

# **Minutes of meeting of Doncaster Rovers Shadow Board**

## **July 29, 2023**

Present: James Errington, Derek Daniels, Mellony Shepard, Dan Pearson, Len South, Gill Shepherd

Club representatives: Gavin Baldwin, Shaun Lockwood, Liam Hoden

Apologies: Patrick Queen, Lizzie Robinson, Paul Mayfield

1. Interviews with candidates for election to the Shadow Board
  - a. Discussion on the two candidates
    - i. Members discussed the interviews with the two candidates and the points they had each made.
  - b. Vote on the election of the two candidates
    - i. Members - but not club representatives - carried out an anonymous yes or no vote on each of the two candidates
    - ii. DD declared that as a two thirds majority had been reached on one candidate but not the other, so only one would join the Shadow Board.
    - iii. SL suggested that the other candidate would be offered the opportunity to become a Supporter Liaison Officer as that role would allow him to work on the ideas he suggested.
2. Minutes from the previous meeting (June 27, 2023)
  - a. The minutes from the previous meeting were agreed as a correct record.
  - b. Matters arising from the previous meeting
    - i. LS said representatives of the Supporters' Club had met with the club's police liaison officer and it was decided that to travel on SC coaches this season that individuals must be members of the SC. LS said a minority of those using the coaches had, on occasion, caused issues at games. LS said memberships would be available online, on the coaches and in the SC office at the stadium on home matchdays.
    - ii. SL provided an update on the priority points system for ticket purchases. Seat Geek have carried out the work on the site and points were being added for those who had bought season tickets for 22/23 and 23/24, as well as the two home pre-season friendlies. It would be a point per game for each league match.
      1. DP asked if supporters would be able to see their points. SL said it would be on their profile
      2. SL said the points are not for tickets purchased but tickets owned. Supporters will only receive one point per game they hold a ticket for and must assign purchased

tickets to other supporters in order for them to receive points.

- iii. DD asked if there had been any progress on reciprocal ticket pricing deals with other clubs. SL said clubs had been approached but no clubs had returned a positive answer.
- iv. DD discussed conversations with those absent from recent meetings and whether they wished to remain part of the Shadow Board
  1. LS asked if those who could not easily attend in person could do so via Teams or Zoom. SL said it had not worked well when previously trialled.

3. Health & safety, EDI and safeguarding update

- a. SL said the actions from the previous meeting, namely issues over access to the roof, have been completed. There are two failsafe measures now in place to prevent unauthorised access.
- b. SL said safety officer had proposed that for 30 minutes prior to kick-off and at least ten minutes after the final whistle there is a ban on vehicles using the inner ring road (Alick Jeffrey Way) on matchdays. This was discussed and there were no objections to moving forward.
- c. SL said there were no updates on EDI and safeguarding on this occasion.
- d. DD asked if the individual who received a ban close to the end of last season would be permitted to return. SL said he would be allowed to return on the condition of signing a behavioural contract

4. Recognition of official supporters' groups for 2023/24

- a. A discussion was had on whether presence from each official supporters' group would be welcomed on the Shadow Board. The following groups were recognised:
  - i. Supporters' Club
  - ii. Viking Supporters' Cooperative
  - iii. Women's Supporters Group
  - iv. DD said membership of organisations would be reviewed on an annual basis.

5. Update for the new season from SL

- a. The friendly against Sheffield Wednesday on July 25 was the first game with the new QR code system and catering but there were very few issues. None with the QR code, a few teething issues with catering including a supporter claiming he had been charged incorrectly when he had not. For the first time in a long time there were no complaints.
  - i. LS said there were big queues to enter the West Stand until an extra turnstile was opened and suggested the club ensure

enough turnstiles are open. SL said a dynamic system is in operation and the priority was getting the 3,000 Sheffield Wednesday fans in as quickly as possible for safety reasons and then operators were moved to other busy areas.

- ii. SL said there are always teething issues in pre-season because the club goes from a standing start but this was a particularly positive event.
  - iii. LS asked if there will be pre-ordering of catering on matchdays. SL said it would be reviewed but the introduction of the new EPOS system should speed up service which means pre-ordering may not be required.
  - iv. DP asked about other changes on concourses. SL spoke of the introduction of a coffee shop on the West Stand concourse.
  - v. LS asked about the vending machine in the CDA and said it was not working that morning so the club was missing out on revenue. DD asked if it was outsourced, SL said it is on a lease deal where the club provides the stock. SL said it was worth around £4,000 a year to the club.
    1. DP asked if there would be a way to amalgamate the CDA and gym entrance. SL said it would be logistically difficult. SL said there is an idea of creating a coffee shop/bar areas by carrying out structural work but this would be in the coming years.
  - vi. JE asked if e-tickets could be added to apps such as Apple Wallet so they are saved to mobile phones. SL said it would be possible but the club has opted to take it one step at a time with the introduction of the system.
  - vii. MS asked why supporters had to register with other clubs to purchase away friendly tickets. SL said it was due to those clubs' operations and it was also down to clubs responding to changing safety regulations.
- b. SL spoke about the stadium restoration works being carried out by volunteers including the rewards scheme which included a home or away shirt signed by the squad, hospitality packages and a training ground visit depending on the number of days worked. SL said the team has been excellent and the club will be looking to continue the volunteering programme beyond the summer without looking to exploit the good will of supporters.
- c. SL detailed the work that has been carried out since June 11 including:
- i. Pitch renovations
  - ii. Changing rooms
  - iii. Beer lines and pythons to the kiosks
  - iv. Changed the fire alarm system at a cost of £20,000
  - v. New extraction system for the kitchens

- vi. Lighting changes
- vii. QR code ticket system
- viii. Move to a cashless stadium
- ix. Improvements to kiosk infrastructure
- d. SL said some things had not worked including the cleaning of the West Stand toilets and there are still plans for more, such as repainting car park lines.
- e. SL said there were plans for year two of the new catering contract including work in the Belle Vue Bar.
- f. DP asked if there would be a fire alarm test at a game. SL said no because the processes work
- g. SL said players and supporters would be consulted over the walk-out music for the new system
- h. SL said the club was looking at bringing in large flags. John Ryan had suggested he would fund.

6. Oversight

- a. SL said he, DD and JE had looked at the areas the Shadow Board should measure the club on and produced a document to detail this including specifics on how they would be measured.
- b. The document was as follows:

	Good Governance	Social Responsibility	Supporter Experience	Supporter Relationships	Business Infrastructure
Areas considered	Finances	EDI	Ticketing	Shadow Board	Commercial performance
	Health & Safety	Charity Strategy	Communications	S Trust Relationship	Retail contract
	Safeguarding	Community Strategy	Match day Exp	S Club relationships	Catering contract
	Safety Certificate	Green Strategy		Fan Engagement	
Areas of measurement	Financial Accounts	Impact Reports	Family Club of the year	Think Fan Engagement Index	Financial information
	H&S Stats	No of charities	Post match survey	ACV	
	SAG Reports	Activity related to schools junior clubs	EFL home fan survey	MOU	

	SGSA Reports		Away fan survey EFL/FSA		
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- i. SL said it was designed for the club to report back on to the Shadow Board to ensure targets were being hit.
- ii. The document was passed by members.

Meeting closed