



Notes and Actions from the First Supporter Advisory Board (SAB) Meeting

Date: Monday, 13th January 2025

Club Attendees: Matt Hancock, Claire Halkett, Ben Martindale, Wayne Jones, Will Turner

Meeting Notes

1. Welcome and Introductions

Each member introduced themselves, sharing their connection to the club and motivations for joining the SAB. It was clear we have a diverse, passionate, and proactive group that wants to make a positive difference for Port Vale and its supporters.

2. Establishing Terms of Reference (TOR)

The group discussed and provisionally agreed on the drafted TOR, with the following elements to be considered before final approval:

- **Social Media Use:** SAB members agreed to remain mindful of any content that could discredit the club. Members aim to work collaboratively with the club to improve all aspects of the supporter experience.
- **Tenure:** Members to serve for two seasons, with the possibility of extensions. TOR to be reviewed annually to ensure fresh ideas and perspectives.
- **Chairing:** Matt Hancock (MH) will chair for the first year, with subgroup independent chairs feeding into meetings. Subsequent meetings will aim to appoint a fully independent chair within two years.
- **Purpose:** TOR to align with the club's overall vision and include supporter-related policies.
- **Communications Plan:** A structured approach is required for reporting back to the wider supporter base.
- **SAB Membership:** A clarification will be added that SAB participation is not employment by the club.



3. Assigning SAB Working Groups

Following consultation and discussion, five working groups will be established to focus on key areas:

1. Matchday Experience and Supporter Engagement
2. Equality, Diversity, and Inclusion (EDI)
3. Ticketing and Retail
4. Supporter Communication
5. Culture and History

Key Arrangements for Working Groups:

- **Independent Leadership:** Each working group will be led and facilitated by an independent chair, who will arrange meetings, ensure timescales are met, and table proposals.
- **Club Advisory Role:** A designated club staff member will attend in an advisory capacity to ensure proposals are innovative, viable, and legal.
- **Specialist Knowledge:** Additional club staff and supporters can be consulted by working groups for specific expertise.

The first working group dates will be arranged by a club staff member, with subsequent meetings managed by the independent chairs.

4. 150th Anniversary Season

Key ideas and initiatives for the club's 150th anniversary were discussed and agreed:

- **Community Mural:** Supporters can pay to feature in the mural. SAB input will guide the design and location.
- **Retro Kit Launch:** A launch is planned for summer 2025, inspired by historic designs and the trademarked PVFC logo from the centenary year.
- **Legends Game:** SAB will help shape the event's activities, potentially doubling as a testimonial match.



- Hall of Fame: SAB input is needed to define the event structure and inductee criteria.

Lots of other ideas were discussed and these will be included in the next meeting.

5. Next Steps

Working Group Coordination:

- Designated club staff members will arrange the initial meeting dates for each group, after which independent chairs will lead, arrange, and coordinate further sessions.
- Working groups will use input from this meeting to refine their focus areas.

Member Involvement:

- Members will be grouped based on expertise and interest.
- MH will share proposed groupings for feedback.

Agenda for Next SAB Meeting:

- Progress updates from each working group.
- Finalised plans for the 150th-anniversary events.



Actions

1. Finalise Terms of Reference:
 - Circulate the final draft TOR for feedback and approval by SAB members.
 2. Assign Working Groups:
 - Confirm member assignments and provide initial guidance for group objectives.
 3. Develop Communications Plan:
 - Establish a method for sharing updates with supporters, e.g., social media or forums.
 4. 150th Anniversary Input:
 - Gather SAB feedback on the mural design, legends game format, and Hall of Fame criteria.
 5. Schedule Next SAB Meeting:
 - Propose a date to review working group progress and finalise 150th-anniversary initiatives.
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