



Notts County Football Club

The World's Oldest Football League Club

Meadow Lane, Nottingham, NG2 3HJ

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SLO Update – December 2017

On 31 October the SLO team hosted a closed meeting with Supporter Groups and an open Fans' Forum at Meadow Lane. The details of both meetings follows, beginning with the Supporter Groups meeting.

Club attendees

Alan Hardy; Chairman and owner

Sarah Gooding; Club appointed SLO

Rob Holland; Fan elected SLO

Dougie Pullen; Club elected SLO

Nick Richardson; Head of Media and Communications

Simon Fotheringham; Commercial Manager

Supporter Groups attendees

Disabled Supporters Association

LGBT Pies

Official Supporters Association

Supporters Club

Supporters Trust

The supporter group meeting followed a Q&A format, as well as a brief presentation by the chairman regarding his vision for the club moving forward.

As a result of the Supporter Group meeting, and following feedback received from the groups after the meeting, the following has been decided:

- 1) The SLO team will meet with the Supporter Groups quarterly, with the Chairman attending two of the four meetings per annum.
- 2) Supporter Group meetings will be held at Meadow Lane unless otherwise agreed.
- 3) The date of each meeting will be confirmed a minimum of six weeks prior to the meeting date, but usually at the meeting which precedes it.
- 4) Supporter groups will be permitted to bring two representatives.
- 5) Supporter groups are encouraged to canvas their members for questions, which will be submitted to the SLO team via Sarah Gooding a minimum of two weeks prior to the meeting.
- 6) An agenda will be circulated to all attendees in the week preceding the meeting.
- 7) The SLO team will publish minutes from the Supporter Group/SLO meetings within one week of the meeting date via the club website and social media channels.

It has also been decided that it may be beneficial to invite applications from the wider fanbase to attend the Supporter Group/SLO meetings as 'non-represented supporters' i.e. those who are not members of, or represented by, one of the five recognised supporter groups.

The SLO team will invite applications from supporters and select a maximum of five supporters to

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attend the meetings for a period of one year, after which applications will again be invited. It is hoped that this will encourage a more diverse range of feedback and ideas from the fanbase, and give those the opportunity to attend who may not wish to be represented by a supporter group for reasons of their choosing.

In addition, it is noted that there may be other Supporter Groups who are not currently represented in the five listed above, and they are encouraged to contact Sarah Gooding at the earliest possible convenience.

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Open Fans' Forum attendees (supporters not listed due to open nature)

All **club** representatives and SLOs listed at the Supporter Group meeting plus:

Amanda Fletcher; Commercial Director

Kirsty Edwards; Hospitality and Events Sales Manager

The Fans' Forum was hosted in the 1862 Suite and compered by Simon Fotheringham. Supporters were invited to submit questions in writing on the night, with additional questions permitted throughout the evening and at the end of the night.

The SLO team are aware of two questions submitted which were of a personal nature, and were discussed in-person with those who asked them, rather than in the open forum.

A write-up of the questions asked on the evening was published on the official club website on 1 November and is still available to view here:

<https://www.nottscountyfc.co.uk/siteassets/image/fans-forum-2017.pdf>

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Following the forum, the SLO team invited feedback to help arrange and improve future Fans' Forums. This was an anonymous feedback form which received 71 responses. (As the Fans' Forum was only advertised two weeks prior to the event, we opened the feedback up to all supporters to understand what kind of notice period supporters would like to have of future forums.) We have collated the results of this below. All questions were optional.

Did you attend the open Fans' Forum at Meadow Lane on Tuesday 31 October? Total 71 responses

Yes 9 respondents

No 61 respondents

No, but I submitted a question via another method 1 respondent

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If you could not attend a Fans' Forum, how would you like to see it covered by the club's media team? Total 69 responses

Live tweets via the official club twitter feed 10 respondents

Live video streaming via club social media channels or iFollow 19 respondents

Post event write up on the official website 30 respondents

Post event video highlights 8 respondents

Post event audio highlights 2 respondents

How much notice would you like to be given of future Fans' Forums? Total 69 responses

1 week 5 respondents

2 weeks 27 respondents

4 weeks 36 respondents

2 months 1 respondent

16 respondents chose to provide positive feedback which praised the clarity provided by the chairman via his frank and honest answers, the interaction with fans and a well written write-up being posted quickly after the event.

14 respondents chose to provide improvements for future Fans' Forums. These included (duplicates not repeated):

- More microphones in the audience
- More notice for when it is going ahead
- It would be good to meet other members of the Board, so questions could be posed directly to them
- More online/web forums for those who don't live nearby
- More publicity, maybe via local media outlets
- Employ a carer to help disabled supporters who want to attend
- Host on a Saturday morning pre-match
- Addition of email section to registration form to follow-up/advise of acceptance

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12 respondents chose to provide additional responses. Respondents were encouraged to provide contact details if they would like a personal response. Three supporters chose to do this and they have been responded to by Sarah Gooding. Those which made suggestions have been included below:

- At future forums it would be good to be introduced to the SLOs and other Supporter Groups, as not all fans know who the people are who represent them.
- An SLO chat before the event to cover some of the issues that don't need to be addressed by the Chairman.

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