

Present:

CUFC: Alex Tunbridge, Matt Clements, Sarah King, Gareth Daniels, Dan Branowsky, David Matthews-Jones

CUSP: Chris Neild, David Burkett, Philip Saich, Nigel Browne, Gina Parkin, Daniel Rivers, Mark Gordon, Mark Cawdery, Chris Casey, Ben Payne

Apologies:

Wendy Glancy, Danielle Foster, Ben Phillips

Item	CUSP comment	Club response
Stevenage		
Stewarding	One fan was ejected for vaping. The trouble then appeared to be caused by the behaviour of one Stevenage steward towards an innocent U's fan. Following the Club's statement, CUSP will receive feedback by email and collate for passing back to the Club. CUSP will assist in gathering the facts to assist the Club as that appears to be the most co-ordinated approach. Communication around this probably needed to ensure nothing gets missed. Were the stewards behaving in line with their guidelines and code of conduct. It's acknowledged that the flares shouldn't have been smuggled in and used. Do Stevenage need to make improvements – such as a dedicated smoking area – to help prevent issues?	The behaviour of certain U's fans seen at Stevenage won't be tolerated. The pyro throwers will be banned once identified. Hertfordshire Police are investigating two issues: one gentleman who was hit by a rock and one supporter who was ejected. It's unlikely that there will be further news on this for 2-3 months. All supporter feedback received by CUSP has been sent to Stevenage with a request to respond but there's no timescale on this. Various safety issues are being discussed with different authorities, and we have responded to the FA regarding our fans' behaviour. It's likely that the Club will be warned or fined. Scene setting has been provided and concerns have been raised regarding stewarding inside the ground. The Club's approach to the home match v Stevenage next season (should there be one) will be different to this season.
CCTV and video evidence	Is this available to the Club for review/action?	CCTV evidence has been surrendered to the Police and authorities.
Home stewarding		
Home stewarding	Feedback received suggests that this has improved following comments received. This is very positive in showing that the Club is listening to feedback.	Lessons have been learned and the pre-match briefings have been adapted to adopt a more common-sense approach as to which fans need searching. This has been made clear to U's and agency stewards alike. This is a process of continuous improvement as staff can change from week to week, and the Club would welcome further feedback from fans. A bin will be provided for confiscated items in the South Stand area. Attention will be paid to the area between the South Habbins and the away area to stop fans goading each other. It's common for fans to be searched at away games, and there are no complaints about this.
Catering		
Stocking	Still appears to be an issue but catering appears to be improving and is work in progress.	The Club knows that the NRE catering facilities are an issue as they're the only ones that haven't been replaced yet. This will be addressed in the summer. Feedback is shared with Baxter Storey every week and progress is being made.

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Payment machines	These have been upgraded and appear more flexible and reliable. They also take payments when there's no wifi.	The delays in taking payments have been reduced with the new machines. The only failed transactions would be when the transaction is declined when the terminal reconnects to wifi, and this occurs very rarely.
Pre-ordering	Does the Club have any feedback on this?	The Club would like to extend this from the NRE to other areas but is still learning. It comes down to staffing levels, with anything between 50 and 200 pints being pre-ordered. The other areas also have logistical issues, but the plan is to trial one additional area at or by the Wycombe game. The Club now caters for 3,000–3,500 transactions per game, with more transactions when we win.
Vegetarian and vegan	The choice and stock of vegetarian and vegan options is inconsistent. What can be done about this?	Stock is constantly being monitored with a view to achieving greater consistency. There is now a Stand Supervisor for each stand attending to this.
Ticketing		
Returning season ticket seats	This is positive but some fans have asked if they can be given something back for doing this. Not necessarily monetary but a 'Money Can't Buy' or a gift voucher for the Club Shop?	This is down to the generosity of individual fans and in general around 50 seats are gifted back per game. A gesture such as a credit on the ticket holder's account is being looked into and more news will follow on this.
CUSP area	Could we have a signed CUSP area near the Ticket Office to assist fans with directions, queries, etc?	Subject to planning, the Club Shop and Ticket Office will be moving in the summer and a designated CUSP area on matchdays is a possibility.
Tickets	Can we replace CPK on the tickets with 'Main Stand' to help avoid confusion?	The CPK (for car park) refers to turnstile entry and needs to remain on the tickets to avoid confusion. However, a change has been made to the tickets to try to clarify things.
Safeguarding		
Scoreboard	There's a potential issue with minors featuring on the scoreboard, but Sarah King is looking at this. Any updates?	A change has been made to the procedure for requesting scoreboard mentions to avoid the risk of a minor having their image published without parental permission. Requests are now always made via the correct email address and parents are made aware that the plan is to share the images on the SLO Facebook page to raise awareness, with the option for them to opt out.
Searching	This appears to be in hand. Any updates?	The rule around searching is that an under 18 is classed as a child and in the first instance they will be asked to do a self-pat down. If the steward isn't happy with the way the self-pat down is done or if it's suspected that they are concealing something, a physical search (by a same-sex steward) can be carried out in the presence of a member of the Safeguarding team. Age is ascertained by asking them how old they are and then their date of birth if not quite sure.
CUSP surveys		
Topics	We will add dietary requirements and ask for feedback on pre-ordering. Any areas the Club would like us to cover?	A Supporter Engagement Officer is being recruited to help raise the average attendance to 7,000 and to provide the best matchday experience possible. They will liaise with CUSP over survey content and results.

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Engagement	Could we have hard copy posters with QR codes to encourage fans to complete the survey?	This will be rolled out for future matches, ideally with a single URL for all surveys. An option to provide your email address will be included to enable CUSP to provide feedback on specific issues to individual fans.
The ground		
Newmarket Road Overcrowding	It was fed back that Newmarket Road can get very congested after evening matches. Could there be some sort of crowd/traffic control?	This is a Police issue as it's off ground but will be explored by the Club.
Half-time scores	Can we consider special offers or thanks to them and communicate club plans/developments to them as a group (not all read FB, X etc)	The reading out of League One scores can be included in the half time entertainment.
Recycling	What happens to the single-use plastic? Could this and other materials be recycled to improve our green credentials?	All waste is managed by Mick George and they recycle relevant materials at their facility.
Club badge and ground		
Badge	Any updates here?	The Club will be making an announcement after Easter regarding timelines, consultation events and the wider design process. The learning so far is that the new design concepts need to be taken off the digital arena and seen in more of a physical setting. The likelihood is that multiple designs will be proposed, with fans being invited to give their opinions/feedback.
The ground	Any updates here?	A meeting with the City Council has indicated that planning is likely to take around 6-8 months. The project will begin with the Supporters' Club and the plan is to increase to max capacity of 12,000. Several areas such as community, ecology and transport will be involved in the project.
Programme		
Giveaways	How popular have the cards been in comparison to the stickers? Are they driving sales? And what is the plan for next season? Should we ask the fans?	Sales have held up well, and planning for next season is underway. The cards are popular with the Foundation's dementia sessions as they trigger memories. CUSP will request suggestions for potential collectibles/giveaways for next season.
Teamsheets	Could we sell these for 50p rather than giving them away?	These will be made available as a downloadable PDF on the team news page of the website. It's not feasible to print quantities of these for resale.
AOB		
Player of the Match	Can we have more than four options for this in the poll?	This may be possible with a new app that's being developed for the Club. The new app will improve fans' experience in a number of areas, including ticketing, accessing the ground and fans' preferences. The new website will also include a number of innovative features.
Connectivity/wifi	Can this be improved on matchdays?	One consequence of rising attendances is the lack of connectivity/wifi. There's a Vodafone phone mast on the floodlight pylon above the Supporters' Club and the Club is in discussions around adding a multi-use mast to the other pylon as part of the ground re-development. Ticketing in the app doesn't rely on wifi connection so will work regardless, and there will always be a paper

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		ticket option for fans who don't have a suitable phone.
iFollow	Is this being discontinued next season?	Yes, as everything is moving to Sky. If the Club is still in League One there will be four high-quality cameras. The Club will be guaranteed at least four live games next season. These will be on a Thursday evening, Friday evening, Saturday lunchtime or Monday evening, so fixtures will bounce around a little.

The next meeting with the Club will be arranged in due course.