



Attendees:

RFC:

Bryan Stabler  
Ray Booth  
Mark Bradley  
Sandra Clark  
Jackie Evans  
Steve Falk  
Sue Hewett  
Brian Tevreden  
Dara Thomas  
Michelle Curtis

STAR:

Ian Maynard  
Roger Titford  
Paula Martin

## **Meeting Report - Reading FC SMT – Wednesday 28 March 2018 – Madejski Stadium**

### **STAR AGENDA ITEMS**

#### **1. Structure of Club Ownership**

STAR presented a paper before the meeting showing the information on the ownership of the club gleaned from the public domain as there is a degree of ignorance and confusion amongst supporters and asked if there were any errors or omissions. RFC will provide any changes in time for inclusion in the next Reading Matter.

#### **2. Financial Fair Play**

STAR sought an update on how FFP impinges on the club strategy; FFP is now called Profitability and Sustainability and is now a concept\* rather than a regulation as there are no fixed penalties but sanctions are decided by an EFL committee. There are no breaches yet as it is the second of a three year structure. It is designed to accommodate relegated PL clubs as well as Championship clubs and seeks to avoid the problem of promoted clubs escaping transfer embargoes so the only sanction was fines when relegated. BS confirmed the club complies with the current regulations.

\*still a regulation, as a result in some sort of penalty/sanction-BS

#### **3. Stadium naming rights**

STAR appreciates these have value but asked if there are restrictions imposed by the club when seeking a buyer. There is nothing on the horizon, but the commercial team may propose a deal in the future and any sponsor would have to be in line with the new internal club branding (see below).

#### **4. Safe Standing**

STAR asked what planning the club has undertaken if the Shrewsbury Town test proves successful and there is a change in the law. RFC is broadly sympathetic to the concept of safe standing. It appreciates feedback from the STAR survey and would hold a similar study if the law changes. However current League (Championship) rules prohibit standing in football stadia and the club will continue to implement this policy until the rules are changed.

#### **5. Supporter Concerns**

There is a general feeling amongst supporters that the owner does not seem visible or willing to speak directly to the supporter base. The club responded that the owner is a busy businessman who comes to games when he is in the country and his sister attends often, but neither sit in the Directors Box and do not want to have a high profile. The owner has delegated all public profile to Ron Gourlay. STAR suggested the presence of the owner and his sister be made more obvious without imposing any unwelcome publicity on them.

#### **6. STAR's Hall of Fame**

This event went well and STAR appreciated the assistance and presence of many from RFC.

### **RFC AGENDA ITEMS**

#### **1. Present new Club branding and video**

RFC explained the concept and rationale behind the new brand values exercise which is an internal resource for RFC. It is also to be used to ensure that any sponsors and partners have the same approach to the place and attitude of the Club. The key values are 'friendly', 'family' and 'commitment'.

#### **2. Use of the Reading FC Crest**

Related to the branding exercise part of the badge, namely the crown, will be used in addition or instead of the badge on certain documents.