



Meeting Report: RFC Senior Management Team with STAR Board Members

Date: 25 April 2019 at Madejski Stadium

Attendees:

RFC:

Nigel Howe
Ray Booth
Mark Bradley
Dave Evans
Jackie Evans
Sue Hewett
Ged Roddy
Bryan Stabler
Stephanie Smith

STAR:

Sacha Liddiard
Kevin Lenton
Ian Maynard

Meeting Report - Reading FC SMT – 25 April 2019 – Madejski Stadium

- 1. General Update on Major Development issues from Reading Football Club**
 - a. Bearwood-** The project is progressing well from both the playing areas and the infrastructure with it expected to be completed by spring 2020.
 - b. Royal Elm Park-** Reading Football Club have not received any information on this project of any import recently.
 - c. Season Ticket Pricing for 2019/20-** This matter was discussed in general terms in regard to the price structure for next season. STAR were in general assent agreement with the proposed pricing.
 - d. Impact of I-FOLLOW in 2018/19-** RFC has not detected a significant impact of I-follow for the club- mainly due the fan base not interacting to a noticeable level.

2. Specific Points raised by STAR members.

a. Fans Forums for 2019/20.

STAR informed the meeting that we would like to hold a fans forum after the AGM on 5 September 2019, involving U23 and Women's Team Players. STAR indicated that it would like to hold 2 more forums during next season. RFC requested a choice of dates for said forums.

b. Progress Update on STAR social media reach.

STAR outlined that since reviewing the operation on social media it has increased the response across Facebook and Twitter- especially in regard to males in the 18-35 age group which goes against the perception of who is interested and involved in STAR. This has also lead to increased collaboration with RFC with STAR looking to continue this avenue and look to ways of further collaboration. STAR will look to discuss using social media with RFC on providing interviews with players.

c. RFC Attendance at Hall of Fame 2020.

STAR indicated that the event in 2019 was a successful event despite or perhaps because of publicity given by a former player. STAR hope that there will be a sizeable contingent from RFC as discussed in previous years. RFC stated that the non-attendance in 2019 was due to it being on held on a Sunday. STAR stated this was due to a change of date made by Compass, RFC said that they will assist it a similar change is made to the date for 2020 and require a suitable period of notice.

d. Exile Members-restarting block tickets for home matches scheme

STAR stated that this matter had been raised in the past so resubmitted this idea for consideration. RFC responded by stating that the ticketing system scheduled to be put in place for 2019/20 season and should be able to accommodate this proposal but would like to receive a proposal from STAR as to how this could work.

e. Mental Health – Regular Meetings/Coffee Mornings at Madejski

STAR are looking to holding an event or event during the close season in association with Mind. RFC are looking to work with STAR and would like to discuss this separately.

f. Club 1871 and Dolan Stand (plans for next season)

RFC stated that both initiatives have proved to be successful and have been an incentive to other fans and will look to continue and increase the stand area available to Club 1871.

AOB

RFC stated that the club are looking to hold a Player of The Season Dinner in 2019/20 season.