

Stockport County Supporters Co-operative/Stockport County Football Club
Meeting at Edgeley Park
8 December 2025

Question	Club Response
<p>1. What engagement has the Club had with the IFR? Whilst still early days, do they have a sense of the expectation from the IFR in relation to the three areas of licensing (financial, non-financial and fan engagement)? How can the Coop Board support the Club with any of the topics covered by the IFR?</p>	<p>The club have attended regular meetings regarding the IFR, including one with CEO Richard Monks which provided an opportunity to outline County's financial position, ownership model and community/fan engagement processes. This gave the IFR an indication of how clubs at County's level operate and compete financially.</p> <p>The club do not predict a scenario in which County would not receive the necessary license. Provisional license applications will begin during the 26/27 season and granted ahead of the 27/28 season.</p>
<p>2. It was good to hear Mark Stott on the podcast with Darragh MacAnthony and his candid comments on the investment he has made into the Club. What is the predicted profit / loss forecast looking like for the end of the next financial year? Is this in line with forecasts? And what are the plans to ensure the club is financially robust (and not always reliant on Mark Stott)?</p>	<p>The club has accelerated its progression thanks to Mark's funding and is currently operating within the expected budget.</p> <p>In reality, all clubs rely on their owners for support – especially, if we are sensible about price increases like season tickets.</p> <p>However, as the stadium expands and more players come through the academy, we will become increasingly sustainable.</p>
<p>3. It's great to see the temporary roof installed, so it's now clear where away fans can be located and the Together Stand is available for home fans. We are aware the costs of developing the stadium have increased; do the club have any specific dates or plans for when the work on the Bergara Stand will start?</p>	<p>The initial work is planned to take place following the conclusion of the 2025/26 season, due to the need for certain facilities important to matchday operations to be relocated as part of the work.</p> <p>Pre-works are expected to begin at the end of the season. Examples include the irrigation and ground-control work (or at least started) and the relocation of the groundsman.</p> <p>The main work, involving the replacement of the roof and the extension of the stand, adding an additional 600 seats, is expected to take place following the conclusion of the 2026/27 season. For obvious reasons, the work cannot be done in-season.</p>
<p>4. It has been suggested that external debt support will be required to fund the stadium development. Can we have an update on the</p>	<p>The debt you're referring to relates primarily to the Railway End development, and later to the Popside when that work is undertaken.</p>

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plans for external debt or investment into the Club?	
<p>5. What is the latest on the training ground plan and EFL application to upgrade the academy status from Category 3 to Category 2?</p> <p>The update in May mentioned costs of £25-£50m and that the club was exploring the possibility of installing a dome over the pitch at the current academy site.</p>	<p>There's no official update yet. It isn't a quick-fix solution; however, things are progressing internally, and we'll share an official update when appropriate.</p>
<p>6. Lease: the update when the Club and Coop met in May was "Ken reported no insurmountable issues with the council, sensitive commercial negotiations are currently taking place. A meeting with the Chief Exec is planned for next week. Subject to agreement Ken is hopeful of signature before the start of next season."</p> <p>Has the lease been signed? If not, what is creating the delay?</p>	<p>Negotiations with the council have been concluded and any issues resolved. The club is waiting for the final draft to be sent over to them by the council, and providing all is well there, it can then be signed.</p>
<p>7. We have heard there are c25,000 online accounts. However, there are different logins required for Ticketing, Membership, Store and County TV. So the total number of individuals with accounts is likely c8-10,000. Are the club planning to have one master login per user which then provides access to all the content available across County's digital platforms? This would be much more convenient for users and also ensures the data available is based on an individual's engagement across the full set of digital content.</p>	<p>Over the summer, in order to improve supporter experience, the club went through a significant digital revamp. This included a new ticketing system, new club website and streaming service, a new retail site and a membership programme.</p> <p>Launching at the same time meant that initially different log-ins were required for each. The long-term plan is to have one universal log-in for everything – this is likely to link together through the club app once launched.</p>
<p>8. The introduction of the loyalty scheme is positive; but there's a few questions/comments that are regularly aired by supporters. These include:</p> <p>A. What are the plans for loyalty points carrying forward into future seasons? This type of process is adopted by many clubs and there's an expectation that 'loyalty' should not be based on a season by season</p> <p>B. What is the formula used for determining the number of</p>	<p>A. This is the first time we have operated any form of 'loyalty scheme'. The Club are considering how to reward anyone with a higher number of loyalty points for the 26/27 season. The Coop Board offered to investigate how other Clubs operate their loyalty scheme and feedback to the Club.</p> <p>B. It's a sliding scale and in our first year of launch has been kept simple where possible. 15-20 points for away games, dependant on distance and time of kick off. Same goes for home fixtures, it's a sliding scale of 5-10 and varies across kick off time and date.</p>

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<p>loyalty points for away matches? Examples which supporters have commented on include Orient 20 points but Wycombe 15. Port Vale 20 points (Monday night) but Doncaster 15 points (Tuesday night)</p> <p>C. Whilst the ticketing platform provides a history of tickets purchased and the Total number of loyalty points, it does not show how you accumulated the loyalty points. Supporters have made numerous comments on social media questioning if their total was correct. Could the platform include a history of how loyalty points have been accumulated?</p>	<p>C. There are no plans at the moment to add this to the platform. The ticketing team has a full record of what points are assigned to each game/purchase so can easily answer if questioned</p>
<p>9. The launch of the membership scheme received a lot of negative social media comments from county fans. What were the aims of the membership scheme? Have these aims been achieved? And what lessons learnt have there been following the launch?</p>	<p>We launched the new 'My County' membership to brings supporters closer to the club than ever before by providing a whole host of benefits, including priority ticket access, 50 matchday loyalty points on purchase, a welcome pack of bespoke County merchandise, and access to unique events and experiences. Any members will also get the opportunity to enter regular competitions for money-can't-buy prizes, consume brand-new exclusive content, receive retail and third-party discounts. It has been successful since the launch, with over 1,000 sign-ups.</p> <p>We have delivered what we said we would, however we have learnt plenty since the launch. Take-up has been as expected for us and a mix of season ticket holders and international fans have purchased. Plenty of learnings and one consideration for 26-27 will be to gift all season ticket holders the memberships within the season ticket price.</p>
<p>10. The dates between when away tickets go on sale and the actual match day vary and there's been 4 games this season where they were on sale less than two weeks before the match day. Leyton Orient went on sale 10 days before the game, which caused quite a few comments on social media about fans organising their away travel.</p>	<p>The Club are working with other clubs to make away tickets available with as much notice as possible. The Club are asking away teams to do digital ticketing. Once the Club get into a good rhythm and work with other clubs for future games, this will be a lot slicker.</p> <p>Paper tickets take longer, as County are waiting on the away Club sending the tickets and they need to manage the sale process internally.</p>

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<p>EFL regulations (rule 35.7.2) state that home clubs should provide tickets at least 4 weeks before a fixture. What is the process for obtaining tickets and putting them on sale? Can the Club ensure away tickets are on sale at least 2.5 weeks before a matchday?</p> <p>Also, there's been a few occasions when the ticketing platform does not show tickets available at the time stated for sale. Recent examples include Doncaster and Mansfield where both were delayed by around 10 to 15 minutes.</p> <p>What's the process for making tickets available?</p>	
<p>11. When physical tickets are provided, the email confirmation contains the order number. For collection, the SK number is needed. Can the SK number also be included in the email and mention that it will be required for collection?</p>	<p>The Club will look into this and work with Marketing to input.</p>
<p>12. The safe standing sections in the Cheadle End have been a great initiative. We are aware that season ticket holders in LT1 have been contacted about persistent standing within that section. Would the club consider providing a few safe standing rows towards the back of LT1?</p>	<p>This is not something currently under consideration. The disabled section in the Cheadle End is located at the back of the LTs, so to introduce safe standing here would cause visibility issues for our disabled supporters.</p> <p>The club are currently exploring the possibility of an additional safe standing area elsewhere in the ground.</p>
<p>13. The Club charges £3.50 to post tickets, but fans don't always receive tickets in time for the match. Can the Club send the tickets recorded or trackable?</p>	<p>We could do and charge the fan accordingly. However, the process of reissuing lost tickets is simple and is rare. The more stadium/ticketing systems develop, the majority of tickets will become digital.</p>
<p>14. Are there plans to extend the ticket office hours? Current opening hours can make it challenging for people working during the day.</p>	<p>No discussion on that currently. Since the launch of Alloc8, the in-person demand has dramatically dropped – 86% of ticketing is now done digitally/online. Our ticketing team are accessible all through the week on the phones, and we open 4+ hours post kick off on a matchday. As we continue to do digital ticketing where possible, the demand has gone down and we also make it accessible up until kick off on matchdays to collect.</p>

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<p>15. The activities for children in the Together Stand are appreciated. It does mean children with season tickets in the Cheadle End cannot access the activities. Is there any way that Cheadle End ticket holders with children could access the activities in the Together Stand pre-match?</p>	<p>Unfortunately, not. Allowing supporters to swap stands for a period of time is a safety issue on a matchday. We don't do any stand migration, as it's difficult to control (someone goes in, how do you ensure they come back out?).</p> <p>We do actively promote our Pop Side stand as the Family Area and do offer any season ticket holders the opportunity to relocate for a matchday if they wish.</p> <p>The Pop Side actively encourages junior engagement, so we'd encourage any junior supporters to sit in this area.</p>
<p>16. Are the club planning to extend its social media reach and post on BlueSky?</p>	<p>At this stage, no. The Club have reserved the Stockport County username on the channel, and will continue to monitor its growth, but the feeling amongst ourselves and among other EFL clubs is that the current engagement rate and growth of the channel does not justify the extra workload included in adding another channel to our existing comms.</p> <p>Should this change and the platform grows, it's something we would consider.</p>
<p>17. Given the extremely long queues experienced this season, could the Club please consider pre-pouring drinks for half-time—particularly Guinness, which seems to cause significant delays due to the longer pour time?</p>	<p>The club reiterates its stance that logistically this does not work, and we continue to look at other ways to help with queuing time – although we are restricted with what we can do due to the size of the concourse.</p>
<p>Carried forward from May 2025</p>	
<p>18. Season ticket return scheme - last update: The club likes the idea in principle and will explore it further and are confident the new ticketing system will have the capability to allow for this.</p>	<p>This is something in development with our ticketing provider but need to understand how this would work. If supporters gift back, do they gift it back as a gesture or do they want financial contribution if resold?</p> <p>Majority of clubs who are looking at this scheme are all asking the same question at EFL level. It's one in the pipeline but we'd expect this to form part of the 26-27 season ticket scheme with other projects on the horizon (basket updates on the website, hospitality updates on the ticketing system, dependent loyalty points and most pressing, single sign on</p>

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	across the website/ticketing/membership).
19. Match Day Commentary Service – last update: The facility is provided by a third-party provider, and the club needs to engage with them to fully understand the logistics. Liam has taken this away for further consideration including looking at providing suitable drop off locations around the ground.	<p>Given we only have a small number of commentary receivers we have, and due to the cost of them, the third party are understandably against the original suggestion of allowing the supporters to take the equipment home with them after a game.</p> <p>Alternative drop-off points would be the solution, we are currently looking at where these would be most accessible, based on where the supporters who use them tend to sit.</p>
20. Car Parking – last update: The club are in favour of approaching Vitality and took this away to explore further.	Vitality has recently moved to a different office location, so that option hasn't been explored further.
21. WiFi provision in the ground – last update: The club is currently engaging with the WiFi provider, and Gavin will bring up this matter for discussion	The club doesn't currently provide fan Wi-Fi around the ground. If that changes, we'll communicate it.
22. Stewarding – last update: The club is in the process of increasing its own steward recruitment; currently, 60 stewards are directly employed, with the remainder supplied by an agency. A new ground safety officer has been appointed and is creating a standardized induction program to provide consistent training for all stewards.	We have now recruited over 100 stewards, all employed from the local area. We're still aiming to reach 150, but this will take time.
23. PA system clarity – last update: More investment is being directed into the system, with phased approach planned to progressively improve it.	We've invested in new amplifiers and several new speakers, and the sound quality has improved. When the stadium expands, we'll invest further in the system.