

**STOCKPORT COUNTY SUPPORTERS' CO-OPERATIVE
AND STOCKPORT COUNTY FOOTBALL CLUB**

Meeting Notes

held on Tuesday 28 May 2019
(rearranged from Monday 20 May)
at the Fingerpost commencing at 6:30pm

ATTENDANCE

Present (SCSC): Pete Towey (Chair), Damian Beaumont, Ian Brown, Andy Burt, Caroline Burt (Independent Secretary)

Present (SCFC): Steve Bellis, Jon Keighren

Takeover

1. What is the latest on the potential takeover?

There is still no change in the situation since the last meeting, but the interest is still there.

Ticketing

2. Can existing season ticket holders be given the same opportunity to purchase their season tickets and seats as every other fan? Could we not have until the early bird offer ends on the 30 June?

Since this question was submitted, the early bird offer has been extended to June 14th due to the feedback received from the fans.

3. I think everyone expected some increase in ticket prices for the coming season, but doesn't the club feel that increasing adult walk up prices by 20% is a risky strategy? If 1 adult decides that £18 is too much and walks away, it takes 6 existing fans to pay £3 extra, to replace this revenue. A small downturn in attendances, would have a six fold impact on total revenue.

Ticket prices have been frozen for at least six years. We haven't felt it was appropriate to raise prices whilst we were still in division six. We also didn't anticipate being in that division for so long!

The new prices put us on a par with the other teams in the league – we are the same as Dover but cheaper than Barnet. It was a difficult decision to make, but we need to remain competitive. However, prices for Juniors (Under-18) have been frozen.

Costs will rise significantly next season with longer distances to travel and two extra matches. In some ways, the Conference National is the worst division to be in as you don't have the regionalised fixtures, but you also don't get as much financial support from the league that you get in League 1 and 2.

4. How many season tickets have been sold so far?

Over 900 season tickets have been sold for next season. Last year we sold 1,759 in total.

5. Could the Club please give a full account of the rationale behind the increases decided upon, and indicate why Leisure Key is not an option, and whether a re-think on this might be possible?

Steve advised that there would be a meeting on Tuesday 29th May to discuss this issue and that he would e-mail the Co-op to let them know the outcome.

Following this meeting the Co-op were informed that Board had now agreed to offer a £20 discount to anyone presenting a leisure key card. Refunds of the same amount will also be offered to LK holders who have already purchased their ST's.

The Co-op also asked if Super 10's could be reintroduced this season in time for Christmas.

6. Could we have a breakdown of paying supporters for last season?

○ Under 5's	5%
○ Under 17's	15.1%
○ Disabled	8.2%
○ Student	2.2%
○ Senior 65yrs+	23.5%
○ Adults	46%

Finances

7. What is the expected profit / loss to June 2019?

We don't know yet as there are too many variables to take into account e.g. the summer concerts fall in this financial year.

8. How much is funding from the FA / Vanarama in the National League?

We don't know yet as the National League haven't declared it. We understand that the pot is divided up with 75% given to the National Conference, and the remaining 25% split between North and South. It is rumoured that last year National Conference teams got 70K each.

9. How much prize money did County receive for winning the National League North?

£7,500

10. How will we ensure that Jim has a competitive playing budget in the forthcoming season? Will it be increased?

Jim will have a competitive budget and he is happy with it. Richard Park has made it clear that the percentage increase in the playing budget is significantly more than the percentage rise in ticket prices.

11. Apart from increases to the playing budget, what extra costs will the club incur in the National League? (for example additional hotel and travel expenses, police costs). How much?

The main increase in costs will come from overnight stays before the match. Jon spoke to Dave Challinor and Fylde had 15 overnight stays this season. Two hour journeys has usually been the cut-off point in determining when a hotel was needed, so we're looking at about 50% of the games next season. Ultimately it will depend on what Jim feels is appropriate.

12. How can we increase revenue from player sales? Can we identify key players to sign longer term deals so SCFC can generate money for developing players?

The deal we have just done for Alex Curran indicates the change in approach regarding player recruitment. It has been hard to get people to commit when you are playing part time regional football. With Curran, he has signed a two year deal with an option for a third year. We have paid a fee and he will either grow with us or will move on and generate a fee for us.

Part time players rarely sign for more than one year. Committing players to longer term contracts will be easier as we progress up the leagues.

13. How much have the club made/do the club expect to make from extra Champions related sales (the shirt, scarf, polo shirts, mugs, scrapbook, poster, adverts in the scrapbook, etc...)?

It's difficult to put a figure on it as stock is still being sold, but it should be in the region of 50K.

14. How much, if anything, did the Champions Parade cost the club?

It cost £500 and most of that went on the bus, which was subsidised.

Full Time Status

15. Please advise why the Clubs previous commitment to revert to a Full Time playing status has been withdrawn. If, as suspected, finances are the motivating factor behind the decision please confirm what level of attendances we should strive for so that we can compete with other National League Teams on a level playing field.

It is Jim's decision to continue with the hybrid set up, but on a full time budget. For the majority of players, playing for County is their main job.

Having spoken to Jim we will be signing more players on the same type of contract as our new signing, Alex Curran. It is highly unlikely that we will be signing any players who already have a full time job going forward.

Players are training Monday, Tuesday and Thursday. They all wear tracking devices when they train so we know who is training as they should.

16. How many players currently at the club are on FT contracts for next season?

There are only two players who you could now consider to be part time – Hinchliffe and Palmer. Keane has given up a previous working commitment to concentrate on football.

The Bungalow

17. What's the latest with the Bungalow club?

No-one knows! The Bungalow went was sold via sealed bids but nothing seems to have happened since.

Training Ground

18. What's the latest around the club securing a training ground?

We are in regular discussions with the Council but a training ground hasn't been a priority up to now. As we progress up the football pyramid, obviously we will need to start exploring possibilities with more urgency.

Catering

19. Can we be advised please on the situation with the Sapphire Suite? It was much improved at the Curzon game as doors were opened early, however the ability to pre order half time drinks was unavailable. Is this going to be the norm going forward?

Malcolm Cooke continues to work with CGC to improve the offering within the stadium. The ability to order half time drinks will be available next season.

20. Can we know from our current caterers their plans to improve the service they provide please, as we head off to the National Premier? Kidderminster, Brackley and Boston all provide a better service than us so it can be done!

The club suggests that representatives from the Co-op board meet with the caterers before the commencement of the new season to share views on how the service can be improved.

Summer Concerts

21. What is the latest update on the forecasted profit for the summer concerts?

It is impossible to predict at the moment as this is the first year we have run this type of event. The Club expect to make a sizable profit though. It would also not be helpful to future negotiations if the club was to reveal its profit from the first year using the club as a concert venue as this is something we would like to repeat in the future.

22. Do we have an update on what level of assistance the Club requires from HTH and the Co-op?

It would be helpful to have some volunteers (about 20 per night) to perform a "Here to Help" role – letting people know where the facilities are, etc. If Help the Hatters and the Co-op could get together to compile a list of volunteers it would be appreciated.

Stockport Pride

23. The Co-op have once again been invited to and will be attending Stockport Pride this July. This growing event is supported by most of the town's institutions such as the council, the college, the NHS, the Plaza and Garrick Theatres, local political parties etc.... Would the club or the Community Foundation be willing to also bring representation to the event?

The Club would love to support this event, unfortunately it falls on one of the worst days! There is the official team photo shoot at Edgeley Park from 10am – this can take a couple of hours – then it's the annual cricket match in the afternoon that starts at 1pm. The Community Foundation also need to be there for the photos. We can ask around to see if anyone would be available to drop in on the day – even if it's only for a couple of hours – but we are reluctant to commit ourselves if we don't have the resources to support the event properly.

DATE OF THE NEXT MEETING

Monday 8th July 2019