters Board minutes

### 1. Streaming games

The club confirmed the process for streaming games for the 2020/21 season

Firstly the promo code provided will only be valid for one game, it is not a seasonal code so we will have to request and issue new codes prior to each home game. The process will be as follows

- 1) The club will have to inform the EFL of the number of promotional codes required prior to the fixture
  - a. Those entitled to a free code will be seasonal members (season ticket holders, annual box holders and legends club members)
- 2) Once we have the codes we can distribute
  - a. The easiest option to do this is a mail merge email
  - b. This does take up a lot of inbox time and replies go straight into the senders inbox – so IT to set up a unique mailbox, [ifollow@clubdoncaster.co.uk](mailto:ifollow@clubdoncaster.co.uk)
  - c. Box office have access to this mailbox to assist with queries as well as distribute codes
- 3) Whilst we have a lot of email addresses for season ticket holders – we do not have all, so
  - a. Box office have made a start on contacting supporters
  - b. An online article asking people to check their own data records digitally has gone out.
- 4) The EFL have provided some generic IT support for users and we have our own too.
  - a. We will use the [ifollow@clubdoncaster.co.uk](mailto:ifollow@clubdoncaster.co.uk) address as a communication outlet if people are having issues and try to provide some support ourselves although the best source of support will be the central accounts provided by the EFL
  - b. Our support priority is making sure people have access to the stream (regardless of device), the amount of variables involved in getting that stream through a TV either through laptop and HDMI cables or smart tv or casting with a chromecast and/or firestick that it's going to be hard for us to individually solve those problems and so that won't be our focus of support.
  - c. Out of 700 people who streamed the Blackburn game I'm only aware of half a dozen people who struggled – the platform holds up well – it is usually individual operator problems (browser/wifi etc) that are the cause of issues

### Other points to note

- 1) The EFL have made clear this is a temporary solution for games behind closed doors, it will be reviewed regularly and no decision has been made on what will be the solution once fans return
- 2) The option to allow juniors to access the stream is a club decision. Obviously child season tickets range in prices between clubs and some clubs are concerned that it could be abused and supporters basically buy a £35 season ticket to stream games cheaply. The EFL did say that normally ifollow paid registrations are 18+ due to requiring credit card information, so we will use common sense with our approach.
- 3) The EFL are looking arrangements for whether clubs could stream the games in a bar/big screen and provide supporters access – but this hasn't been agreed and is against the current commercial arrangements of ifollow
- 4) The EFL cannot support a pre-match streaming show centrally, but we do have the opportunity to do that ourselves and host via youtube, we will be doing this for home games.

## 2. Fans returning to stadiums

SL updated the Supporters Board on the key aspects of fans returning to the stadium. The club were hopeful that this could be as soon as October but acknowledged that the situation is not in our control so could be later than this.

As part of the requirements for fans returning the logistics under consideration were

- No season ticket books; season ticket holders to confirm their attendance for each game. This method would support track and trace but would also allow the club to know how many physical seats they have to sell for each game, with capacity being restricted.
- Fans to be asked to declare social bubbles and sit in them, two seats would be left vacant between each social bubble and alternate rows would be in use vertically.
- Likelihood is no concourses would be used as that could be a limiting factor on attendance
- Likelihood that no away fans would be in attendance

## 3. Programme

SL confirmed the clubs programme plans for the restart of the season and that they would be regularly reviewed to ensure the club didn't create the publication at a loss.

For league trophy games the club are producing a 4 page complimentary digital publication only for the early rounds.

For league games the club are producing a 16 page programme that will be available as a printed product.

The league programme will be a subscription order product retailing at £3 including postage. There will be very limited general sale copies.

The costs of publication (including postage are)

200 copies £2.73 per programme

500 copies £1.75 per programme

Postage is approx. £1 of that cost so for issues that are sold on general sale the programme will retail at £2. The club won't release a digital version for league games this year to preserve sales.

## 4. Retail

It was confirmed Elite Pro Sports were opening a shop in the Frenchgate Centre on the 11 September. The shop would be predominantly Rovers merchandise but include some brands from Elite Pro Sports other clubs. It was expected that the Frenchgate shop would be the main club shop Monday to Friday for the time being with the stadium shop only opening on matchdays when fans return. It was felt that as more people visit the Frenchgate than the stadium, this would benefit sales through passing trade.

## 5. AOB

DNA has undergone some changes with LNER and these will be communicated out in a few days time.