

Present:

Club: Alex Tunbridge, Matt Clements, Amelia Edwards, Gareth Daniels, Dave Matthew-Jones

CUSP: Chris Neild, Nigel Browne, Mark Cawdery, David Burkett, Philip Saich, Wendy Glancy, Daniel Rivers

Apologies: Gina Parkin, Mark Gordon, Ben Phillips, Chris Casey

Item	CUSP comment	Club response
Facilities redevelopment		
Cledara Abbey	Can we get an update on the status of the planning process for the development?	No material update in addition to what was shared recently. Paul Barry and Mark Green have reviewed a revised set of plans; as have the Board and SAG. There's some work still to be done but the Club should have revisions and updated imagery early in the New Year and Alex plans a further update to fans by the end of January.
Parking	With the increased attendances and upcoming removal of the Barnwell Road verge parking due to Council projects, there is a need for proactive action to help find ways for fans to get to the ground. There are a number of dialogues currently in play on this, can we get one group together to take this forward. Who from the Club owns this?	There is a project to build on the verge by the school plus a separate three-year plan to upgrade the section of Newmarket Road between the McDonald's roundabout and the bridge. Matt Clement is leading this from the Club's perspective and they recognise the impact it will have on fans as well as the Club, so plan to provide input and support when the situation becomes clearer. They are also aware of the need for clear and regular communication on traffic and travel as part of the matchday planning and will prioritise this along with the SLO messaging that is provided already.
South Family Stand		
Catering	With the increased crowds, many of whom are youngsters and want food, there are regularly long queues with some fans not bothering. Can we look at additional units here.	The Club is aware of the long queues; elsewhere in the ground fans only tend to buy food pre-match or at half-time, but in the South Stand it's throughout the whole match. An extra grill has been added to speed things up, plus additional staff and this unit is now staffed more heavily than any other around the ground. The main issue is the power supply, which is at its maximum for the South Stand area so currently adding another unit is not possible. <i>Additional notes:</i> in the last three home league games prior to Shrewsbury there were more fans in the South Stand than the capacity of the South Habbin. The mobile shop in the South Stand is doing well and the Club is considering another mobile one behind the Main Stand. Retail outlets will feature heavily in the new stadium plans, especially for the Habbin.

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Access route	Exiting: We understand that fans have been allowed to exit via the back of the Main Stand in recent games which is good.	This is opened when the stewards believe there is a specific need, but it's not a formal policy and is handled on a game-by-game basis.
Lighting	Feedback that the lights are very bright if you are sat at the back	This is the first time this has been raised and the Club will look into it and report back.
Programme		
Sales	How are sales going so far this season? Is it profitable?	The price has risen by 50p due to material costs increases but that hasn't impacted sales.
Excess ones	What happens to these?	Order amounts are streamlined to avoid excessive surpluses, and any that are left over are given to the Foundation and used in goodie bags, so they don't go to waste.
Home stewarding		
Feedback	Vey few issues raised here recently, the efforts to improve how this works are appreciated.	This is appreciated by the Club as it is been an area they've been focusing on.
Catering		
Quality and stock levels	Still comments across the stadium re issues here. How should fans deal with complaints re food at the time?	The message still remains to raise issues immediately so they can be resolved. There should now be a Supervisor at every section to help. Issues that don't get resolved can be directed to CUSP. The Club has changed agency for catering; 50% of the staff are employed by Baxter Storey and the other 50% are always agency, and that provider has been changed.
'Cheesy chips' issue	Recent feedback on this. What was follow up?	The Club has contacted the fan involved to get further details, and the results have been fed back to Baxter Storey. It clearly falls below the expected standard and should not have happened.
Soft drinks and water	Feedback that these are seen as expensive	The pricing is in line with other local football clubs and leisure outlets in the city. The Club's matchday staff are paid National Minimum Wage, as are those of its suppliers, so price rises are unavoidably likely next season.
Toilets		
Main Stand	Further feedback that individuals with a medical condition were not able to use the 'hospitality' ones, even on an exception basis. Can this be reviewed.	The Club is taking steps to train staff to have empathy in this area so they can help. Matt Clements will be reinforcing this on a walkaround. If any supporter feels they need assistance in this scenario they should contact the Club.
General	There are complaints about the state of toilets during match days. How can issues be dealt with?	There have recently been fewer complaints, and the Club believes the standard of on-site cleaners has improved. The toilets are old but the cleaners available to clean from 14.30 until around 17.30. Increased capacities do present a challenge, but the Club is focusing on this area.
New badge		
Timing	When will the new badge first be available on anything?	The initial plan is early to mid-June.
New deals	Now that we have this agreed, are there any new sponsorship deals that have been signed as a result?	This is subject to confidentiality, but the Club is in discussions with multiple potential sponsors.
Current stock with 'old' badge	Will this start to be discounted earlier than usual?	This will happen at the end of the season if stock is left. This Black Friday was

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		more successful than the last three years. Some lines are being run down and won't be replaced. Some fans are already purchasing multiple versions of current stock as collector's items. Retail is buoyant, and every Saturday's takings this season have outstripped those from the first match of last season. The EACH shirts from the Shrewsbury game will be auctioned off, as will cup shirts when the Club is out of all cup competitions.
Other		
Remembrance Day	There was music and other noise from areas behind the stands during the minutes silence. Can there be a process next year where the whole stadium footprint is made aware when this is happening (via stewards microphones etc)	The musician was performing for the first time and while most weeks the music stops at around 14.45, this performer was unaware of that and was not advised by a steward to stop for the Remembrance event. The Club will make sure this is addressed in future.
Goal scorers and Player of the Match announcements	This doesn't seem to be happening at each game	These are still announced. Home goal scorers' names may be drowned out by the celebrations, and the MoM is definitely announced. The Club will keep an eye on this.
Physio update	Good to see this in the programme. Can it also be put out on social media as not everyone buys a programme.	There's a reluctance to share this information too widely in the public domain to avoid opponents being aware. It also gives a reason to attend games and buy a programme.
Smoking	Are there any plans to make the whole footprint non-smoking?	It's increasingly likely that the Abbey will become a fully non-smoking stadium, and this may happen next season. More and more clubs are going down this route.
January transfer window	Are there funds available to strengthen the squad?	This is beyond the scope of this forum but the Club is looking to give more airtime to Ben Strang to provide more context on player recruitment and retention, so fans get a better understanding of how this is managed.
Long term plans	If we were to get relegated would this affect the plans for stadium and other developments at all?	Paul and Mark are fixed on pressing ahead with the stadium project irrespective of the league the Club is playing in. <i>Additional note:</i> Individual fans with disabilities are being helped on a case-by-case basis by the Club in terms of parking and access.